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BUSINESS SOLUTIONS FACE TO FACE

You run a small business. You know direct mail is a proven and cost-effective way to help your business grow. You've designed a new direct mail campaign, making good use of the how-to guides and resources available online from the Postal Service. You've learned all you can. But you're still not quite sure you've got all your ducks in a row. Wouldn't it be great to meet face to face with an expert on the subject?

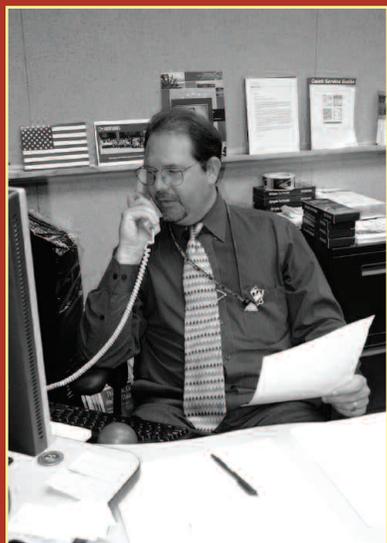
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BUSINESS SOLUTIONS FACE TO FACE

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Let's talk. That's what the Postal Service's Business Solutions Center is all about.

Currently being tested at two locations in the San Diego, CA, area, the center provides an opportunity for business customers to meet with postal representatives to learn how to grow their business through the mail. The focus is on helping customers identify



Russ Morehouse, the Business Solutions Center representative at the Midway Station in San Diego, will help customers explore the many ways USPS products and services can help their businesses thrive.

and use USPS products and services for acquiring, fulfilling and retaining their customers.

The center is tailored to meet the needs of businesses with 25 employees or fewer, although larger businesses are welcome to stop by anytime.

Customers can get information on designing a direct mail campaign, obtaining mail lists, using Click-N-Ship or PC Postage technology, using parcel consolidators to save money on fulfilling orders, obtaining a meter or a permit for mailing, scheduling pickup services, following mailpiece design specifications and more.

As more retail customers go online to www.usps.com or use alternate access channels like grocery stores and ATMs to buy stamps and conduct simple transactions, this provides an opportunity for USPS to build on its relationships with small business customers.

The newest Business Solutions Center is scheduled to open in Northern Virginia this spring.

Need business solutions? Just step inside. ■



St. Paul, MN, Mailpiece Design Analyst Karl Ermisch explains the dimensions of a postcard at the Midwest Mailer's Forum.

Sizing it up

Postcard definition is in the tale of the tape

Sending a message via direct mail on a postcard is effective. Many sales events, product information and customer loyalty programs have been successful because of the power of the postcard.

Postal customers like the simplicity of postcards. The message jumps out and requires no effort on the part of the recipient. No letters to open. No unfolding a piece of paper.

However, what a print shop or paper distributor calls a postcard may not qualify for a postcard mailing rate. The answer depends on the dimension of the piece.

- Postcards must be a minimum of 3.5 inches by 5 inches.
- The maximum size is 4.25 inches by 6 inches.
- Postcards must also meet thickness requirements, between 0.007 inches and 0.016 inches.

Mailers should resist the urge to use all of the real estate on a postcard. Simplicity works and using all of the white space not only diminishes that goal, it also could infringe on the area that the automated character readers need.

The lower right hand corner of the postcard should be kept clear of graphics or any other messaging other than the mailing label.

If mailers follow the guidelines, their message will be quickly delivered with the greatest impact. ■

Direct mail is as easy as 1-2-3

Want to go direct? For everything you wanted to know about direct mail and a guide to get you started, go to www.usps.com/directmail.

National ZIP Code directory: Go straight to the source

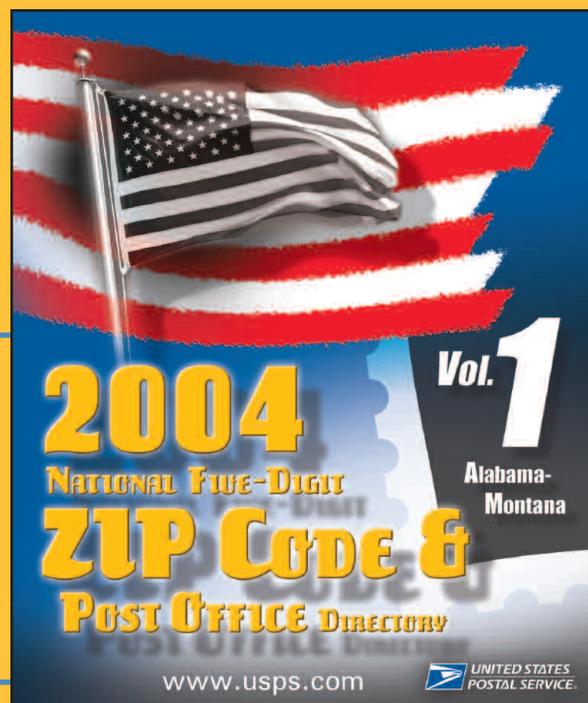
Customers who would like to order a copy of the 2004 edition of Publication 65, *National Five-Digit ZIP Code & Post Office Directory*, can order it online or call the National Customer Support Center (NCSC).

Previously, a USPS district coordinator could order copies for customers and distribute them locally. Now, the

NCSC will handle sales of the directory.

The hardbound edition has been discontinued. Only softbound editions are available.

Customers wishing to purchase a directory should contact the NCSC at 800-238-3150, or go to www.usps.com/forms/_pdf/ps4243.pdf for an order form. ■



Moving? We can help

If you're one of the 44 million Americans who will relocate this year, save yourself some stress and some money at the same time. Change your address online using *MoversGuide® Online*, available through www.usps.com, and receive money-saving offers from several companies featured at the site, including JCPenney, Penske, Storage USA, Staples and Assurant Renters Insurance.

A secure site, *MoversGuide Online* is the fastest and most accurate way for consumers to file change-of-address information. Once the user completes the change-of-address information, he or she enters a credit card number for verification. (There is a nominal \$1 fee for this security feature.)

The Web-based change-of-address system prompts users for important address information like the address directional (for example, "NW" for Northwest), the apartment or suite number and the ZIP Code. This online

UP TO ONE MONTH FREE

SAVE 10%

FREE

validation of the change-of-address information increases address change accuracy and smoothes the transition to the new address.

The Postal Service has offered consumers the convenience and speed of changing their addresses online since 2001. In addition to electronically filing change-of-address infor-

mation, consumers are able to order moving supplies or arrange storage, notify utilities to shut off or initiate service, sign up for long-distance phone service, create a

15% OFF
\$30 OFF

\$25
GIFT CARD

customized moving checklist, and obtain information about schools and local services all from one Internet site.

MoversGuide Online is made possible through a strategic alliance between the Postal Service and Imagitas, a privately held government solutions firm. Other products generated through this alliance are the

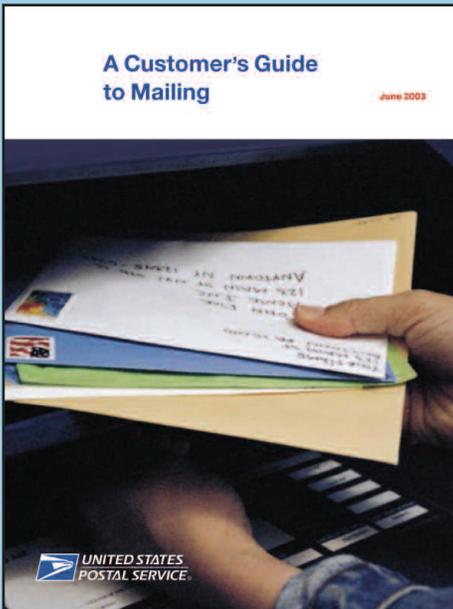
Mover's Guide (printed USPS change-of-address materials available in all 38,000 Post Offices) and *The Welcome Kit* (a moving information package including the official *Change Notification Letter* from the Postal Service). ■

Three different languages. Three simple guides.

The Postal Service puts the customer first — in any language. Building on the success of the English and Spanish versions of *A Customer's Guide to Mailing*, the Postal Service has just released a third guide for Chinese-speaking customers.

This newest version features the same clear and concise information as the previous guides. It provides a valuable source of information for every household and home office, making it easier for our Chinese-speaking customers to use our products and services.

The Chinese-language version — *A Customer's Guide to Mailing*, DMM 100-C — is available at select Post Offices. ■



User friendly? You bet!

The Postal Service's *A Guide to Mailing for Businesses and Organizations*, DMM 200-A, received high praise from judges in the prestigious Society for Technical Communication awards competition. The guide received two separate awards. In the competition for Technical Publications, the guide received an "Excellence Award" in the category of informational materials. In the competition for Technical Art, the guide received a "Distinguished Award" for informational material design.

A Guide to Mailing for Businesses and Organizations provides small- to medium-size volume mailers with mailing options, rules and regulations.

Want to see for yourself what the judges are talking about? *A Guide to Mailing for Businesses and Organizations* is available at Post Offices and online at www.usps.com. Let it be your guide to mailing success! ■

"The designers of the guide succeeded in one of the most difficult tasks: designing a publication with a lot of information that does not overwhelm the reader."

"I thought this was a brilliant piece of work. I found it informative, easy to read, and easy to find information, both within it, and for references to other places with more information."

Keeping **POSTED**

News from and for Postal Customer Councils

www.usps.com/nationalpcc

PCC SEMINARS

The seminars are coming! The Postal Service rolls out its “Advertising with Mail — Made Easy” seminars (formerly called “Direct Mail — Made Easy”) starting next month. And since Postal Customer Councils (PCCs) made a major contribution to the success of the 2003 seminars, PCCs are being urged to take an active role again this year in helping to make the seminars a success. PCCs can participate by delivering a brief presentation as part of a seminar

and reaching out to the business community to get involved with their local PCC. In 2003, more than 500 new PCC members signed up through the seminars! A postal area or district office representative will be contacting PCCs to explain in more detail how PCCs can contribute to the success of the seminars in 2004.

“Bringing PCCs and this seminar series together has proven to be a real winner,” says Marty Emery, manager, Customer and Industry Marketing. These insightful and

information-packed seminars are designed for small- to medium-sized companies to help them grow their businesses. The first two seminars are scheduled for March 9 in Newport Beach, CA, and March 11 in Simi Valley, CA. A total of 30 seminars will be offered this year nationwide. Watch for the full seminar schedule to be posted on www.usps.com and www.usps.com/nationalpcc.

If one of the 30 seminars isn't scheduled for your city, don't worry — the “seminar-in-a-box” also is

coming. Currently under development, this condensed version of a seminar will include a PowerPoint presentation with talking points, frequently asked questions, advertising support and more. This way, PCCs can deliver the “Advertising with Mail — Made Easy” seminar whenever and wherever they want. Look for this unique alternative early this summer. For more information about the seminar-in-a-box, contact Diana Carter at 703-292-4000 or Lewis Johnson at 703-292-3884. ■

Go to The Postal Store... ...for prepaid Priority Mail envelopes

Prepaid Priority Mail flat rate envelopes are now available in convenient 5- and 10-packs. The envelopes feature the \$3.85 Jefferson Memorial stamp image printed directly on the envelope along with the traditional Priority Mail graphics.

Shop now. The store is open. Go to www.usps.com/shop.

PLEASE NOTE: Due to aviation security policies, only the flat-rate envelopes that weigh less than 16 oz. can be deposited into collection boxes.



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POSTAL NEWS BRIEFS

POSTAL REFORM CONSIDERED BY CONGRESS

The U.S. Congress once again is examining the issue of postal reform. Rep. John McHugh (R-NY) opened the debate by saying, "The Postal Service is too important an institution to our economy to await the full brunt of the crisis that is clearly on our doorstep."

The Government Reform Committee's special panel on postal reform, chaired by McHugh, has scheduled several hearings on the subject. At the first of these, held Jan. 28 in Washington, DC, Postal Service Board of Governors Chairman David Fineman told the panel that the assumption that growth in mail volume will provide sufficient revenues to meet the cost of providing universal service to an ever-growing number of delivery points is no longer valid. He said the time is now to provide USPS with new tools to manage its business.

"We are reaching the limits of the current opportunities available to us," Fineman said. "We cannot keep pulling rabbits out of our financial hat."

Postmaster General John E. Potter said the "litmus test" for postal legislative reform is providing management with the flexibility to manage. He added that this must be balanced by effective, independent oversight.

Potter said the Postal Service's Transformation Plan, a blueprint for the future, is taking USPS in the right direction, increasing productivity and bringing service performance and customer satisfaction to their highest levels.

But these successes, he said, have masked the need for change in the Postal Service. "The need for change may not become apparent to everyday mail users until the inflexibilities of our dated business model begin to affect service and the price of postage," he said. "We cannot afford to let this happen."

In 2003, First-Class Mail volume was less than half of total mail volume — for the first time in USPS history. That's problematic, said Potter, since First-Class Mail revenues contribute the most to supporting universal service.

Potter agreed with the five reform principles announced earlier this year by the White House — implementation of best practices, transparency, flexibility, accountability and financial self-sufficiency. But he said a sixth principle should be added, "Commitment to a strong collective bargaining process."

A HOLIDAY HIT

Customers knew the Postal Service could deliver for them. They saved the best for last during the recent holiday season. "Americans waited almost to the

last minute to mail their holiday cards and packages," says Postmaster General John E. Potter. "Volume was down through mid-December. Then, six days before Christmas, we experienced heavy customer mailings."

A record 3.4 billion cards and letters were postmarked between Dec. 1 and Dec. 24. Postmarks on Monday, Dec. 22, increased by 25 percent over the previous year.

Between Thanksgiving and Christmas, the Postal Service handled more than 20 billion pieces of mail.

BCR SALES RESUME

Sales of the popular Breast Cancer Research semipostal stamp have resumed. The stamp has raised more than \$35 million for research since issued in July 1998.

Sales were suspended Jan. 1 when the authorization under federal law to sell the fundraising semipostal stamp expired. New legislation extends sales of the stamp through Dec. 31, 2005.

The Breast Cancer Research stamp is one of three semipostal stamps offered by the Postal Service. The others are the Heroes of 2001 and Stop Family Violence. All three are available at Post Offices, online at www.usps.com/shop and by toll-free phone order at 800-STAMP-24.



Candy Hearts — a valentine's tradition for more than a century — adorn the latest stamp in the Love series.

MEMO to MAILERS

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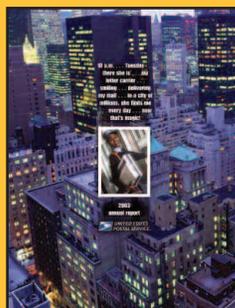


2003 USPS Annual Report

Looking for facts about the United States Postal Service? The *Annual Report* has them. Revenue. Mail volume. Expenses. Productivity. The size of our delivery network. And more.

2003 was a great year for the Postal Service, which set records in service productivity, and customer and employee satisfaction. USPS accomplished transformation breakthroughs by using technology to improve efficiency, increase customer convenience and enhance products and services.

Want the big picture? Check out the 2003 *Annual Report*. Read it on the Web at <http://usps.com/history/anrpt03/>. ■



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