

Unleash your creativity and stand out in the mailbox.

The U.S. Postal Service® is changing the way businesses do mail. Customized MarketMail™ service is a new Standard Mail® option that allows you to test your creativity and send a truly dimensional mail piece of any shape or design. You can empower your marketing message and reach your customers with unique formats that demonstrate your product and encourage response.

Deliver a highly targeted message that differentiates your product.

- **Achieve business objectives.** Customized MarketMail service is suitable for a variety of objectives—launching new products, announcing events, generating brand awareness or driving business to your store or website.
- **Make an impact.** Dazzle your customers with never-before-seen Direct Mail creativity and help establish a strong brand identity.
- **Think outside the envelope.** Provide the attention-getting power of a dimensional piece without hiding it in an envelope.
- **Overcome the clutter.** Push your creative limits to deliver a marketing experience that attracts customer attention and encourages a response.



innovation

- **Shape it up.** Experiment with non-rectangular, unique shapes such as circular, oblong, triangular, square ... anything goes!
- **Cut it out.** Design your Customized MarketMail pieces to include die-cuts, voids or holes, and benefit from the ability to mail them without an envelope.
- **Get flexible.** Customized MarketMail service allows you to use a variety of flexible materials to create high-impact mail pieces of non-uniform thickness.
- **Showcase your business.** Shape your mail piece to immediately demonstrate your product or service, for example: cars, shoes, computers or pizza.
- **Make it a premium.** Your Customized MarketMail piece works as both an informative mail piece and an interesting premium.
- **Stick around.** The more unique the mail piece, the more likely consumers are to retain and share it with friends and family, thereby extending the life of your message.

Marketing professionals are eager to put Customized MarketMail™ service to the test.

“Customized MarketMail service is a really exciting new development in an industry that welcomes innovation ... the consumer is interested in new creative applications of mail, and the industry is going to welcome this new technique. There is no doubt that Customized MarketMail service is the shape of things to come.”

H. Robert Wientzen
President & CEO
Direct Marketing Association



Q. What if my mail piece is too large to fit inside a customer's mailbox?

A. Each Customized MarketMail piece must bear the appropriate carrier release endorsement, indicating that a deliverable Customized MarketMail piece is to be left in a safe location near the recipient's mailbox.

Q. Can I include coupons or premium offers or attach items to my Customized MarketMail piece?

A. You may include coupons or premium offers within Customized MarketMail pieces, subject to current Postal Service™ requirements. These items may be attached to the outside of Customized MarketMail pieces as long as the attachments are no more than 1/4 inch in thickness.

Q. Are there any weight and size limits for Customized MarketMail pieces?

A. Yes. Customized MarketMail pieces may weigh no more than 3.3 ounces. Pieces may be from 3-1/2 to 12 inches high and from 5 to 15 inches long. The length is the distance between the two outermost points. Pieces can, of course, be perfectly square or round, with the same height and length. Pieces need not be uniform in thickness, but must be no less than .007 inch at the thinnest point and no more than 3/4 inch at the thickest point, including attachments.

Q. How do I ship my Customized MarketMail pieces?

A. Customized MarketMail must be transported to a Destination Delivery Unit (DDU)—the facility where the mail will be sorted for delivery by the mail carrier. You can ship them there via Priority Mail® or Express Mail® services or you or your agent can take them directly to the DDU. Upon arrival, Customized MarketMail pieces are sorted and prepared for delivery by the letter carrier. Each time you plan to mail Customized MarketMail pieces, you must mail at least 200 pieces per mailing, but not all 200 pieces must be for the same DDU.

Q. I have mailed die-cut mail pieces before—how is this different?

A. Customized MarketMail service allows you to avoid enclosing non-rectangular, die-cut pieces in an envelope or box. This eliminates the costs incurred designing a container for your message while differentiating your message and making it immediately visible.

Q. Is Return Service available if my Customized MarketMail pieces are undeliverable as addressed?

A. Extra services such as Address Correction service or Delivery Confirmation service are not available with Customized MarketMail service. Deliverable mail pieces will be left at the address, while mail that is undeliverable as addressed will be discarded. Each Customized MarketMail piece must be addressed using a complete delivery address with the addressee shown in one of three formats: name, name plus “or current resident” or simply “occupant” with no name. As with any mailing, an updated and complete customer mail file is important to ensure your message reaches your desired target.



For more information, please visit
usps.com/customizedmarketmail