

Presents

# OFFSETTING THE RISING COST OF DIRECT MAIL POSTAGE

## POSTAGE RATES CONTINUE TO RISE



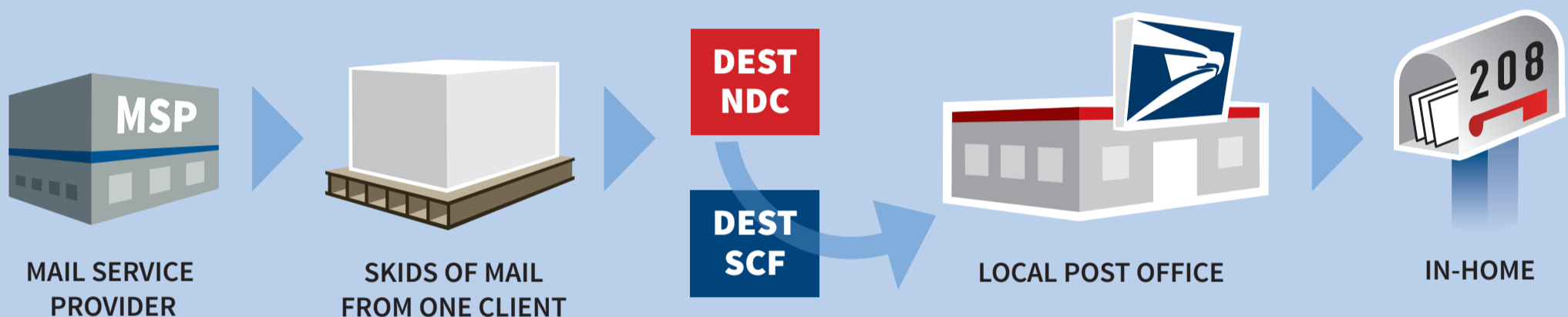
## How to offset the cost of postage? **POSTAL OPTIMIZATION!**



## POSTAL OPTIMIZATION METHODS

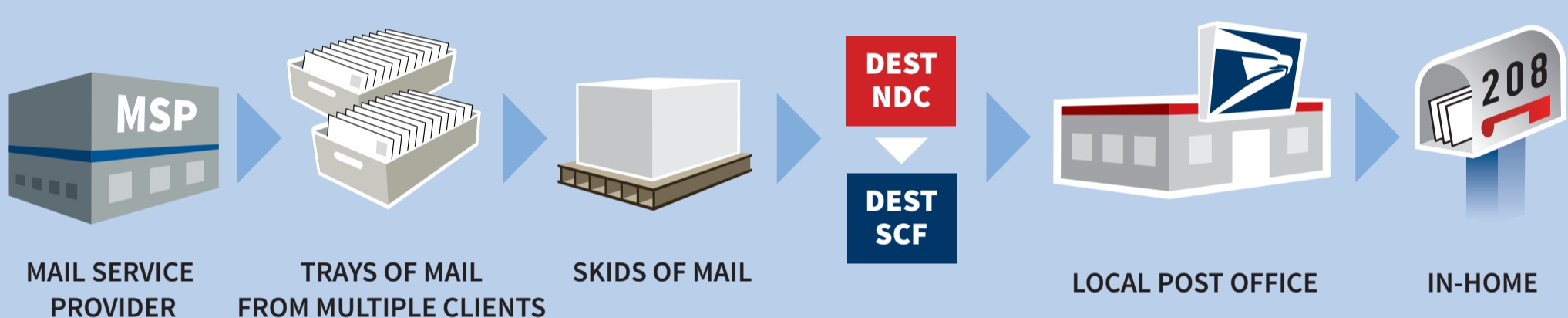
### DESTINATION ENTRY

- Best control of in-home dates
- Lowest handling fees
- Best for geographically concentrated mailings



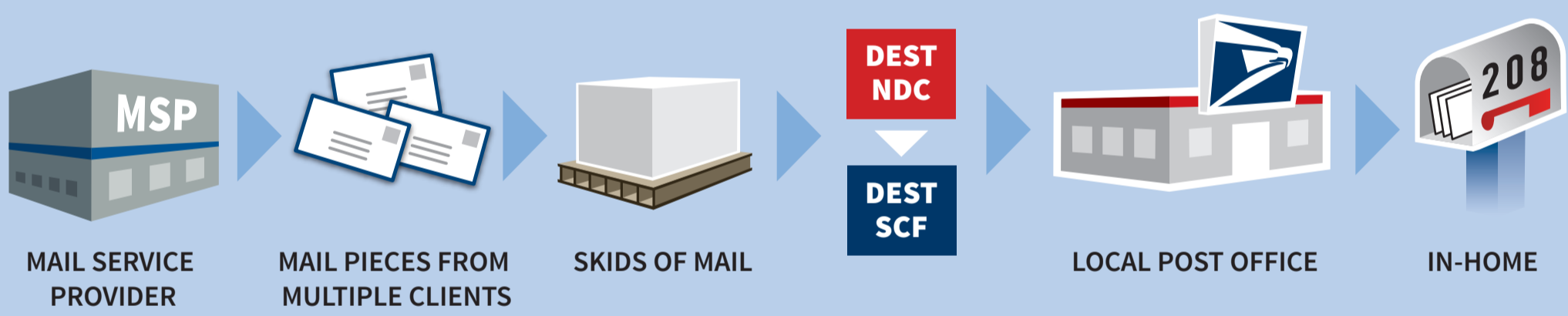
### CO-PALLETIZATION

- Good control of in-home dates
- Slightly higher handling fees
- Good for large mailings with versions



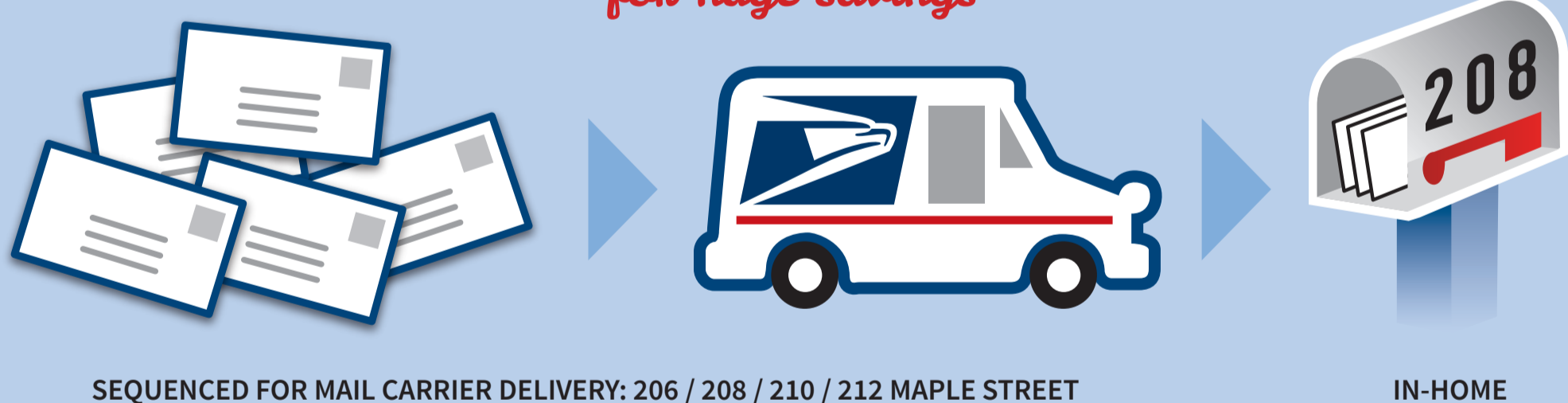
### COMMINGLING

- Good for small or versioned mailings
- Harder to control in-home dates
- Higher fees
- No official USPS mailing statement



### HIGH VOLUME MAILERS

*Consider high density carrier route sortation for huge savings*



## HOW DO YOU GET THE LOWEST TOTAL COST?

### UNDERSTAND THE TOTAL COST OF MAILING



### KEY DECISION WHEN OPTIMIZING POSTAGE *Example*

Does the postal discount exceed the combined freight and fees cost to ensure savings?

MAILING QTY.	ORIGIN POSTAGE	OPTIMAL SAVINGS NDC / SCF / CoPal Discounts Freight & Handling	TOTAL COST	SAVINGS
2,300,000	\$573,390 = \$.2493 per piece	\$53,000	\$520,390 = \$.2293 per piece	2¢ per piece = 9.24%

**Note:** Postal optimization methods can be applied to smaller and larger mailings to achieve savings. Don't assume that you have to mail huge quantities to take advantage of postal optimization.