



USPS® 2021 Rate Change Webinar Follow-Up: FAQs

1. What is the date of the USPS® rate change?

New 2021 USPS® rates go into effect on January 24, 2021.

2. Will the rate change be automatic? Can it be updated in advance of the Jan 24 date?

For meters that are digitally connected, the new rates will download automatically. Simply keep your meter powered on and connected, including overnight.

For meters that are not digitally connected, you must download the new rates manually. Within 24 hours after downloading the new rates, you will receive an email confirming the status for your equipment. If your meter displays a connection message on the date the new rates go into effect, follow the instructions.

For more details about how to update your specific meter, visit our [Rate and Software Update](#) support page.

3. What do rate increases look like across services in 2021? How much can Pitney Bowes clients save?

Below is a recap of changes to the most common rates and services.

USPS Service/Product	2021 Rate	2021 Change	SendPro® Savings
First-Class Metered Mail Letters 1 Oz. Meter,	\$0.51	+\$0.01	4¢ vs. Stamps*
First-Class Letters Single-Piece Additional Ounce	\$0.20	+\$0.05	-
Single-Piece Cards	\$0.36	+\$0.01	-
Certified Mail™	\$3.60	+\$0.05	-
Return Receipt - retail	\$2.85	No change	-
Return Receipt - electronic	\$1.75	+\$0.05	\$1.10 vs. Retail Green Card
Media Mail® -	\$2.89+	+3.2 to 4.5% (varies by weight)	-
Library Mail – Single Piece	\$2.75+	+3.2 to 4.8% (varies by weight)	-
Bulk Mail	Varies by class and saturation. Click here for more details.		
Priority Mail Retail	Varies by weight and zone	+3%	Up to 40.3%
Priority Mail Express Retail	Varies by weight and zone	+1%	Up to 17%

*4¢ savings for Metered Letters applies to Metered mail, Online postage, Permit imprints, and Pre-cancelled stamps

For more information on 2021 rates visit [Rate Change Central](#).

4. What is considered a flat?

To be eligible to mail at the price for a flat, a piece must:

- a. Have one dimension that is greater than 6-1/8" high OR 11-1/2" long OR 1/4" thick.
- b. Be no more than 12" high x 15" long x 3/4" thick.

5. What is considered a letter?

To be eligible for mailing at the price for letters, a piece must be:

- a. Rectangular
- b. At least 3-1/2" high x 5" long x 0.007" thick.
- c. No more than 6-1/8" high x 11-1/2" long x 1/4" thick.

6. What size postcard is \$0.36?

To receive the first-class mail postcard price, it must be:

- a. Rectangular
- b. At least 3-1/2" high x 5" long x 0.007" thick
- c. No more than 4-1/4" high x 6" long x 0.016" thick

Electronic Return Receipt (eRR)

7. What is Certified Mail versus Electronic Return Receipt (eRR)?

Certified Mail is a USPS® service that provides the sender with a mailing receipt and electronic verification that a mail piece was delivered or that a delivery attempt was made. When the sender requires a signature, a Return Receipt can be added. Traditionally, it is processed manually and requires the attachment of a "Green Card" to generate a return receipt. This paper-based process can be time-consuming, expensive, and prone to errors. As an alternative, many senders are turning to electronic Certified Mail processing or electronic Return Receipt (eRR). It is a simple, reliable, and cost-effective way to obtain the receipt of delivery.

Whether with a "Green Card" or eRR, Certified Mail is ideal for any item that needs proof of receipt such as contracts, legal documents or other valuable items.

8. What are the benefits of Certified Mail with electronic Return Receipt (eRR)?

eRR offers senders the same benefits of the traditional process, but all signatures are digitally stored, making it easy to access and secure. In addition, by choosing eRR you will:

- Save time and increase accuracy
- Eliminate error-prone manual processing and mitigate risk
- Save money; eRR saves you \$1.10 per mail piece over manual processing
- Increase sustainability by eliminating paper and physical delivery

eRR comes standard with SendPro Enterprise and can be added to other SendPro solutions to process Certified Mail seamlessly. Signature files are stored as pdfs. SendPro Enterprise makes it easy to access these pdfs.

ERR Label sample PDF:

 UNITED STATES POSTAL SERVICE®

Date: 04/28/2005

SAMPLE

Jane Doe:

The following is in response to your 04/28/2005 request for delivery information on your Certified Item number 7004 0550 0000 4616 5430. The delivery record shows that this item was delivered on 04/16/2005 at 02:38 PM in ANYTOWN, MO 63197 to J. Somebody. The scanned image of the recipient information is provided below.

Signature of Recipient: 
JOHN SOMEBODY

Address of Recipient: 1234 ANY STREET

Thank you for selecting the Postal Service for your mailing needs. If you require additional assistance, please contact your local Post Office or postal representative.

Sincerely,
United States Postal Service

The customer reference number shown below is not validated or endorsed by the United States Postal Service. It is solely for customer use.

Customer Reference Number: 00000001

Commercial Pricing and IMpb

9. How can I access commercial pricing for USPS® shipping products? How do we print IMpb tracking labels?

USPS® commercial rates deliver shippers significant savings – up to 40.3% off retail rates without any volume requirements. These savings are built right into our suite of SendPro solutions at no additional cost. Shippers can seamlessly access commercial rates when they print IMpb tracking labels with a SendPro solution. All Pitney Bowes meter users have a complimentary subscription to SendPro Online.

To create your free SendPro Online account simply follow the steps below:

1. Go to [Your Account](#) to log in or to create a new account.
2. Scroll down to Your Apps. Then click on Go to Full App in the upper right corner of the SendPro Online module.
3. From the Customize Your SendPro screen, select Single User and the USPS-only shipping company options and click Continue.
4. Review and confirm your details then click Place Your Order.

[View our visual guide](#) on how to create your SendPro Online account. After creating your account, follow these helpful tips to get started.

 UNITED STATES POSTAL SERVICE® www.pitneybowes.com

P US POSTAGE 10/22/2005 From 90049 **VOID** Pitney Bowes 02180050000249
Zone 6 Commercial Flat Rate Envelope 9028497630

PRIORITY MAIL 2-DAY™ Estimated Delivery Date: 10/24/05

Michael Adams
MA Corp
Street
13695 San Vito Blvd
Los Angeles CA 90049-5105 **0004**

R051

JOHN O PUBLIC
SENDPRO CORP
3302 ANY WAY
HUMBLE TX 77339-1101

TEST LABEL - DO NOT MAIL

USPS TRACKING #



9405 5092 0212 1000 0471 28

Step 1: Fund your SendPro Online account

You will need to fund your SendPro Online account separately from your meter postage account. Funds on your meter cannot be transferred to SendPro Online.

To fund your account, navigate to the USPS tile from the home screen and click the plus sign (+) next to Available Postage. In the Add Postage window, select one of the preset amounts or Custom to enter a different amount. Then select Add Postage.

Step 2: Start printing shipping labels

Print shipping labels to access Commercial Base Pricing with savings up to 40.3%* on Priority Mail® services.

Choose Create Shipping Label from the Home screen and click the USPS® carrier tile. Next, you will need to fund your account, enter the shipment details, and print your label to your network printer. [View full instructions here.](#)

Here are some of the available support resources to help you get started. Plus, remember to bookmark sendpro.pitneybowes.com for easy access to the application.

Interactive user session

(Monday – Friday, 2pm ET) [Join the webinar here.](#)

Talk one-on-one.

[Schedule](#) a 15-minute personalized walkthrough.

Online resources

[Easy start user guide](#)

[SendPro Online support](#)

Commercial rates can also be accessed seamlessly through the SendPro Enterprise solution.

10. Can I print labels for UPS and FedEx through SendPro Online? Can I use my negotiated rates?

Yes, with the multi-carrier subscription, you can see the standard or your negotiated FedEx or UPS rates. SendPro Online also offers special UPS discounted rates up to 65% off 2nd Day Air® Service and up to 48% off Ground. SendPro Online also offers Same Day Delivery service.

11. Can we print stamps remotely on SendPro Online? Can multiple employees have access to SendPro Online?

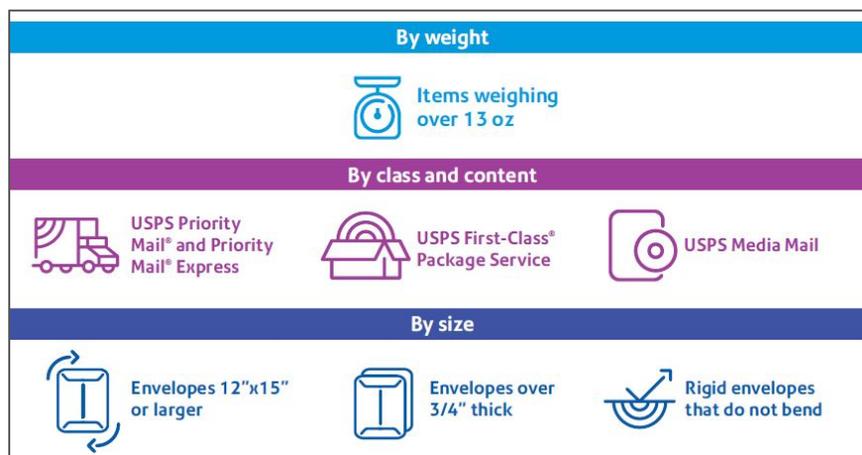
There are various subscription levels for SendPro Online to suit our client needs. Our account managers can help you choose the right solution for your business' sending needs.

12. I use a USPS tracking label and a meter sheet. Am I getting the Commercial Price discount?

No. You must print the full trackable label (IMpb) to qualify for Commercial Based Pricing. Great news. If you are an existing Pitney Bowes meter user, you have a complimentary subscription to SendPro Online. Commercial rates can also be accessed seamlessly through SendPro Enterprise.

13. How do I know if my package qualifies for an IMpb tracking label?

It's important to make sure you're choosing the right service for everything you send. Not only will you save money but sending smarter also helps you develop a deeper relationship with your customers. Let's take a closer look at what items qualify for an IMpb label.



Still unsure?

To see if a package qualifies for an IMpb tracking label try out our [interactive tool](#).

Non-Profit and Marketing Mail

14. Will there be a new postage rate for non-profits? Is there a requirement or process to complete in order to qualify to use the Non-profit marketing letter rate?

- There will be a price increase for both Marketing Letters and Marketing Letters Non-profit.
- All USPS® Marketing Mail prices are bulk prices, and each mailing must meet a minimum quantity of 200 pieces or 50 pounds of mail.
- The USPS® does not guarantee the delivery of USPS Marketing Mail within a specified time.

For non-profits:

- Organizations wishing to mail at non-profit USPS® Marketing Mail prices first must be authorized by the Postal Service as eligible.
- A non-profit status from the IRS does not automatically qualify you to mail at non-profit prices. There are additional requirements, including volume requirements of at least 200 mail pieces per mailing.

Click [here](#) for the full changes to Marketing Mail and Marketing Mail Nonprofit rates.

Shipping Zones

15. How are shipping zones determined?

Zones are determined by the distance a package travels from point A to point B. The farther a package travels, the more zones it must cross and the more expensive it will be. The United States is split into 8 zones, including Alaska, Hawaii and Puerto Rico. Zone 1 would be the closest zone relative to a package's origin and Zone 8 would be the farthest away.

All major carriers use zones to calculate postage, but rates do vary depending on the carrier and service type. To learn more visit:

- [USPS® Zone Information](#)
- [UPS® Zone Information](#)
- [FedEx Zone Information](#)

All SendPro Solutions seamlessly calculate zones and rates based upon the carrier and service selected.

16. How do I get more information on presorting mail?

Contact your Pitney Bowes rep or a local post office representative.

17. Is there an additional discount for shipping 500 flats at a time?

Yes, Commercial pricing for First Class Flats is available when sending 500 pieces or more. The savings per piece for flats can be up to \$0.54 per piece.

Additional Information

18. How many pages are recommended to fold and fit into a 6" x 9 1/2" letter envelope?

For most mail, up to 15 pages of 20 lb. paper can be single-folded into a 6" x 9 1/2" letter envelope and still qualify for a letter weight. First-Class letters must remain 3.5 oz or less and the envelope thickness must remain at 1/4" or less to qualify.

19. Does "If it fits, it ships" apply to Flat Rate Envelopes? Can you use a First-Class package for a flat envelope?

"If it fits, it ships" applies to the Priority Mail and Priority Mail Express Flat rate envelopes if the envelope closes within the normal prefabricated folds.

There are scenarios when sending a First-Class Flat envelope that the piece will be rated as a First-Class Parcel. Examples include if the envelope is rigid or the contents make the envelope over 3/4" thick.

20. We bought pre-stamped envelopes from USPS® online, will those still be usable in 2021?

Yes, the rate remains the same for First-Class Letters.