

Mailers. Companion



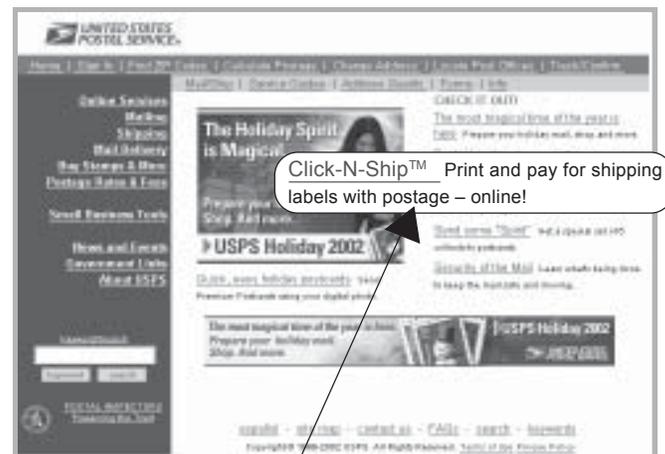
JANUARY 2003

Click-N-Ship — It's a Hit

"It's clear we have a hit on our hands," said USPS Vice President Nick Barranca, Product Development, describing Click-N-Ship to the Board of Governors. The easy-to-use online shipping service allows customers to mail without leaving their homes or offices. With Click-N-Ship, customers can create and print mailing labels — with or without postage — and pay via credit card.

Packages can be sent to both domestic and international addresses. For domestic shipments, customers can choose Priority Mail or Express Mail. For international destinations, Global Express Mail and Global Express Guaranteed are available.

"Customers have printed over 1.3 million shipping labels since the service was first introduced in May," said Barranca. More than a third of the Click-N-Ship customers have paid for their postage online, generating \$2.3 million in postage from more than 413,000 shipping labels.



Click-N-Ship at www.usps.com

Losses Are Less Than Projected

Despite a drop in mail volume in FY 2002, USPS cut a budgeted loss of \$1.35 billion in half.

USPS losses for Fiscal Year 2002 were only half of what was budgeted, thanks to aggressive cost management. PMG Jack Potter told the USPS Board of Governors at December's monthly meeting that the budgeted deficit of \$1.35 billion was cut in half, to \$676 million.

Chief Financial Officer Richard Strasser told the board, "This aggressive expense management came despite the fact that our delivery network grew by 1.77 million addresses." Strasser presented final FY 2002 finances as independently audited by Ernst & Young, LLP. He also noted that USPS achieved cost reductions of \$1.45 billion, with total expenses of \$67.4 billion, which was \$185 million below FY 2001 expenses.

PMG Potter cited workhour reductions as the key to cost containment. "Workhours were reduced 78 million, or 23,000 career employees," he said, "and we accomplished this through attrition. Today we have about the same number of employees we had in 1995, even though we're delivering 22 billion more pieces of mail and have added 12 million more delivery addresses."

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President Creates Commission on the Postal Service

Nine-member commission will identify operational, structural, and financial challenges facing Postal Service.

The Bush administration announced the creation of a presidential commission on the U.S. Postal Service.

"The nine-member bipartisan commission will identify the operational, structural, and financial challenges facing the Postal Service; examine potential solutions; and recommend legislative and administrative steps to ensure the long-term viability of postal service in the United States," said a Treasury Department announcement.

The Commission will be co-chaired by James Johnson and Harry Pearce. Johnson is chairman

of the board at the Brookings Institution and former CEO of Fannie Mae. Pearce is chairman of the board at Hughes Electronics.

PMG Jack Potter said, "The Commission is good news coming at the right time," and has the "opportunity to build on the achievements made possible by the Postal Reorganization Act of 1970 before America faces a postal crisis."

He added that basic economic assumptions of the USPS business model — that continuing growth in mail volume and revenue would support continued infrastructure growth — are no longer valid because mail volume growth is at risk from competition and

technology, while the number of delivery points is increasing.

Potter said the commission is consistent with — and complementary to — the USPS Transformation Plan, to which Potter said the Postal Service remains committed.

"The President recognizes that now is the time to reassess how the Postal Service should adapt to pressure from customers, competitors, and technology and best fulfill its mission in the 21st century," said Peter Fisher, Under Secretary of the Treasury for Domestic Finance.

The Commission will submit its report to the President by July 31, 2003.



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Mail Quality

MPTQM-Certified Mailers

The mailers listed below are certified by the United States Postal Service. Each has met all the standards of the Mail Preparation Total Quality Management (MPTQM) program.

Companies are added to this list when they pass a quality assurance review and deleted from the list if they fail a subsequent review.

The program is based on ISO 9000, TQM, and the Malcolm Baldrige criteria. For information, visit the MPTQM Web site at www.usps.com/mptqm or send an email to mptqm@email.usps.gov.

Location	Company	Location	Company
Akron, OH	Centurion of Akron	Detroit, MI	ZIP Mail Services, Inc.
Baltimore, MD	Jetsort, Inc.	Downers Grove, IL	Automated Presort, Inc.
Brockton, MA	JLS Mailing Services	Farmington, NY	Fala Sorting Services, Inc.
Cedar Rapids, IA	PSI Group, Inc.	Glen Allen, VA	Capital One
Charlotte, NC	PSI Group, Inc.	Grand Rapids, MI	Presort Services, Inc.
Chicago, IL	ZIP Mail Services, Inc.	Greensboro, NC	Excalibur Presort Service
Cleveland, OH	Midwest Direct, Inc.	Harrison, NJ	Horizon Blue Cross
Dallas, TX	PSI Group, Inc.	Houston, TX	PSI Group, Inc.
Denver, CO	Rocky Mountain Mail	Jefferson City, MO	AAA Mailing Service
Des Moines, IA	Mail Services, L.C.	Kansas City, KS	PSI Group
		Lansing, MI	Presort Services, Inc.
		Las Vegas, NV	PSI Group, Inc.
		Lincoln, NE	PSI Group, Inc.
		Newark, NJ	BCBS Horizon
		Omaha, NE	PSI Group, Inc.
		Omaha, NE	First Data Resources (Crown Point)
		Omaha, NE	First Data Resources (Pacific)
		Phoenix, AZ	PSI Group, Inc.
		Pittsburgh, PA	Pittsburgh Mailing, Inc.
		Roanoke, VA	Automated Mailing Sys.
		St. Louis, MO	St. Louis Presort, Inc.
		St. Louis, MO	ZIP Mail Services, Inc.
		San Francisco, CA	PSI Group, Inc.
		Seattle, WA	PSI Group, Inc.
		Topeka, KS	American Presort, Inc.
		Weston, FL	American Express GMS

Ease of Use

Making it easier for customers to use the Postal Service

Making Change-of-Address Easy

When you move, there are a lot of things to do. But one of the easiest and quickest — is having your mail follow you to your new home.

The easiest, quickest, and most efficient way to change your address is through the Postal Service Web site at www.usps.com/moversguide. You also can obtain a *Mover's Guide* from your letter carrier or local Post Office. Both methods will provide you with what you need to change your address, but the *Mover's Guide* contains additional change-of-address forms for subscribed publications, helpful moving

individual or an entire family moving, and whether the move is temporary or permanent. Your complete new address should include any directional designation (N, E, W, S, etc.); the correct suffix (ST, AVE, RD, etc.); apartment number, rural route number, or box number; and correct ZIP Code or ZIP+4 Code.

All Express Mail, Priority Mail, and First-Class Mail (such as cards and letters) are forwarded for one year. There is no charge for this service.

Magazines and newspapers are forwarded at no charge for 60 days from the effective date of your change-of-address order. Publishers are required to subscribe to our address correction service. Normally, your magazine will not need to be forwarded for longer than 60 days. But you should notify publications as well, using *Mover's Guide* change-of-address forms.

The Postal Service's address correction service applies to permanent moves only. Publishers are not provided address correction information for temporary moves. So, if you file a temporary change of address and would like to receive your newspapers and magazines at your temporary address, you need to notify publishers in advance of your move and again before you return.

If you go away for less than 30 days, you may want to use the Postal Service's hold mail service. Your local Post Office can provide additional information and guidance regarding temporary changes of address and holding mail.

Forwarding of advertising mail varies greatly, depending on the level of service requested by the sender. Contact your Post Office for more information about forwarding this class of mail.

The Postal Service does everything possible to provide you with efficient, uninterrupted mail service when you move. All you need to do is simply begin the process that gets your mail to you at your new address.

Change Your Address Online

- **Easy**

Change your address with the U.S. Postal Service.

- **Quick**

Complete the process in only a few steps.

- **Secure**

Complete all your address changes directly with the U.S. Postal Service.

[Change my address >>](#)



tips, discounts for moving-related products and services, and answers to the most commonly asked questions about permanent and temporary mail forwarding.

If you choose to use the *Mover's Guide*, complete Form 3575, Change of Address Order, and return the completed form to your letter carrier or your Post Office. Whenever possible, notify your Post Office at least 30 days before you move, to ensure uninterrupted service.

You must include the effective date of the change on all notification forms. It's important to indicate whether it is an

Postal Web Site Offers Convenience

The Postal Service website, www.usps.com, delivers a wide variety of postal information and services to assist anyone who wishes to use the mail.

The Web site averages 10 million visits a month, from residential and business customers. Services range from buying stamps to finding ZIP Codes. If you are looking for a Post Office, you'll find a locator there that will provide maps and directions. You can send cards and letters, purchase postage and print labels for your packages, send money, obtain change-of-address forms, and calculate postage, all from the comfort of your home or business.

Keep www.usps.com in mind, especially when you need information fast, want to obtain a delivery confirmation for mailings, or aren't able to visit a Post Office. A trip to www.usps.com will even help to keep you dry on a rainy day and warm on a cold day. And while you shop online, remember that your letter carrier will be on the way with your mail, stopped by neither snow nor rain. They could even be delivering that commemorative framed artwork you purchased last week at The Postal Store, on www.usps.com.

USPS Offers Many Options for Purchasing Stamps

The U.S. Postal Service makes it easy to buy stamps. In addition to the local Post Office, stamps can be purchased for face value at many supermarkets and retail stores and through the following alternatives:

- Stamps by Mail: a no extra charge service available by preparing an order form, available from letter carriers and at the local Post Office, and paying by check or money order. The stamp order will be promptly returned by mail.
- Stamps Online: available 24 hours a day, seven days a week at www.usps.com.
- Stamps by Phone: a 24-hour stamp hotline, available to credit card users by dialing 1-800-STAMP-24.
- Stamps by Fax: in some larger cities, this is a free service. Fax in your order form with credit card information, and your stamp order will be filled on the next delivery day.

These alternative services are available at no extra charge, except for Stamps by Phone and Stamps Online, which assess a small handling charge to prepare and ship the order from the Stamp Fulfillment Service Center in

Kansas City. By calling 1-800-STAMP-24 (1-800-782-6724), you may request a free copy of the USA Philatelic catalog, which lists all stamps and products currently available through the Postal Service. The catalog also contains an order form that you can use to order stamps through the Stamp Fulfillment Service catalog center.

The Stamp Fulfillment Service stocks the latest commemorative and definitive stamps and features a number of items for collectors, such as uncut stamp panes, First Day covers, and philatelic material, all in superb condition.

You can also order stamps online at www.usps.com anytime using a credit card.

Stamps on Consignment, Stamps by Mail, and Stamps by Fax are available in many areas. Ask your local postmaster what stamp purchasing alternatives are available in your area.



The Mailing Help You Need Is Everywhere

By providing more than 38,000 locations nationwide, the Postal Service has made sure most Americans are near a facility where they can purchase stamps and mail packages or letters.

Now, nearly 5,000 additional postal outlets across the nation offer customers extended hours (evenings and weekends) at places where other shopping is conducted, such as drugstores, grocery stores, card shops, and shopping centers. The value is evident — revenue from these new operations already totals about \$735 million annually.

These contract postal units (CPUs) — sometimes called “contract branches,” “contract stations,” or “community post offices” — supplement

regular USPS-operated retail facilities. The units are also a flexible, cost-effective means of providing services in new or growing areas.

Customer access and convenience are key selection factors in the competitive bidding process for CPU sites, and CPU contractor personnel are trained by the Postal Service to provide postal products and services in a knowledgeable, professional manner. You can find the location of postal outlets by visiting www.usps.com or by calling 1-800-ASK-USPS (1-800-275-8777).

So no matter where you may be, you're never far from a postal retail location and the mailing assistance you need.



INFO @ USPS

SMALL BUSINESS TOOLS

Get new customers.
Meet customer demand.
Around town or around the world.
www.usps.com

SIMPLE FORMULAS

Use the mail to grow your business.
Order a kit.
1-800-THE-USPS, ext. AD443

QUESTIONS?

We have the answers.

Rates and mailing information.
ZIP Codes.
Post Office location.
Much, much more

1-800-ASK-USPS

SHIPPING INFORMATION

Express Mail, Priority Mail, and package support line.
1-800-222-1811.

PRINTING LABELS

Your shipping label is just a Click-N-SHIP away.
www.usps.com/clicknship

Good News for Small- Medium-Sized Mailers: Change-of-Address Information Now on CD

Small- and medium-sized mailers have been looking for an easy, cost-effective way to receive change-of-address information, and now they have it, says Chief Technology Officer Charles Bravo.

- Responding to input from the Mailing Industry Task Force, USPS made change-of-address information available on a CD-ROM, effective January 1, 2003.
- "Most mailers in the small-to-medium-size group don't have the capability to receive electronically transmitted data to update their address files, so this is a good solution for them," Bravo said.
- To use the CD-ROM product, mailers need to participate in the Address Change Service (ACS) program managed at the USPS National Customer Support Center in

Memphis. There is no fee to use the service.

- Mailers can use the CD-ROM to view, search and print their change-of-address records to manually update their address files. And when a change-of-address record is provided through ACS, mailers pay a reduced fee of 20 cents instead of 70 cents.
- "By continuing to improve address quality," says Charles Morgan, industry chairman for the address quality subcommittee, "there is potential for significant savings for USPS, and significantly better results for direct mailers."
- "Programs like this," says Deputy PMG John Nolan, "are part of our continuing effort to work with the industry to make mail more responsive to customer needs."

New Brew at Pub

Both mailers and USPS are turning to the Web-based electronic publication watch system — ePUBWATCH — to help identify and resolve delivery service issues involving Periodicals.

ePUBWATCH, officially launched in September, gives everyone involved — area, performance cluster and headquarters personnel, and periodicals service

improvement coordinators in particular — the ability to monitor service issues and communicate online with publishers.

ePUBWATCH is the result of a partnership between the Chief Technology Organization and Delivery and Retail — working together to enhance customer service for Periodical mailers.

International Mail

Improved Service and Tracking Plus International Administrative Fee Reduced for Global Express Mail and Global Airmail Parcel Post

Effective December 9, 2002, Global Airmail Parcel Post delivered in the European Union that are subject to Customs duties and taxes will be assessed an administrative fee of 9.5 Euros (as of November 29, 2002, \$9.44 USD) for customs clearance. This is a reduction from the 17 Euros that was previously charged. The fee for Global Airmail Parcel Post to Malta, Norway and Switzerland remains at 17 Euros. The customs clearance for Global Express Mail is 9.5 Euros. See www.usps.com/global/customs.htm for more information.

The Postal Service entered into an agreement with Royal Mail's Pan-European parcel delivery company, General Logistics Systems (GLS), on October 31, 2002, for the delivery of Global Airmail Parcel Post to 23 countries and Global Express Mail to six countries in Europe. Using GLS's state-of-the-art data tracking system, Global Express Mail has enhanced tracking and tracing and, for the first time, tracking for Global Airmail Parcel Post. Global Airmail Parcel Post service to Europe is meeting our targets of 4- to 6-day delivery, depending on service used and origin and destination.

All items entering a foreign country are subject to customs inspection and the assessment of duties and taxes in accordance with that country's laws. Customs duties and taxes are assessed, generally, if the merchandise is dutiable and the value of the item is above the threshold set by that country. There is an administrative fee for customs clearance for these products to certain countries.

Domestic Mail Manual

DMM

The following announcements, reminders, and revisions to the *Domestic Mail Manual* will be incorporated into the printed version of DMM 58 and into the monthly update on the online DMM available via Postal Explorer at <http://pe.usps.gov>.

DMM Revisions

Business Reply Mail Window Envelopes

Effective November 28, 2002, DMM S922.4.5 is revised to allow the “No Postage Necessary” imprint, the business reply legend, and the horizontal bars required on business reply mail items to be printed on an insert appearing through an address window. Before this revision, DMM

S922.4.5 required the “No Postage Necessary” imprint, the business reply legend, the horizontal bars, and the facing identification mark (FIM) to be printed directly on the envelope.

This revision allows more flexibility in the design of business reply mail pieces.

Additional Placement Option for Address Change Service Participant Code on Flats

Effective January 9, 2003, DMM M013 is revised to allow placement of an Address Change Service (ACS) participant code on flat-size mailpieces directly above the address and below the ancillary service endorsement when the endorsement is located directly above the address block. This optional location previously was limited to letter-size pieces (see *Postal Bulletin* 22086). The addition of flat-

size pieces allows more mailers to participate in the ACS program.

Mailers are reminded that the only ancillary service endorsements permitted with ACS are “Address Service Requested” and “Change Service Requested.” For information on ACS, go to www.usps.com and click on *Address Quality*, then *Address Management Services*, or call the National Customer Support Center at 800-238-3150.



Mailability Companion
USPS Provided Opportunity to Stabilize Postage Rates to 2006
USPS adjustment anticipated to be almost fully funded

Mailability Companion
available online at
www.usps.com/mailerscompanion

Correction

In the October/November 2002 issue, Dr. Barcode provided the wrong URL in his answer. The correct URL is www.uspswebtools.com. The corrected text is republished below:

The Postal Service supports e-commerce Internet applications through application performing interfaces (APIs) for rate calculators, Express Mail tracking, Delivery Confirmation service, merchandise return service, and more.

For information and to request a Developers Tool Kit go to www.uspswebtools.com.

Metal Strapping Materials on Pallets

Effective May 30, 2003, the standards in DMM M041 for securing pallets of mail, whether an individual pallet of mail, a pallet composed of several individual pallets stacked to form a single unit, or a pallet with a pallet box containing mail, are revised by excluding the use of metal strapping or metal banding material.

These revisions also exclude metal buckles, seals, or other devices used to secure the ends of nonmetal strapping material used on pallets of mail. These revisions will not change current approved methods or other materials for securing the mail to pallets.

Change in Administrative Charges for Refunds of Unused Meter Stamps and Returned Business Reply Mail Mailpieces With Postage Affixed

Effective January 1, 2003, DMM P014 is revised and updated to add the administrative charges for processing refunds for unused meter stamps and business reply mail (BRM) pieces returned with postage affixed.

The Postal Service has provisions in place to process refunds for unused metered postage, as well as for postage affixed to returned BRM pieces. To cover the costs of the Postal Service labor used to process such requests for refunds, the Postal Service is reducing the amount of the refund by an administrative charge. The current charges reflect old labor costs, which have not been updated for more than 20 years. These amendments will update the charges

to better reflect current hourly labor costs (including benefits).

For metered postage refunds, the current charge is calculated as 10 percent of the face value of the indicia, if that value is \$250 or less. If the face value of the indicia is more than \$250, the current charge is \$10 per hour, with a minimum charge of \$25. This new change will charge 10 percent for values up to \$350, and charge \$35 per hour for values above \$350, with a minimum of \$35. Thus, there would be no change in the charge for indicia values up to \$250, an increase from \$25 to 10 percent of the face value for values between \$250 and \$350, and if up to an hour is required, an increase from \$25 to \$35 for greater indicia values. When more than 1 hour of

processing time is needed, the increase will vary depending on the time required.

For BRM with affixed postage, the current administrative charge is \$15 per hour. The new change will increase that charge to \$35 per hour, reflecting current labor costs for processing the refund request.

While these charges will increase customer costs for obtaining a refund, the increases are needed so that the Postal Service can cover the costs of providing the refund.

The separate treatment in P014.2.6 of unused metered indicia printed by PC Postage products reflects the different refund procedures for this type of postage.

DMM *Reminder*

“Any Service Member” Mail – Prohibited

This is a reminder that the “Any Service Member” program was suspended indefinitely by the Department of Defense since October 2001. Mailers are reminded that such mail is prohibited and that the Department of Defense cancelled the Any Service Member program because of the concerns and risk of mail being introduced into the military mail system from sources unknown to the recipients.

The Postal Service and the Department of Defense recognize the interest in supporting active members of the armed services, and addressing of mail to the men and women of the armed forces in foreign locations (APO/FPO) must comply with DMM A010.6.1, Overseas Address. The delivery line (i.e., the second line from the bottom in the address) must show

one of the following: ship name, unit number, CMR or PSC number, and box number if assigned. The last line must contain the APO and FPO designation and the appropriate two-letter “state” abbreviation (AA, AE, or AP), followed by the 5-digit ZIP Code or ZIP+4. In addition, addresses must include the name of the addressee as follows:

- a. Mail addressed to Army personnel must show grade; full name, including first name and middle name or initial; and unit number.
- b. Mail addressed to Air Force personnel must show grade; full name, including first name and middle name or initial; and PSC or unit number.
- c. Mail addressed to Navy and Marine Corps personnel must show

rank or rating; full name, including first name and middle name or initial; and PSC number for shore-based units, or ship name.

d. Mail sent to dependents residing in overseas areas must be addressed in care of the sponsor.

Customers and employees have other options for supporting our troops:

- Send an e-mail greeting through: www.operationdearabby.net.
- Sign a virtual thank you card at: www.defendamerica.mil.
- Donate a calling card to help keep service members in touch with their families through Operation Uplink at www.operationuplink.org.

The Department of Defense also recommends volunteering at veterans’ hospitals or other military support organizations.

Dr. Barcode

Q. Why does the USPS accept reverse sequencing for basic carrier route Standard Mail when an approved product is used?

A. Under the new guidelines, high density and saturation mailings that are found to be out-of-sequence or in reverse sequence are charged additional postage. For basic carrier route mailings (e.g., 10 or more Standard Mail pieces to a carrier

route), there is no additional postage charged for mailings found in reverse sequence. This is because, unlike high density and saturation, basic carrier route mail is always cased, and reverse sequence has minimal impact.



Send questions regarding mail preparation, standards, or regulations to
“Ask Dr. Barcode”
via email to jnagla@usps.com or fax to 703-292-3876. The good doctor will select one or two of the most challenging questions for publication.

Subscription Form

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Name _____

Title _____

Company Name _____

Delivery Address _____

City _____ State _____ ZIP+4 _____

* Clip and enclose a complete address block from the back of your *Companion* — or enclose at least the long number at the top (such as “1234 5678 9012 3456”).

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PRSR STD
POSTAGE & FEES
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CHANGE SERVICE REQUESTED