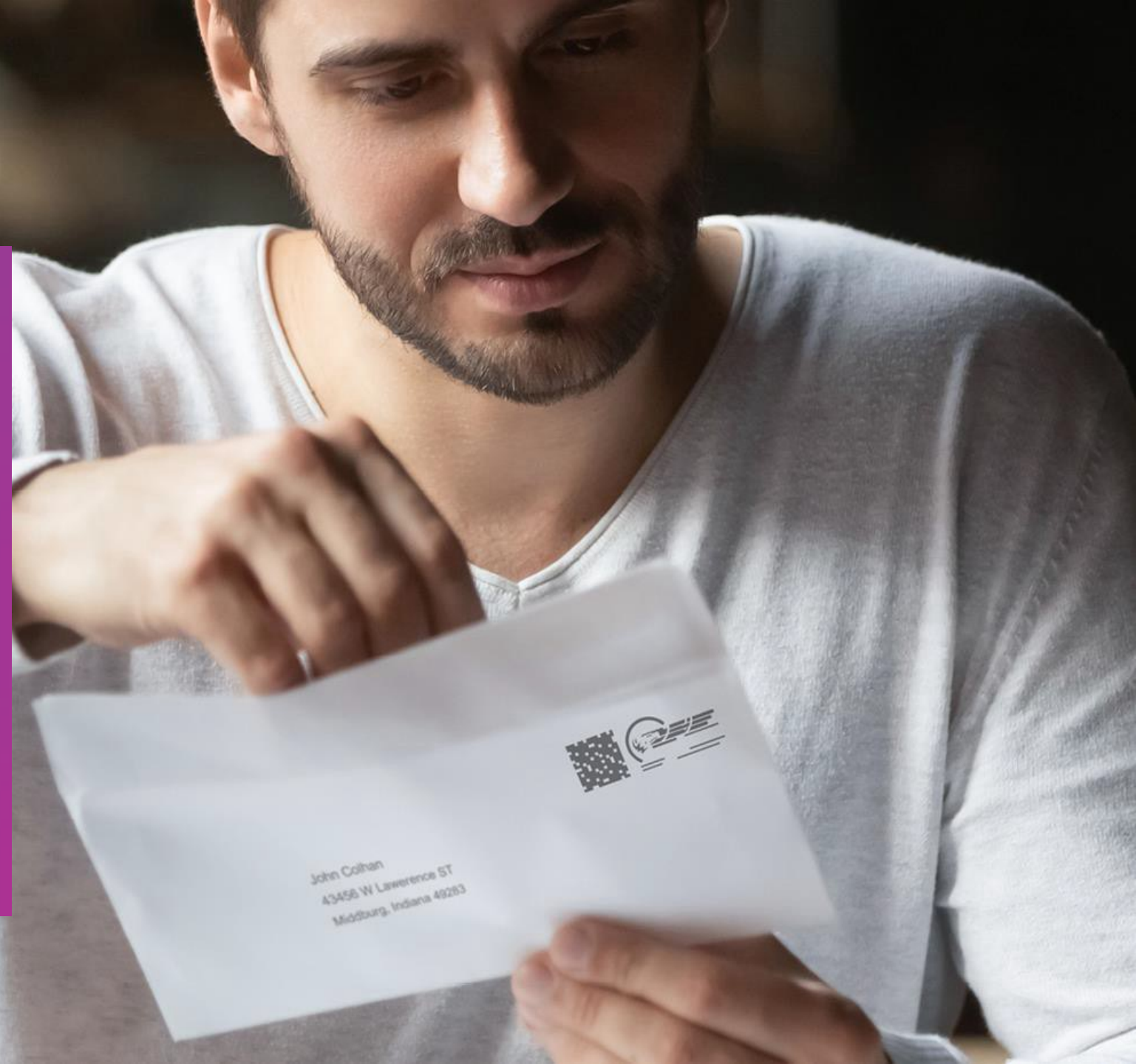




# Part and Parcel: Pitney Bowes Guide to Mailing

*A mailers guide to streamlining  
operations, realizing savings, and  
growing your business*



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# INTRODUCTION



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## Over 100 Years of Putting Our Clients First

Helping our clients succeed is at the center of everything we do.

This commitment fuels our success, now serving 90 percent of the Fortune 500 iconic retail brands and marketplaces, many of the world's most respected banks, insurers and financial institutions, and more than 750,000 small and medium-size businesses.

If any business is going to be successful in the long term, it must take the necessary steps to serve its clients well and deliver a superior customer experience. This has been at the core of Pitney Bowes from the very beginning.



## We're here to help.

To help you further streamline your mailing operation, we've developed this guide with everything you need to get the most of your Pitney Bowes mailing device plus help you navigate the complexities of mailing.

### In this guide you'll find:

- ◀ [Tips to select the best mail service](#)
- ◀ [Additional ways to save on sending](#)
- ◀ [Key SendPro C features](#)
- ◀ [How to grow your business with mail](#)
- ◀ [SendPro C support tips](#)
- ◀ [Mailing industry glossary](#)

# Before mailing and shipping, always ask yourself 'What am I sending'?

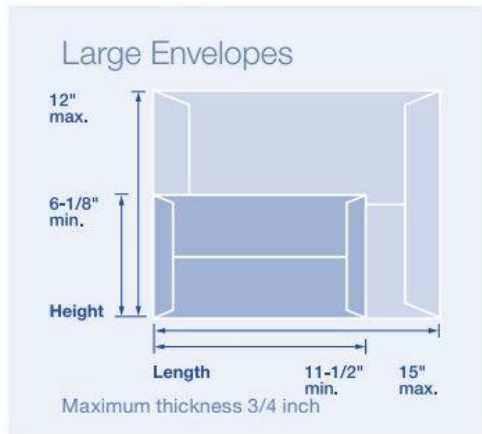
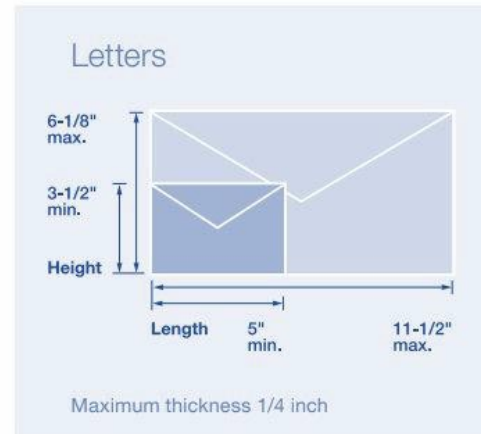
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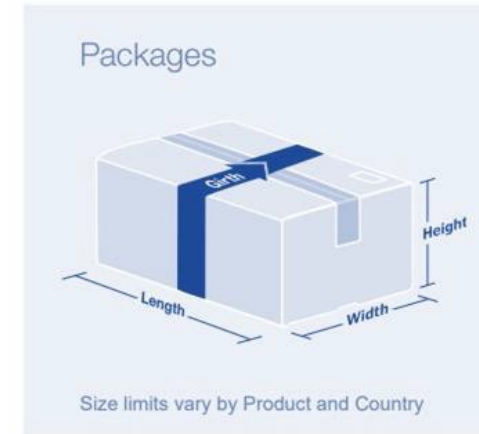
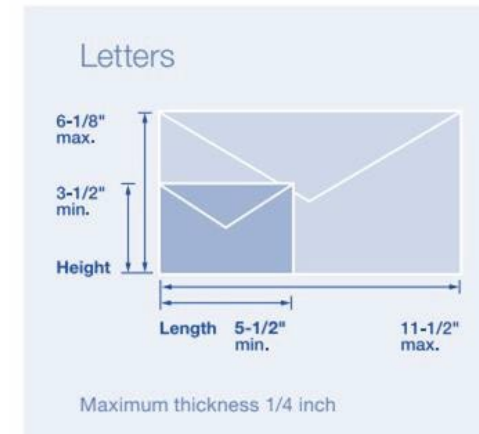
## Size Matters.

It's important to understand the exact shape and size of what you're sending. It helps calculate accurate pricing eliminating postage overspending and reducing the risk of returned items or postage due from the recipient.

## Domestic Sizes



## International Sizes



# Three 'S's' determine the best service for your needs.

## Size, Speed, Spend.

Now that you know the accurate size of the item you're sending, you can determine the best mailing service for your needs. In addition to size, the speed in which you want an item to be delivered and the price you're willing to spend help determine the best mailing service for your needs.

**Size + Speed + Spend = Service**

 70lbs or less	1-2 days guaranteed	\$\$\$ based on weight	Priority Mail Express	 70lbs or less	2-5 days	\$ based on weight and distance	Ground Advantage
 70lbs or less	1-5 days	\$\$ based on weight and distance if over 1lb	Priority Mail	 70lbs or less	2-9 days	\$ based on weight and content	Media Mail
 13oz or less	1-5 days	\$ based on weight	First-Class Mail	 15lbs or less	2-9 days	\$ based on weight, content, and distance	Bound Printed Matter

# Consider adding extra USPS® services to your mailings.

**The USPS offers a host of additional mailing services to provide additional protection and peace of mind.**



**For the latest extra services pricing, visit:**  
[www.usps.com/ship/insurance-extra-services.htm](https://www.usps.com/ship/insurance-extra-services.htm)

## **Certificate of Mailing**

Provides evidence of mailing.

## **Certified Mail®**

Provides proof of mailing at time of mailing and the date and time of delivery or attempted delivery. Return Receipt, a postcard or electronic notification with the date of delivery and recipient signature, can be added to confirm delivery.

## **Insured Mail**

Provides coverage against loss or damage up to \$5,000. Fee based on value of item. For items insured for more than \$500, Return Receipt can be added to confirm delivery.

## **Registered Mail™**

Provides maximum security. Includes proof of mailing at time of mailing and the date and time of delivery or attempted delivery. Insurance can be added up to \$50,000. Fee based on value of item. Return Receipt can be added to confirm delivery.

## **USPS Tracking®**

Provides the date and time of delivery or attempted delivery. Free with select services.

## **Signature Confirmation™**

Provides the date and time of delivery or attempted delivery and the name of the person who signed for the item. You can request a printed copy of the signature.

## **Adult Signature**

Requires the signature of someone 21 years of age or older at the recipient's address.

# Unlock all the value that SendPro® C delivers.



[Click for video chapter overview](#)

## Process, print, and save with the SendPro C.

This semi-automatic, compact mail machine is designed to easily process light volumes of USPS® mail and light packages.



## Take advantage of all your device has to offer.

*The top 5 benefits our clients love include:*

- ▶ Get automatic rate change updates and 4¢ savings on every piece of First-Class Mail®
- ▶ Access discounted USPS® shipping services from your complimentary Pitney Bowes online shipping account
- ▶ Reduce address correction fees and improve delivery success rates with built-in verification
- ▶ Track postage spend with access to precise mailing and USPS shipping history for multiple accounts
- ▶ Weigh packages up to 5 pounds directly on the device with the integrated digital scale

# How to automatically save on mailing with the SendPro C.



First-Class Mail is the most economical way to send mail pieces through the USPS. You can send postcards, letters, and large envelopes as well as small packages up to 15.99 ounces.

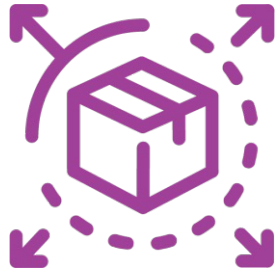
You save on everything you mail with your SendPro C, starting at 4 cents per piece.

## Ensure your rates are up to date.

- ◀ The USPS updates mail rates annually and in some instances bi-annually. As an approved USPS postage provider, Pitney Bowes clients have access to these the moment they become available.
- ◀ Postage rates automatically update when your SendPro C is idle and connected to the internet.
- ◀ To offer peace of mind and ensure you're paying the most accurate rate, you can confirm that your rates are up to date by tapping the Rates & Updates app from the App Drawer (pictured right)



# How to make the most out of the discounted shipping rates available with the SendPro C.



In addition to saving up to 4 cents on every stamp you print, with the SendPro C you also gain complimentary access to our online shipping software unlocking additional savings.

## Save up to 89%\* off USPS® Priority Mail Shipping Labels

With complimentary access to Pitney Bowes online shipping software, in a few short steps it's easy to save even more on packages over 16 ounces.

- 1** First, select 'Trackable Labels' on the home screen
- 2** Next, add postage if needed by tapping postage balance and following the prompts
- 3** Then, confirm your recipients address. You can import addresses by visiting: [sending.us.pitneybowes.com](https://sending.us.pitneybowes.com).
- 4** Next, follow the prompts to select the package type, then service type
- 5** Last, print the USPS trackable label and put it in the Mailstream



\*Savings based on Priority Mail Cubic pricing for up to .1 cubic ft package weighing 20lb sent to Zone 9. vs Priority Mail Retail

# How to avoid delivery delays and accessorial fees with Pitney Bowes online shipping software.



Undeliverable mail and packages cost businesses over **20 billion dollars per year** according to recent USPS estimates.

We know every dollar counts to your organization. When sending items with trackable labels, the address correction capability built into Pitney Bowes software ensures packages arrive on time and at cost.

## Avoid redeliver fees and ensure timely delivery with address verification.

**If the address is a valid mailing address in the USPS database**

Original Address	Suggested Address
Joe Tester 2331 Spencer Lane Birmingham AL 35215	Joe Tester 2331 Spencer Ln Center Point AL 35215-4003

The original address will be shown next to the USPS-verified address.

Select **Use Suggested Address** to use the USPS's address or select **Edit** to edit your address.

**If there is not a close match in the USPS database**

The address you entered is not valid and could not be verified. Please correct your address to continue.

Original Address

Joe Tester  
400 S Erie St  
Shelton CT

You will need to select **Edit** and correct the address.

# How to take control of spend across your organization with the SendPro C.



Mailing and shipping is an integral part of doing business. Although sending a few items may seem simple, as volumes increase controlling spend and properly accounting for it becomes more difficult.

## Unlimited cost accounts and reporting give you unparalleled control.

- ◀ You can assign the costs for postage to an account to ensure proper accounting. You can enable this capability by tapping **'SendPro Apps'** on the home screen, then tapping **'Cost Accounts'** to leverage the feature.
- ◀ All SendPro devices offer turnkey reporting delivering you visibility to better optimize your operation including:
  - ◀ Total mail spend
  - ◀ Postage refill history
  - ◀ Total shipping spend
  - ◀ Funds reporting
- ◀ Need reporting across multiple SendPro devices? PitneyAnalytics® allows you to gain deeper visibility across multiple devices to ensure you're making the most out of every dollar.

# How to ensure accurate postage spend with the SendPro C.

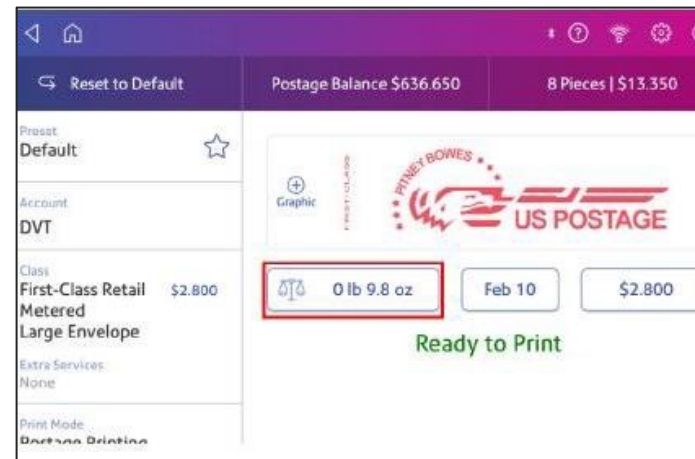


Every ounce counts. That's why it's imperative to ensure you accurately capture the weight of everything you send – from standard envelopes to large boxes and everything in between – to ensure you're not overpaying.

## Accurately weigh everything you send with the integrated scale.

The integrated scale on your SendPro C automatically captures accurate weight and ensures correct postage.

In a few quick steps ensure you're not overpaying.



- ▶ On the home screen **tap Envelope Printing > Weight > Scale**
- ▶ Place the envelope on the scan then tap **Apply > Class**.
- ▶ Once you select the class and any special services **tap Apply**.
- ▶ **Insert envelope** into the device for postage printing.

\*Sending something over 5 lbs.? Check out our series of external scales that seamlessly connect to all SendPro devices.

# Support tips for your SendPro C.



[Click for video  
chapter overview](#)



## Need a refresher?

Access videos, FAQs, and more by clicking the ? icon on the top right of the toolbar.

## Need personalized support?

Get personalized help by visiting the SendPro Care App on the home screen.

## TIPS TO CONSIDER

- ◀ Location of your device matters.
- ◀ Set up a mailing and shipping station.
- ◀ Prevent envelope jamming before it happens.
- ◀ Knowledge share across your organization.

# Support tip #1 for the SendPro C.



## Location of your device matters.

The SendPro C is powered by Wi-Fi and is only as good as the strength of the internet connection. Like other digitally connected technology, the device may need to be restarted or rebooted periodically.

### TIPS TO CONSIDER

- ◀ Place your machine in a spot with a strong Wi-Fi signal and accessible location to optimize the performance of your device.
- ◀ Place the device in a central, easily accessible location to make it easy for anyone within your organization to quickly restart or reboot your meter.

# Support tip #2 for the SendPro C.



## Set up a mailing and shipping station.

While setting up your meter in a central location to ensure optimal Wi-Fi connectivity, also consider setting up a 'sending station' to improve the employee experience

### TIPS TO CONSIDER

- ◀ In addition to the meter, set up a computer accessible by all employees with approval to ship to enjoy complimentary access to Pitney Bowes online shipping software.
- ◀ Stock the sending station with everything a mailer or shipper would need – envelopes, boxes, packing tape – to ensure efficiency.
- ◀ Post a list of departmental accounts for chargebacks nearby to ensure proper accounting and tracking of all sending spend.

# Support tip #3 for the SendPro C.



**Prevent envelope jamming before it happens.** The most common support challenge our clients report is envelope jamming, which can slow down your mailing processes.

## TIPS TO CONSIDER

- ◀ Take preventative action. With a can of non-flammable compressed air blow on the feed deck on the left side and work toward the transport deck on the right side. Make sure and remove all the dust and debris.
- ◀ Feed envelopes one at a time holding them against the back wall to avoid crooked or skewed envelope feeding, the most common cause of jamming
- ◀ Watch [this video](#) to learn how you feed envelopes correctly to help prevent feeding problems.

# Support tip #4 for the SendPro C.



[Download the full SendPro C user guide here](#)

## **Knowledge share across your organization.**

Clients love that the SendPro C is intuitive and user friendly, but as with any office technology super users are familiar with short cuts and all the features and functionality that less frequent users may not be.

### **TIPS TO CONSIDER**

- ◀ Print the full device user guide and have it accessible right next to the postage meter for easy access.
- ◀ Make the full device user guide available on the company intranet.
- ◀ Leverage an internal super user to train new employees or provide a refresher to less frequent users.

# Consider additional ways to save when you send.



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The SendPro C is designed to help you save every step of the way. Consider these additional tips to save even more every time you send.

## TIPS TO CONSIDER

- ◀ When sending Certified Mail, switch from green cards to Electronic Return Receipt\*
- ◀ Leverage trackable USPS Priority Mail labels and save
- ◀ Use differential weighing when sending mixed weight mail
- ◀ Use the proper packaging for everything you send

\*Electronic Return Receipt is available on SendPro C/+, C Auto and MailCenter.

# Send Certified Mail with Electronic Return Receipt (ERR).



## Switch to ERR and save.

Certified Mail Green Card	\$4.40
<b>Electronic Return Receipt</b>	<b>\$2.82</b>
<b>SAVINGS per piece</b>	<b>\$1.58</b>

## Save and gain a host of additional benefits with ERR.

Traditionally, Return Receipt has been a manual process that required the physical attachment of a “green card.” This paper-based process has shown to be time-consuming, expensive and quite prone to errors.

Now, you can process Certified Mail easily, accurately and cost effectively directly from your SendPro device featuring ERR. This optional subscription cuts your Return Receipt costs by over 40%, plus you'll:

- ◀ Save time and increase accuracy.
- ◀ Eliminate error-prone manual processing.
- ◀ Eliminate wait times for proof of delivery to be returned.
- ◀ Replace paper files and tracking records with digital records

# Leverage Priority Mail for trackable labels and save.



**Save up to 88%\* off USPS Priority Mail retail rates and gain so much more.**

\*Savings based on Priority Mail Cubic pricing for up to .1 cubic ft package weighing 20lb sent to Zone 9. vs Priority Mail Retail

## You could gain savings and so much more with trackable USPS Priority Mail Labels.

Are you sending trackable label items with meter tape? If so, you're likely overspending and missing out on a host of other benefits, including:

- ▶ Free boxes and envelopes<sup>1</sup>
- ▶ Free Package Pickup<sup>2</sup>
- ▶ Free insurance (up to \$100)<sup>3</sup>
- ▶ End to end tracking visibility
- ▶ Delivery six days a week (including Saturday)<sup>4</sup>

1) Available for select products. U.S. delivery via regular mail usually occurs within 7-10 business days. APO box, P.O. Box™ and Cluster box must pick up packages at local Post Office™. 2) For details on free Package Pickup, visit [usps.com/pickup](https://usps.com/pickup). 3) Insurance does not cover certain items. For details regarding claim exclusions, see sections 609.4.3 (Nonpayable Claims), 609 (Filing Indemnity Claims for Loss or Damage), and 503.4 (Insured Mail) of the Domestic Mail Manual at [pe.usps.com](https://pe.usps.com). 4) Saturday delivery except if a national holiday.

# Use differential weighing to process mixed weight mail quickly.



Save time and increase productivity by eliminating individual weighing and rate selection with differential weighing on your SendPro device.\*

*\*Additional subscription required.*

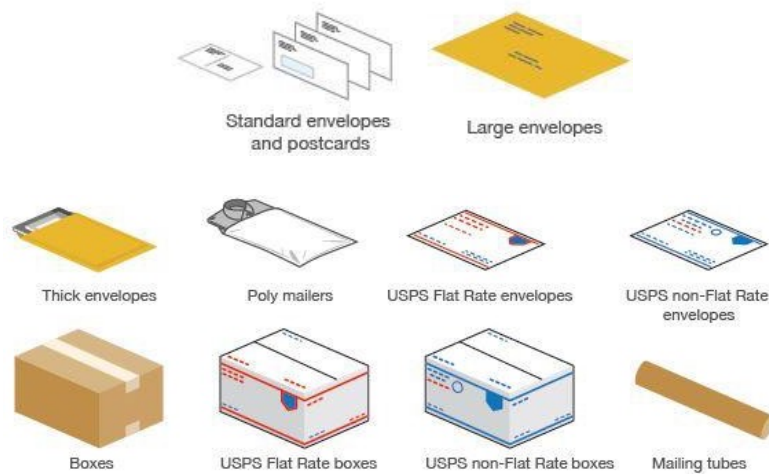
## Save time with differential weighing.

Efficiency and productivity are top of mind for mailers like you. With this optional SendPro C capability, you and your team can semi-automatically process mixed weight mail faster and more accurately, saving time and increasing productivity.

### How does it work?

- ◀ Place all your same class mail pieces on the scale at once.
- ◀ Remove each piece of mail individually.
- ◀ The system automatically calculates the postage for each piece you remove and applies it as you run it through the mailing system.

# Avoid overpaying with proper packaging.



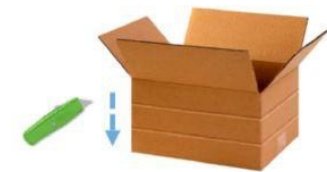
It's true. Shipping and mailing costs are on the rise, but there are ways to save. Interestingly, it's not just what you send that impacts the cost, but also what you physically send it *in*.

## Don't pay to send 'air'.

There are ways to reduce unnecessary fees and overpaying to keep shipping and mailing costs down.

### Use the smallest possible packaging

Ensure documents and mail pieces fit snugly in your envelopes and take advantage of different types of packaging like multi-depth boxes for shipping.



### Avoid unnecessary fillers

Avoid empty space in everything you send. If fillers are required, ensure you select something lightweight that won't add too much weight to the item you're sending.



### Ensure accurate weight

Every ounce counts. Make sure to always leverage the SendPro C scale to automatically capture the accurate weight of everything you send.



# How to grow your business with mailing.



[Click for video  
chapter overview](#)



Today's marketing channels are primarily digital because of their ease, reach and low cost. However, physical advertising can have a significant positive impact on your customers and bottom line.

## TIPS TO CONSIDER

- ◀ Integrate direct mail into your marketing and communications strategy.
- ◀ Lean in to personalized mail.
- ◀ Track your mailing effectiveness.
- ◀ Retarget with physical and digital touches.

# Integrate direct mail into your marketing and communications strategy.

Direct mail is the original marketing method used for businesses to reach its customers. When email was introduced, many felt direct mail would soon be a thing of the past. And for many years it felt like it was, but now, it is making a strong comeback.

Direct mail helps cut through the noise in consumers digital inbox. It allows people to focus on something “real” and not “digital”, means they can hold it in their hands, stick it on the fridge and come back to it later. Plus, unlike emails that require you to seek permission from the customer, direct mail does not require explicit consent from the consumers, expanding your reach.

If you aren't incorporating direct mail into your marketing and communication strategy, you're likely leaving opportunity on the table.



Sources:  
2021 Direct Marketing Association Research

# Lean in to personalized mail.

While direct mail helps you reach clients and prospects directly, you still need to grab their attention in the sea of important documents, bills, letters from loved ones, and other direct mail in their mailbox. You only have about 8 seconds to grab their attention, so make it count.

Personalization improves engagement and increases effectiveness. Studies show that receiving personalized mail makes the recipient feel special, ultimately leading them to pay more attention. Personalization can be as small as integrating their name to as complex as a custom offer based upon their demographics, location, and prior purchase history.

Personalization is also a great way to build relationships with the market and show off your own brand's personality.



Sources: USPS Research Study: A Look At How Millennials Respond to Direct Mail

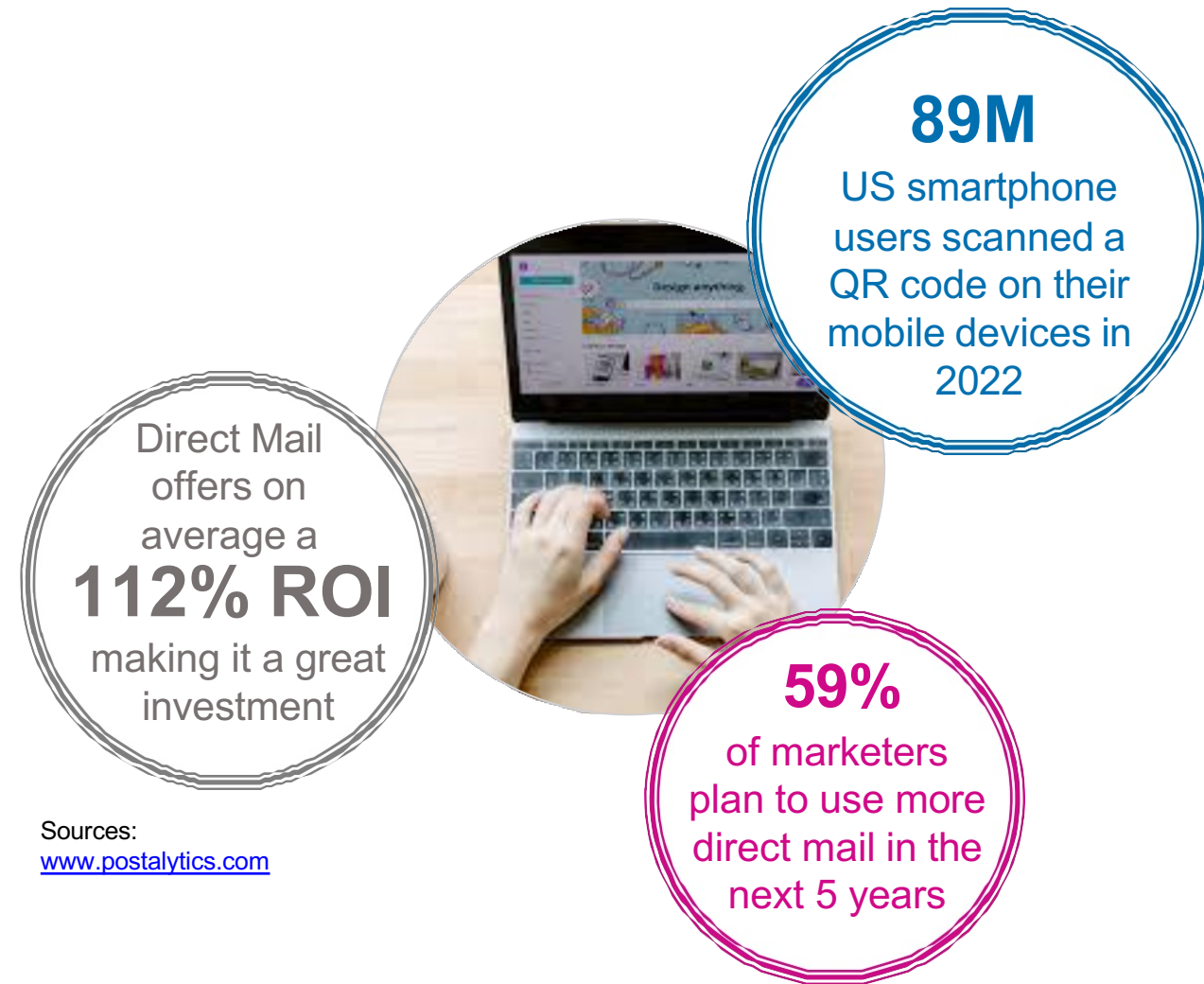
# Track your mailing effectiveness.

Whether it's a marketing campaign or an important client communication, having visibility into *who* engaged with your direct mail and *what* they were most interested in is imperative to any communication strategy.

Tools most used to track mailing effectiveness include:

- Dynamic QR code (38%)
- Vanity URL (57%)
- Trackable phone number (57%)
- Business reply envelopes (57%)
- Unique promotional code (51%)

When building your direct mail strategy, incorporate one or more of the above to understand ROI.



# Retarget with physical *and* digital touches.

## Prospects have engaged, but haven't purchased...now what?

Catching their attention with an initial piece of direct mail is a step in the right direction, but it may not result in immediate sales. According to industry reports it takes an average of 8 touches to get an initial meeting with a new prospect.

When building your retargeting strategy, don't simply rely on lower cost digital touches like email or social media alone. Continuing to touch prospects across multiple channels – including direct mail – will lead to greater conversion.

Plus, with effective tracking you'll be able to deliver an even more personalized and targeted message right to your prospect's mailbox.



# Mailing Industry Glossary

## A- Bo



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**Additional Entry (AE)** - A Post Office other than the office of original entry where a publisher is authorized to mail a Periodicals publication.

**Address Change Service (ACS)** - An automated process that provides change-of-address information to participating mailers who maintain computerized mailing lists. The information is captured in Computerized Forwarding System (CFS) units and sent to mailers on electronic media, which reduces the volume of manual change-of-address notices.

**Address Correction Service** - A system of ancillary service endorsements that allows mailers to obtain the addressee's new (forwarding) address or the reason for non-delivery.

**Address Element Correction (AEC)** - A process that identifies and revises incomplete or incorrect computerized address files, and then attaches ZIP+4 and carrier route codes. It involves computer matching address records that cannot be coded using CASS-certified address matching software.

**Ancillary Service** - Forwarding, change returns, or address correction service included within a mail class. Depending on the mail class, these services are performed at a charge or at no additional charge.

**Ancillary Service Endorsement** - A marking used by a mailer to request the new address of an addressee and to provide the USPS with instructions on how to handle mail that is undeliverable as addressed. Also see address correction service.

**Area Distribution Center (ADC)** - A mail processing facility that receives and distributes mail destined for specific ZIP Codes. ADCs and their associated ZIP Codes are in DMM labeling list L004.

**Army Post Office (APO)** - A branch of a designated USPS civilian Post Office, which falls under the jurisdiction of the postmaster of either New York City or San Francisco, that serves either Army or Air Force personnel. Also see Military Post Office (MPO).

**Aspect Ratio** - The dimension of a mail piece expressed as a ratio of length divided by height (for letters and cards, length is the dimension parallel to the address as read). An aspect ratio between 1.3 and 2.5, inclusive, is required for automation compatibility.

**Automated Area Distribution Center (AADC)** - A distribution center that uses multiline optical character readers (MLOCs), barcode sorters, and other equipment designed for processing automation-compatible mail. Also see area distribution center (ADC).

**Automation Compatible Mail** - Mail that can be scanned and processed by automated mail processing equipment such as a barcode sorter.

**Automation Price** - A postage discount offered to mailers who barcode their mail pieces and meet addressing, readability, and other requirements for processing on automated equipment.

**Auxiliary Service Facility (ASF)** - A mail processing facility that has its own service area and serves as a satellite processing hub for a particular Network Distribution Center (NDC).

**Barcode** - A series of vertical bars and spaces that represent any numerical series, most often a correct ZIP Code for the delivery address on a mail piece. The barcode facilitates automated processing by barcode readers and scanners.

**Barcode Clear Zone** - A rectangular area in the lower right part of a letter-size mail piece that must be kept free of printing and symbols, except for the barcode itself. This requirement allows automated processing machines to read or apply a barcode.

**Barcode Read Area** - A small area within the barcode clear zone in which the barcode must be printed. This area is defined by the position of the leftmost bar of the barcode and the bottom edge of the bar.

**Barcode Reader** - A component in certain mail processing equipment that reads and interprets the barcode applied to a mail piece.

**Barcoded Container Label** - A tray or sack label that has a barcode that can be read and processed by an automated tray or sack handling system.

**Barcoded Discount** - A postage discount available for certain Package Services machinable parcels and Bound Printed Matter flats that bear a correct barcode and meet other size, shape, and volume requirements.

**Bound Printed Matter (BPM)** - A subclass of Package Services that consists of permanently bound sheets of which at least 90% are printed with advertising, promotional, directory, or editorial matter (or a combination of such matter).

# Mailing Industry Glossary

## Bu- Co

**Bulk Parcel Return Service (BPRS)** - A service by which high-volume mailers may have undeliverable-as-addressed Standard Mail machinable parcels returned to the mailer.

**Bundle** - A group of addressed pieces assembled and secured together to make up a basic unit of bulk mail for processing purposes.

**Business Mail Entry Unit (BMEU)** - The area of a postal facility where mailers present bulk, presorted, and permit imprint mail for acceptance. The BMEU includes dedicated platform space, office space, and a staging area on the workroom floor.

**Business Reply Mail (BRM)** - A service that allows a permit holder to receive First-Class Mail and Priority Mail back from customers and pay postage only for the returned pieces. These pieces must have a specific address and format. Postage and per piece charges are collected when the mail is delivered back to the permit holder.

**Caller Service** - An optional delivery service provided for a fee at all Post Offices to customers with large volumes of mail, to customers needing multiple separations, and to customers who need a Post Office box number address when no Post Office boxes are available.

**Carrier Route** - The addresses to which a carrier delivers mail. In common usage, carrier route includes city routes, rural routes, highway contract routes, Post Office box sections, and general delivery units.

**Carrier Route File** - The official listing of all city and noncity delivery Post Offices, available to mailers in a standardized format. It contains schemes for city routes, rural routes, highway contract routes, Post Office box sections, and general delivery units. The data is formatted by ZIP Code, street name, and street number.

**Carrier Route Presort Mail** - Mail sorted by carrier route to qualify for discounted postage. The mail requires no primary or secondary distribution. The term is a general descriptor of the available prices for this type of preparation, which includes carrier route Standard Mail, carrier route Periodicals, and carrier route Bound Printed Matter.

**Centralized Postage Payment System (CPP)** - A postage payment system administered by the Pricing and Classification Service Center that allows publishers of authorized Periodicals publications entered at three or more Post Offices to pay postage at a single postal facility rather than through individual accounts maintained at each entry Post Office.

**Certified Mail** - A service that provides the sender with a mailing receipt. A delivery record is maintained by the USPS. This type of mail must be sent at First-Class Mail or Priority Mail prices. Certified mail may be combined with return receipt service and restricted delivery service.

**Classification** - The grouping of mailable matter into mail classes and subclasses by price categories, according to content, weight, size, and preparation standards.

**Classroom Price** - A Periodicals price that is available to an authorized mailer of educational, scientific, or religious publications for scholastic or religious instruction.

**Coding Accuracy Support System (CASS)** - A service offered to mailers that improves the accuracy of matching to delivery point codes, ZIP+4 codes, 5-digit ZIP Codes, and carrier route codes on mail pieces. CASS provides a common platform to measure the quality of address matching software and to diagnose and correct software problems.

**Collect On Delivery (COD)** - A service for mailers who need to mail an article for which they have not received payment. The amount due to the sender is collected from the addressee, and the USPS returns the amount due to the sender.

**Combined Mailing** - A mailing in which individually addressed mail pieces are merged and sorted together, usually using two or more postage payment methods.

**Commercial Mail Receiving Agency (CMRA)** - A private business that acts as the mail receiving agent for specific clients by providing a delivery address and other services.

**Commingle** - To integrate dissimilar mail (such as subscriber and nonsubscriber copies or machinable and irregular parcels) into the same mailing.

**Computerized Forwarding System (CFS)** - A centralized, computerized address label-generating operation that performs address correction and forwards or returns undeliverable-as-addressed mail to customers.

# Mailing Industry Glossary

## Co- En

**Content Identifier Number (CIN)** - A code number on a tray or sack label that represents and identifies the class of mail and presort level.

**Cooperative Mailing** - A mailing made jointly by one or more organizations authorized to mail at Nonprofit Standard Mail prices at the same Post Office.

**Co-palletize** - To combine and present together on pallets mail from two or more different or separately produced mail streams.

**Courtesy Reply Mail (CRM)** - Envelopes or postcards that a mailer provides to its customers to expedite delivery of their responses. The customer affixes the reply postage before mailing.

**Dead Mail** - Mail that is undeliverable as addressed and cannot be returned to the sender (usually because there is no return address on the piece).

**Delivery Confirmation** - A service that provides the date and time of delivery or, if delivery was attempted but not successful, the date and time of the delivery attempt.

**Delivery Point Barcode (DPBC)** - A POSTNET barcode that consists of 62 bars with beginning and ending frame bars, and 5 bars each for the nine digits of the ZIP+4 code, the last 2 digits of the primary street address number (or Post Office box, etc.), and a correction digit. The DPBC allows automated sortation of letter mail in carrier walk sequence.

**Delivery Sequenced Mail** - Mail that is arranged by a mailer in delivery order for a particular carrier route. This mail requires no primary or secondary distribution.

**Destination Area Distribution Center (DADC) Price** - A price available for Periodicals mail that is prepared and entered by the mailer at the area distribution center (ADC) that serves the delivery address on the mail.

**Destination Delivery Unit (DDU) Price** - A price available for Periodicals, Standard Mail, Parcel Select, and Bound Printed Matter that is properly prepared and entered by the mailer at the delivery unit that serves the delivery address on the mail.

**Destination Network Distribution Center (DNDC) Price** - A price available for Standard Mail, Parcel Select, and Bound Printed Matter that is properly prepared and entered by the mailer at the NDC or other designated postal facility that serves the delivery address on the mail.

**Destination Sectional Center Facility (DSCF) Price** - A price available for Periodicals, Standard Mail, Parcel Select, and Bound Printed Matter that is properly prepared and entered by the mailer at the sectional center facility (SCF) or other designated postal facility that serves the delivery address on the mail.

**Detached Address Label (DAL)** - Paper or cardstock used to carry address information when preparing a mailing of unaddressed Periodicals flats, Standard Mail flats and merchandise samples, and Bound Printed Matter.

**Detached Mail Unit (DMU)** - An area in a mailer's facility where postal employees perform mail verification, acceptance, dispatch, and other postal functions.

**Dimensional Weight** - Postage for Priority Mail packages addressed for delivery to zones 5-8 and exceeding one cubic foot (1,728 cubic inches) is based on the actual weight or the dimensional weight, whichever is greater.

**Drop Shipment** - Typically the movement of a mailer's product on private (non-postal) transportation from the point of production to a postal facility located closer to the destination of that product.

**Eligibility** - Qualification standards such as content, mail processing category, and preparation applied to mail for a specific price or discount.

**Endorsement** - An authorized marking on a mail piece that shows handling instructions, a service, or a request for an ancillary service. Also see marking.

**Entry Facility** - The USPS mail processing facility (e.g., NDC, SCF) that serves the Post Office at which the mail is entered by the mailer. Also called origin facility.

**Entry NDC** - A network distribution center (NDC), including its satellite auxiliary service facility (ASF) unless specified otherwise, at which mail is entered by the mailer. Also see network distribution center (NDC) and auxiliary service facility (ASF).

# Mailing Industry Glossary

## En - In

**Entry Post Office** - A Post Office at which a mailer deposits mailings to be paid for through an account maintained at the designated Post Office.

**Express Mail** - A mail class that provides expedited delivery service. This is the fastest mail service offered by the USPS.

**Express Mail Military Service (EMMS)** - An Express Mail service available between the United States and designated APO and FPO addresses that provides Department of Defense and other authorized personnel stationed overseas with expedited delivery service to or from the United States.

**Extended Managed Mail Tray (EMM)** - A 2-foot letter tray that measures 21-3/4 inches long by 11-1/2 inches wide by 6-1/8 inches high. Must be used for tall letter-size mail that does not fit in a regular managed mail (MM) tray.

**Face** - The side of a mail piece with the delivery address. Also, to arrange mail in a uniform orientation; that is, with the delivery address facing forward and the postage area positioned in the upper right corner.

**Facing Identification Mark (FIM)** - A series of five or six vertical bars used by automated postal equipment to identify, orient and separate reply mail and mail produced by PC postage systems and some postage meters.

**Facing Slip** - A paper label attached to the top of a bundle that shows where the mail is to be distributed, the class and type of mail, and the country or military Post Office.

**Federal Register** - A daily weekday publication distributed by the Office of the Federal Register in which certain U.S. government documents must be published. The USPS publishes proposed and final mail preparation changes in the Federal Register for public comment and notice. A listing of Postal Service Federal Register Notices is available at Postal Explorer at [pe.usps.com](http://pe.usps.com).

**First-Class Mail (FCM)** - A class of mail that includes all matter wholly or partly in writing or typewriting, all actual and personal correspondence, all bills and statements of account, and all matter sealed or otherwise closed against inspection. Priority Mail is a subclass of First-Class Mail.

**Flat** - The general term for flat-size mail, so called because the large mail is sorted without bending it so that the mail remains flat.

**Flat-size Mail** - A flexible rectangular mail piece that exceeds one of the dimensions for letter-size mail (11-1/2 inches long, 6-1/8 inches high, 1/4 inch thick) but that does not exceed the maximum dimension for the mail processing category (15 inches long, 12 inches high, 3/4 inch thick). Dimensions are different for Periodicals automation flat-size mail. Flat-size mail may be unwrapped, sleeved, wrapped, or enveloped.

**Fleet Post Office (FPO)** - A branch of a designated USPS civilian Post Office, which falls under the jurisdiction of the postmaster of either New York City or San Francisco, that serves Coast Guard, Navy, or Marine Corps personnel. Also see military Post Office.

**FLTS** - An abbreviation used on mail container labels that identifies the contents as flat-size.

**Forward** - To redirect mail to the intended recipient's new delivery address in cases where PS Form 3575, Change of Address Order, or other written or personal notice has been filed with the local Post Office.

**Hazardous Material (HAZMAT)** - Any article or substance designated by the U.S. Department of Transportation (DOT) as being capable of posing an unreasonable risk to health, safety, and property during transportation.

**Highway Contract Route (HCR)** - A route of travel served by a postal contractor to carry mail over highways between designated points. Some HCRs include mail delivery to addresses along the line of travel. Formerly called star route.

**Identical Piece** - An individual mail piece that has the same mail classification and physical aspect, size, and weight as all other pieces in a mailing.

**Indicia** - Imprinted designation on mail that denotes postage payment (e.g., metered postage or permit imprint).

**Information-Based Indicia (IBI)** - Digital indicia that include human-readable information and a USPS approved two-dimensional barcode, with a digital signature and other required fields.

**Intelligent-Mailing Indicia (IMI)** - Next generation of digital indicia, proceeding the IBI standard. The IMI standard will provide much more detailed real-time transaction data, enabling the USPS to automate operations, employ better security standards, and ensure correct postage is used.

# Mailing Industry Glossary

## In - Mi

**Insert** - A letter, card, or similar item placed inside another mail piece (host piece).

**Insured Mail** - A service that provides indemnity coverage for a lost, rifled, or damaged article, subject to the standards for the service and payment of the applicable fee. Insurance is available for merchandise sent as First-Class Mail, Express Mail, Priority Mail, Standard Mail, and Package Services.

**Keyline** - Optional mailer information printed in or above the address or in the lower left corner of the envelope. The information in a keyline identifies the mail piece and its presort level. Under some postage payment systems, the keyline is a required line that contains specific information about the mail piece.

**Letter-size Mail** - A mail processing category of mail pieces, including cards, that do not exceed any of the dimensions for letter-size mail (i.e., 11-1/2 inches long, 6-1/8 inches high, 1/4 inch thick).

**Library Mail** - A subclass of Package Services for items sent to or from or exchanged between academic institutions, public libraries, museums, and other authorized organizations. Books, sound recordings, academic theses, and certain other items may be mailed at the Library Mail price if properly marked.

**Line-of-Travel (LOT) Sequence** - A sequence required for some carrier route prices in which mail pieces are arranged by ZIP+4 codes in the order in which the route is served by the carrier. The mail pieces are sequenced in delivery order.

**LTR (or LTRS)** - An abbreviation used on mail tray labels that identifies the contents as letter-size pieces.

**Machinable** - The ability of a mail piece to be sorted by mail processing equipment. Compare with non-machinable.

**Machinable Parcel** - A parcel that is of the correct size and weight to be safely sorted by mail processing machinery such as a parcel sorting machine.

**Mail Class** - The classification of domestic mail according to content (e.g., personal correspondence versus printed advertising). It is codified in the Mail Classification Schedule.

**Mailing Agent** - A private third party that mails on behalf of someone else.

**Mailing Standards of the USPS, Domestic Mail Manual (DMM)** - The USPS manual that contains the standards governing domestic mail services, descriptions of the mail classes, services and conditions governing their uses, standards for price eligibility and mail preparation, and all postage prices and fees. Domestic mail is classified by size, weight, content, service, and other factors.

**Manifest Mailing System (MMS)** - A postage payment system that enables the USPS to accept and verify permit imprint mailings that contain nonidentical-weight and/or nonidentical-price pieces. These pieces are prepared by the mailer according to certain standards and require specialized documentation.

**Marking** - Words or abbreviations printed on a mail piece that show the class of mail, presort level, or ancillary service endorsement.

**Media Mail** - A subclass of Package Services that consists of books, sheet music, printed educational material, film, videocassettes, and computer prerecorded media such as CD-ROMs. Advertising restrictions apply.

**Merchandise Return Service** - A service whereby an authorized company provides a customer with a special mailing label to return a shipment without prepaying postage. The company pays the return postage.

**Meter Reply Mail (MRM)** - A preprinted return envelope, card, or label provided by a meter license holder as a courtesy to customers on which the postage is prepaid with a meter stamp. These pieces must have a specific address and format. Compare to Business Reply Mail and Courtesy Reply Mail.

**Meter Stamp** - Postage printed on a mail piece or label by a postage meter or PC Postage System. Meter stamps may be used to pay postage for all mail classes except Periodicals.

**Metered Mail** - Any piece of mail with postage printed by a USPS-approved postage meter or PC Postage.

**Military Ordinary Mail (MOM)** - A category for Department of Defense official mail sent at Periodicals or Standard Mail prices that requires faster service than sealift transportation to, from, and between military Post Offices. This mail is moved by surface transportation to a gateway facility, and from there by air at a specific transportation price and service standard. Compare with parcel airlift (PAL).

# Mailing Industry Glossary

## Mi - Pa

**Military Post Office (MPO)** - A branch of a U.S. civil Post Office operated by the Army, Navy, Air Force, or Marine Corps to serve military personnel overseas or aboard ships. Also see Army Post Office (APO) and Fleet Post Office (FPO).

**Minimum Size Standard** - The smallest dimensions permitted for all mailable matter or for a specific mail processing category or specific price.

**Mixed Class** - A mailing containing more than one class of mail. With certain exceptions, the postage on the entire piece or bundle is charged at the price of the higher class.

**MXD** - An abbreviation used on mail container labels that identifies the contents as mixed mail for different destinations. Usually indicates the last presort level in a sequence.

**Network Distribution Center (NDC)** - A highly mechanized mail processing plant that distributes Standard Mail and Package Services in piece and bulk form. Also see auxiliary service facility (ASF).

**Nonmachinable** - The inability of a mail piece to be sorted on mail processing equipment because of size, shape, content, or address legibility. Such mail must be processed manually.

**Nonmachinable Outside (NMO)** - A parcel or mail piece that, because of size, weight, or other characteristic, cannot be sorted by mechanized mail processing equipment and must be handled manually. The parcel is called an outside because it cannot be placed in a sack or other mailing container.

**Nonmailable Articles and Substances** - Anything that, by statute, may kill or injure another, or injure the mails or other property. There are some exceptions to this rule that allow otherwise unmailable items to be mailed.

**Nonprofit price** - A preferred price for a Periodicals publisher authorized to mail as a nonprofit organization.

**Nonprofit Standard Mail** - A subclass of Standard Mail that is available only to qualified organizations specified by U.S. statute.

**Nonprofit Standard Mail Eligibility** - Publication 417 discusses eligibility, authorization, and the rules for mailing at the Nonprofit Standard Mail prices. Many customers find it helpful to reference this publication to gain authorization and determine the eligibility of their mail piece. Also see the Standard Mail Eligibility Decision Tree.

**Not Flat-Machinable Pieces (NFM)** - A subclass of Standard Mail. Most NFMs are rigid, parcel-like pieces that cannot be processed on flat sorting equipment.

**Official Mail** - Mail authorized by federal law to be sent by government officials without postage prepayment. It includes franked mail sent by members of Congress and penalty mail sent by U.S. government agencies.

**Optical Character Reader (OCR)** - An automated mail sorting machine that interprets the address information on a letter-size mail piece and sprays the corresponding ZIP Code information onto the piece as a barcode.

**Optional Endorsement Line (OEL)** - A series of specific printed characters on the top line of the address block that identifies the sortation level of a bundle and may contain an ACS participant code. The OEL is used in place of bundle labels.

**Oversized Price** - Parcel Post and Parcel Select price for pieces exceeding 108 inches but not more than 130 inches in combined length and girth.

**Package Services** - A class of mail that comprises four subclasses: Bound Printed Matter, Library Mail, Parcel Post, and Media Mail. There is no minimum weight limit for Package Services.

**Pallet** - A reusable platform on which mail is stacked to be moved as a single unit. Pallets are made of rigid material designed for four-way forklift entry and capable of handling loads of up to 65 cubic feet and 2,200 pounds. A USPS pallet measures 48 by 40 inches.

**Parcel** - Mail that does not meet the mail processing category of letter-size mail or flat-size mail. It is usually enclosed in a mailing container such as a box.

**Parcel Airlift (PAL)** - A service that provides air transportation for parcels on a space-available basis to or from military Post Offices outside the 48 contiguous states.

**Parcel Post** - A subclass of Package Services with prices based generally on weight and zone.

# Mailing Industry Glossary

## Pc - Pr

**PC Postage System** - A postage system used to purchase and print postage with a personal computer, a printer, and Internet access.

**Penalty Mail** - Official mail sent without postage prepayment by officers of the executive and judicial branches of the U.S. Government, by departments and agencies of the U.S. Government, and by specifically authorized individuals. Agencies then reimburse the USPS for the penalty mail service they receive. The term comes from the endorsement Penalty for Private Use, which is printed on the mail.

**Periodicals** - A class of mail consisting of magazines, newspapers, or other publications formed of printed sheets that are issued at least four times a year at regular, specified intervals (frequency) from a known office of publication. Periodicals usually must have a legitimate list of subscribers and requesters.

**Permit** - Any authorization required for specific types of preparation or postage payment. Specifically, an authorization to mail without postage affixed by using indicia or an imprint. Payment is made against an advance deposit account that is established with the USPS for postage and services. Permits also are required to participate in certain programs such as Business Reply Mail.

**Permit Imprint** - Printed indicia, instead of an adhesive postage stamp or meter stamp, that shows postage prepayment by an authorized mailer.

**Postage** - Payment for delivery service that is affixed or imprinted to a mail piece, usually in the form of a postage stamp, permit imprint, or meter stamp. postage statement-documentation provided by a mailer to the USPS that reports the volume of mail being presented and the postage payable or affixed and certifies that the mail meets the applicable eligibility standards for the price claimed.

**Postal Numeric Encoding Technique (POSTNET)** - The barcode system used on letter-size and flat-size mail pieces for encoding the delivery point information and ZIP+4 code information. Also see delivery point barcode (DPBC).

**Postcard** - A privately printed mailing card. Compare to stamped card.

**Precancel** - To cancel postage stamps or stamped envelopes before mailing. If authorized, bulk mailers may precancel their own postage.

**Presort** - The process by which a mailer groups mail by ZIP Code so that it is sorted to the finest extent required by the standards for the price claimed. Generally, presort is performed sequentially, from the lowest (finest) level to the highest level, to those destinations specified by standard and is completed at each level before the next level is prepared. Not all presort levels are applicable to all mailings.

**Presorted Standard** - The postage price for Standard Mail pieces that are part of a mailing, and that meet minimum volume and preparation requirements.

**Price List (Notice 123)** - The Price List is a 44-page publication that contains domestic and international prices and fees in a concise and accessible manner.

**Pricing and classification service center (PCSC)** - A USPS field office that provides guidance to employees and customers on mail classification, postage prices, and mail preparation.

**Printed Matter** - Paper on which words, letters, characters, figures, or images (or any combination of them) not having the character of a bill or statement of account, or of actual and personal correspondence, have been reproduced by any process other than handwriting or typewriting.

**Priority Mail** - First-Class Mail that weighs more than 13 ounces and, at the mailer's option, any other mail matter weighing less than 13 ounces mailed at Priority Mail prices. Priority Mail provides expedited delivery.

**Processing and Distribution Center/Facility (P&DC/F)** - A central mail facility that processes and dispatches part or all both incoming mail and outgoing mail for a designated service area. It also provides instructions on the preparation of collection mail, dispatch schedules, and sorting plan requirements to mailers. The facility is usually a sectional center facility or a general mail facility, but it can also be a dedicated mail processing facility without a Post Office station or branch.

**Prohibited Matter** - Any material that is illegal to mail because it can kill or injure an individual or damage other mail. This includes certain poisons and controlled substances and certain flammable or hazardous matter.

# Mailing Industry Glossary

## Qu - Un

**Qualified Business Reply Mail (QBRM)** - Business Reply Mail that is processed and rated by automated means, including the automated calculation of postage and fees. QBRM pieces must meet certain design specifications and may be eligible for the lowest per piece fee available for BRM, and for reduced automation First-Class Mail postage.

**Quick Service Guide** - Publication 95, Quick Service Guide, is a concise overview of mail preparation and deposit for specific mail classes.

**Registered Mail** - Provides the most secure service offered by the USPS. The sender receives a receipt at the time of mailing, and a delivery record is maintained by the USPS. This service also provides optional indemnity in case of loss or damage. Compare with Certified Mail and insured mail.

**Restricted Delivery** - A supplemental mail service that generally limits who may receive an item. This service is available for a fee when used with Certified Mail, collect on delivery, insured mail, and Registered Mail.

**Restricted Matter** - Any item on which certain mailing restrictions have been imposed for legal reasons other than risk of harm to persons or property involved in moving the mail, and that require specific endorsements and markings. Examples include odd-shaped items in envelopes, motor vehicle master keys, and locksmithing devices as well as odor-producing materials, certain liquids and powders, and battery-powered devices. Compare to hazardous material.

**Rural Route (RR)** - A delivery route served by a rural carrier.

**Scheme Sort** - The distribution of mail to its destination according to a systematic plan determined by the mail processing functional area. Typically, a scheme sort allows mailers to combine pieces addressed to two or more 5-digit or 3-digit ZIP Code areas.

**Science-of-Agriculture Price** - A Periodicals price that is available to an authorized mailer of agriculture publications.

**Sectional Center Facility (SCF)** - A postal facility that serves as the processing and distribution center (P&DC) for Post Offices in a designated geographic area as defined by the first three digits of the ZIP Codes of those offices. Some SCFs serve more than one 3-digit ZIP Code range.

**Shipper Paid Forwarding (SPF)** - An address change service (ACS) fulfillment vehicle. It allows mailers of Standard Mail machinable parcels and most Package Services pieces to pay forwarding charges via approved ACS participant code(s).

**Shortpaid Mail** - Mail on which additional postage is collectable on final delivery.

**Signature Confirmation** - A service that provides information to the mailer about the date and time of delivery, including the recipient's signature or the date and time of the delivery attempt. This service may be obtained in two forms: (1) an electronic option for mailers who apply identifying barcodes to each piece, provide an electronic file, and retrieve delivery status information electronically; and (2) a retail option for mailers who retrieve delivery status at [www.usps.com](http://www.usps.com).

**Skew** - The misalignment or slant of a character, bar, line of characters, or barcode with respect to the bottom or top edge of the mail piece.

**Sleeve** - A paperboard jacket that fits over the four sides (top, bottom, and two parallel sides) of a letter tray in order to keep the mail inside the tray from falling out.

**Stamped Card** - A postcard sold by the USPS (as distinguished from a privately printed postcard) with a printed or impressed postage stamp. Compare to postcard.

**Standard Mail** - A class of mail that weighs less than 16 ounces. It comprises the subclasses of Regular Standard Mail, Nonprofit Standard Mail, Carrier Route Standard Mail, and Nonprofit Carrier Route Standard Mail. These subclasses include circulars, printed matter, pamphlets, catalogs, newsletters, direct mail, and merchandise. Standard Mail may be sent at Carrier Route, automation, nonautomation, and Not Flat- Machinable prices.

**Subclass** - A subdivision of a mail class, usually based on the consideration of a physical characteristic rather than content.

**Undeliverable-As-Addressed (UAA)** - Mail that the USPS cannot deliver as addressed and must forward to the addressee, return to the sender, or send to a mail recovery center.

**Unique ZIP Code** - A ZIP Code assigned to a company, government agency, or entity with sufficient mail volume, based on average daily volume of letter-size mail received, availability of ZIP Code numbers in the postal area, and USPS cost-benefit analyses.

# Mailing Industry Glossary

## Un - Z

**United States Code (USC)** - The official restatement of the general and permanent laws of the United States; 39 USC contains laws relating to the USPS.

**Verification** - The procedural checks of a mailing presented by a mailer to determine proper preparation and postage payment.

**Walk Sequence** - The order in which a carrier delivers mail for a route. This order is required for most carrier route presort mail.

**WKG** - An abbreviation for working, used on mail container labels that identifies the contents as mail that needs to be worked (sorted and distributed).

**ZIP Code** - A system of 5-digit codes that identifies the individual Post Office or metropolitan area delivery station associated with an address. ZIP+4 is an enhanced code consisting of the 5-digit ZIP Code and four additional digits that identify a specific range of delivery addresses.

**ZIP+4 Code** - A nine-digit numeric code composed of two parts: (a) the initial code: the first five digits that identify the sectional center facility and delivery area associated with the address, followed by a hyphen; and (b) the four-digit expanded code: the first two additional digits designate the sector (a geographic area) and the last two digits designate the segment (a building, floor, etc.).

**ZIP+4 Barcode** - A nine-digit POSTNET barcode consisting of 52 vertical bars. Also see Postal Numeric Encoding Technique (POSTNET).

**Zone Chart** - The USPS Official National Zone Chart Data Program is administered from the National Customer Support Center (NCSC) in Memphis, TN. Single-page zone charts for originating mail are available at no cost from local Post Offices or online at: [pe.usps.com](http://pe.usps.com) under PE Tools.

**Zoned Price** - A price structure for Express Mail, Priority Mail, Periodicals, Parcel Post, and Bound Printed Matter that is based on weight and distance traveled (or number of zones crossed).



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