

Mailers. Companion



MARCH 2004

It's a Pickup...

Free Package Pickup From Your Home or Office

The Postal Service recently expanded a new online program called "Carrier Pickup" to select locations. Carrier Pickup allows customers to notify their local Post Office online when they have packages for pickup. Letter carriers will then pick up the packages on their regular delivery routes the next delivery day.

Unlike the fee-based on-call or scheduled pickup, there is no charge for Carrier Pickup because the prepaid packages are available for the carrier at the time of normal mail delivery.

Carrier Pickup is especially appealing to small business employees who do not want to leave their office to accomplish shipping tasks. Plus, the service is provided at no extra charge.

Carrier Pickup is limited to prepaid, properly addressed and packaged Express Mail and Priority Mail packages that meet Postal Service mailing standards. Parcel Post packages may be picked up also when combined with Express Mail or Priority Mail for pickup.

Postage can be prepaid with postage stamps, postage meter imprint, online PC Postage, online Click-N-Ship labels



with postage, or by using a prepaid Priority Mail Flat Rate envelope. If stamps are used for postage on a flat or parcel weighing 16 ounces or more, the sender must be known by the letter carrier to reside or do business at the point of pick up. Additionally, the return address on the mailpiece must match the point of pick up.

Packages that are improperly prepared, do not have postage, or contain perishable or hazardous materials are not eligible for Carrier Pickup.

(Carrier Pickup FAQs on page 7)

Here's how it works:

- Go to www.usps.com.
- Click on the *Carrier Pickup* link.
- Request a Carrier Pickup.
- Follow the prompts to complete your request for pickup.



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WE'RE NUMBER ONE! USPS is top-ranked federal agency, survey says

Americans give the Postal Service a big thumbs-up when it comes to protecting their privacy. Of 60 government agencies, the Postal Service is rated highest by the American public in terms of safeguarding personal information, according to an independent survey.

The Postal Service is committed to protecting our customers' privacy, said Deputy Postmaster General John Nolan. "We are extremely pleased postal customers recognize that the Postal Service takes seriously the privacy and security of the mail and all transactions with us," he said. "These

qualities are at the core of the Postal Service brand."

The Privacy Trust Survey was conducted by the Ponemon Institute and sponsored by the CIO Institute of Carnegie Mellon University. "The goal of our study was to determine whether or not individuals believe the government is committed to protecting their privacy and which agencies they trust most with their personal information," said Dr. Larry Ponemon, director of the institute.

Americans have a special relationship with their letter carriers. That's the reason respondents ranked the Postal Service so high, said Ponemon. "They associate the Postal Service with the friendly person who delivers their catalogs, birthday cards and holds their mail when they go on vacation. They told us that they trust

their mail carrier and in turn the Postal Service," he said.

The Postal Service was one of the first government agencies to appoint a chief privacy officer, whose mission is to protect and enhance the Postal Service's commitment to privacy. USPS has developed a comprehensive privacy policy that reflects best practices from the private and public sectors.

POSTAL REFORM

The laws governing the Postal Service need to be changed, said members of the House Government Reform Committee's special panel on postal reform during its third hearing.

We need "to modernize our nation's postal laws," said



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Each issue features a message
from Chief Marketing Officer
Anita Bizzotto

CMO corner

The Postal Service is working hard to make mailing easy and convenient. To begin with, Click-N-Ship makes it possible for you to send mail without ever leaving your home or office. All you need is a computer, a printer, and an Internet connection to print Priority Mail or Express Mail labels with or without postage. Online postage payment is easy using a credit card. Click-N-Ship will calculate rates, find ZIP Codes, standardize and save addresses, and provide a personal online shipping history – all in one convenient location. We hope you can join us for a week of celebration March 22-26. Post offices will host Click-N-Ship Week activities in most lobbies across the country.

When it comes to shipping convenience, the new prepaid version of the flat-rate Priority Mail envelope is as simple as it gets. No weighing is required. There's no postage to calculate. Customers order the envelopes off the Internet and they are delivered to their door. The prepaid flat-rate Priority Mail envelope can also be purchased with Delivery Confirmation service added.

And, when it comes to shipping value, it's hard to beat Carrier Pickup: We'll come get your packages for free. Carrier Pickup is now available in many locations nationwide. Just go online to www.usps.com and click on the *Carrier Pickup* link. In more than 4,800 ZIP Codes nationwide, you can arrange for next-day pickup of your Priority Mail and Express Mail packages at no charge.

Here's wishing you a happy St. Patrick's Day. "May the road rise up to meet you ..."

Anita

Chairman John McHugh (R-NY). "The Postal Service's current business model formed as it was in 1970 is no longer sustainable going into the 21st century." McHugh pointed out that the Postal Service is the linchpin of the \$900 billion mailing industry — a sector that employs 9 million people nationwide.

Testifying were mailers, competitors and postal-reliant businesses, including FedEx, Time, Inc., Pitney Bowes and R.R. Donnelley. UPS and DHL Worldwide submitted written testimony. In the previous two hearings, the panel heard from the Postal Service, other government agencies, postal unions and management associations. Most are generally in favor of reform.

Representative Henry Waxman (D-CA), who serves as ranking minority member of the Government Reform Committee, laid out the scope of the panel's mission: "Our challenge is to modernize the laws that govern Postal Service so it can remain effective and viable in the 21st century." Waxman added, "Change is essential if we are to strengthen and preserve the Postal Service."

Representative Tom Davis (R-VA), chairman of the Government Reform Committee, said the President's Commission on the Postal Service laid the groundwork for reform of the nation's postal laws, but the time to act is now. "If we do nothing, the Postal Service will be defunct before we know it," said Davis.

But for postal reform to occur, Representative Dan Burton (R-IN) warned that cooperation is necessary from all stakeholders. "All interested parties must be involved in a positive way," said Burton.

The Postal Service is vital to our nation, said Representative Danny Davis (D-IL). "We need and must protect the Postal Service."

McHugh said the panel may convene a fourth hearing in the near future.

BACK ON SALE Breast Cancer Research stamp authorized for two more years

It's well-rested and ready to generate funds for a good cause again. After a short hiatus, the *Breast Cancer Research* (BCR) stamp is available again for purchase through December 31, 2005.



NPCC WEBSITE MAKEOVER

The National Postal Customer Council (NPCC) website, www.usps.com/nationalpcc has been redesigned. These changes have reorganized and enhanced the former

NPCC web pages for a better user experience under the USPS brand.

The NPCC pages provide the most recent news, events, and other resources to NCPP members.

Mail Quality

MPTQM-Certified Mailers

The mailers listed below are certified by the Postal Service. Each has met all the standards of the Mail Preparation Total Quality Management (MPTQM) program. The program is based on ISO 9000, TQM, and the Malcolm Baldrige criteria.

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

For information, visit the MPTQM Web site at www.usps.com/mptqm or send an email to mptqm@email.usps.gov.

Location	Company
Akron, OH	Centurion of Akron
Baltimore, MD	Ancora Presort Partners
Brockton, MA	JLS Mailing Services
Cedar Rapids, IA	PSI Group, Inc.
Charlotte, NC	PSI Group, Inc.
Chesapeake, VA	Chesapeake, First Data Resources
Chicago, IL	ZIP Mail Services, Inc.
Cincinnati, OH	Harte-Hanks
Cleveland, OH	Midwest Direct, Inc.
Des Moines, IA	Mail Services, L.C.
Dallas, TX	PSI Group, Inc.
Denver, CO	Rocky Mountain Mail
Detroit, MI	ZIP Mail Services, Inc.
Downers Grove, IL	Automated Presort, Inc.

Location	Company
Farmingdale, NY	Fala Sorting Services, Inc.
Federal Way, WA	Capital One
Freedom, PA	Mailing Services of Pittsburgh
Fullerton, CA	Harte-Hanks
Glen Allen, VA	Capital One
Grand Prairie, TX	Harte-Hanks
Grand Rapids, MI	Presort Services, Inc.
Greensboro, NC	Excalibur Presort Service
Harrison, NJ	Horizon Blue Cross
Houston, TX	PSI Group, Inc.
Jefferson City, MO	AAA Mailing Service
Kansas City, KS	PSI Group
Lansing, MI	Presort Services, Inc.
Las Vegas, NV	PSI Group, Inc.
Lincoln, NE	PSI Group, Inc.
Minneapolis, MN	Impact Mailing
Omaha, NE	PSI Group, Inc.
Omaha, NE	First Data Resources
Phoenix, AZ	PSI Group, Inc.
Pine Brook NJ	PSI Group, Inc.
Pittsburgh, PA	Pittsburgh Mailing
Roanoke, VA	Automated Mailing Sys.
St. Louis, MO	St. Louis Presort, Inc.
St. Louis, MO	ZIP Mail Services, Inc.
San Fernando, CA	Ancora Presort Partners
San Francisco, CA	PSI Group, Inc.
Seattle, WA	PSI Group, Inc.
South Bend, IN	On Line Data
Topeka, KS	American Presort, Inc.
Weston, FL	American Express GMS
Wilkes Barre, PA	Harte-Hanks
Hillboro, OR	Xerox Offsite Facilities Management

Ease of Use

Making it easier for customers to use the Postal Service

The 'World's Online Marketplace' Gets a New Post Office

Buyers and sellers at The World's Online Marketplace, eBay, can now choose, with greater ease, the world's largest delivery company to transport their treasures. The Postal Service's "Online Postage" feature is now directly accessible from eBay's website, simplifying the process of ordering merchandise, calculating postage and shipping items — without ever leaving eBay's site.

Now hundreds of thousands of small and home-based businesses who are members of eBay can calculate postage, print and pay for shipping labels with postage from their PayPal account, all from one place. And when the package is ready for shipment, sellers can request next-day pickup of their outgoing Priority Mail and Express Mail parcels for free from many locations, allowing them to skip a trip to the Post Office.

"Fast, affordable and reliable shipping services are essential to eBay buyers and sellers alike," said Meg Whitman, President and CEO of eBay. "Integrating payment and shipping solutions on eBay is important to the eBay community because members can manage their online sales conveniently from one place. We are very excited about this relationship."

"The World's Online Marketplace' needed a Post Office, and we delivered," said USPS Chief Marketing Officer Anita Bizzotto. "The eBay partnership is yet another example of our commitment to improving access, convenience and

value for our customers, already the benchmark for the shipping industry."

"No one else comes close to matching the Postal Service's presence across the nation," said Bizzotto. "We're everywhere our customers live, work and shop."

eBay is the most popular shopping destination on the Internet, with more than 16 million items for sale. In 2002, eBay facilitated nearly \$15 billion in gross merchandise sales. The Postal Service is the preferred shipper for eBay members.

Through eBay, users have the advantage of printing professional, postage-paid shipping labels with one click. Here's how it works:

- The seller posts an item for sale on eBay. From the "View Item" page, prospective buyers can learn about the product and calculate shipping costs by entering their ZIP Code.
- When the item sells, the seller collects a shipping fee from the buyer. The seller selects the appropriate shipping method, prints the appropriate shipping label, and pays the appropriate postage from their PayPal account.
- In many locations, sellers also can use a link to request next-day pickup of their outgoing Priority Mail and Express Mail parcels for free, saving themselves a trip to the Post Office.

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

BRINGING THE POST OFFICE TO YOU

Visit www.usps.com.

QUESTIONS?

We have answers.
Rates and mailing information.
ZIP Codes.
Post Office locations.
Much, much more.
1-800-ASK-USPS

SHIPPING INFORMATION

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

PRINT LABELS

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

Domestic Mail Manual

The following changes to the Domestic Mail Manual are incorporated into the online version available via Postal Explorer at <http://pe.usps.gov>.



DMM Revisions

Rulings Concerning First-Class Mail and Standard Mail

Effective January 22, 2004, the manager of Mailing Standards began issuing the final agency decision on mailer appeals of local decisions that mail entered (or sought to be entered) at Standard Mail rates is required, due to its contents, to be mailed as First-Class Mail. This change transfers authority from the rates and classification service centers (RCSCs) to Headquarters but does not affect the authority of local Postal Service officials to issue classification and revenue deficiency rulings or the authority of the RCSCs to consider appeals other than those

described above. DMM G020.3.0 and P011.4.2 are revised to reflect this change.

Mailers should continue to send appeals to the office that issued the decision, accompanied by a complete copy of the mailpiece in question, in accordance with the DMM. Postmasters receiving appeals should continue to forward them to the appropriate RCSC. In turn, the RCSC will forward applicable appeals to the manager of Mailing Standards.

Window Envelopes — Address Visibility

Effective February 5, 2004, DMM C010.6.1 was revised to clarify that all characters in the delivery address (including any postal barcode, marking, or endorsement) must be completely visible in window envelopes throughout the full range of the movement of the inserts bearing the delivery address.

Mailers using window envelopes (both letter-size and flat-size) should design inserts and address element placement to ensure successful processing of window envelopes on automated equipment. One critical element that must be considered in the design stage is adequate clear space (blank space) between the address block and all four edges of the window.

When an insert bearing a delivery address is placed in a window envelope, the placement of all elements comprising the address block must be formatted on the insert to allow the entire delivery address and any corresponding elements included as part of the delivery address block (such as a POSTNET barcode or an Address Change Service (ACS) participant code) to appear in the window when the insert is moved to its full limits in each direction within the envelope. With little exception, most mail is processed on automated equipment, which needs this clear space to distinguish address information from the edges of the window. The requirements for clear space around the address block are as follows:

- For nonautomation rate mail — except letter-size mail bearing a barcode in the address block (see DMM C840.2.5) and claimed at Enhanced Carrier Route high density and saturation rates — a clear space of at least

1/8 inch is required between the address block elements and the top, bottom, left, and right edges of the window.

- For automation rate mail and letter-size mail claimed at Enhanced Carrier Route high density and saturation rates bearing a barcode in the address block:
 - A clear space of 1/8 inch is required between the address block (including barcode) and the left and right edges of the window.
 - A clear space of 1/25 inch is required between the top and bottom of the barcode and any address information line and (depending on placement within the address block) the top or bottom edge of the window.

Any window envelope used for letter-size or flat-size mail claimed at automation rates or for letter-size mail claimed at Enhanced Carrier Route high density or saturation rates must also meet the barcoding standards for letters and flats in DMM C840.

For letter-size automation rate mail and letter-size mail claimed at Enhanced Carrier Route high density and saturation rates bearing a barcode in the barcode clear zone (see DMM C840.2.1), a clear space of 1/8 inch is recommended between the address block elements and the top, bottom, left, and right edges of the window.

This revision ensures consistent interpretation of current mailing standards for mailpieces prepared in window envelopes. Mailers and Postal Service employees are also reminded that DMM A010.1.1 requires that the delivery address on any mailpiece, regardless of rate claimed, must be visible and legible.

(DMM Revisions continued on page 6)

Carrier Pickup FAQs

Q. What types of packages can be picked up at my home or business?

A. Carrier Pickup is available for sending packages and returning merchandise using the following domestic services:

- Express Mail service
- Priority Mail service

Parcel Post packages may be picked up also when combined with Express Mail or Priority Mail for pickup.

Q. Where is Carrier Pickup available?

A. Carrier Pickup is available in select locations nationwide. To see if your location is available for Carrier Pickup go to USPS.com, click on the *Carrier Pickup* link, and enter your address and ZIP Code. If your ZIP Code is not serviced by Carrier Pickup you continue to have other convenient options for sending your packages. You can hand your packages to your carrier during regular delivery, leave your packages for your carrier to pick up at your mailbox, call your local Postmaster to arrange pickup schedules, or drop your packages into a blue collection box. When using a collection box, please note that stamped packages must weigh less than 1 pound. And of course, you can take your packages to the Post Office, where we will be happy to assist you.

Q. Are there limitations to what can be picked up?

A. Yes. Perishable and hazardous materials cannot be picked up. This includes items that contain anything fragile without proper packaging or liquid, perishable, or potentially hazardous items. Additionally, individual items cannot exceed:

- 70 pounds, and
- 108 inches in total length and girth.

For more detailed information about what can be mailed, customers should reference the *Domestic Mail Manual*, which is available online at <http://pe.usps.gov>.

Q. Can I leave money for postage with my packages?

A. No. Sufficient postage must be affixed to the package.

Q. Do I need to be present when my packages are picked up?

A. If stamps are used for postage on a flat or parcel weighing 16 ounces or more you must be present or be known by the letter carrier to reside or do business at the point of pickup.

Additionally, the return address on the mailpiece must match the point of pickup.

Q. Can I print labels and postage online?

A. Yes you can. Go to USPS.com and click on *Print Shipping Labels using Click-N-Ship* to print shipping labels with postage for Express Mail and Priority Mail service. Or choose *PC Postage*. Click on *Print Postage from your PC* and there you can find links to software vendors to set up personal postage printing for all mail classes (except Periodicals) from your computer.

Q. Can I access postage rates online?

A. Yes you can. Go to USPS.com, click on *Calculate Postage*, and follow the prompts.

Q. Can I request a pickup on a holiday or weekend?

A. You can submit your request on a holiday or weekend. However, the pickup will occur on the next delivery day. For example, requests made on Saturday afternoons will be accepted for Monday pickup, unless Monday is a postal holiday.

Q. How do I know if my carrier successfully picked up my package?

A. Your carrier will leave a pickup notification at the pickup location. This notice will confirm that the package was successfully picked up. If the package was not collected, the notice will detail why.

Q. How do I contact the USPS if I have a question about my pickup request?

A. For questions about your Carrier Pickup request, contact your local Post Office. Phone numbers are available at *Locate a Post Office* on USPS.com.

Q. I didn't receive a pickup confirmation notice. What should I do?

A. Contact your local Post Office. Although not intentional, your carrier may have forgotten to leave behind a confirmation notice.

Q. Can I confirm the delivery status of picked up packages online?

A. Yes. Delivery status is available for Express Mail items and for packages that include Delivery Confirmation, or Signature Confirmation, service. Once your packages are entered into our system you can visit *Track & Confirm* on USPS.com.

Dr. Barcode

Q. I sell and ship clipboards containing loose-leaf pages of medical information to doctors and nurses. Would clipboards qualify for Media Mail rates?

A. No, clipboards do not qualify for Media Mail rates. Even if the content of the printed material qualified for Media Mail rates according to DMM E713.1.1h, a clipboard is not considered a "binder" and therefore the entire mailpiece is ineligible for Media Mail rates.

Q. Can business reply mail (BRM) be forwarded if a business moves?

A. Yes, BRM is First-Class Mail. If a change of address order is on file with the Postal Service, undeliverable BRM pieces are forwarded at no cost for months 1 through 12 as indicated in DMM F010.5.1.

The DMM is available online at <http://pe.usps.gov>.



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

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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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