



Our Guide to the July 2025 USPS® Rate Change



**Mail Equipment
and Postage**



**Home and Small
Office Mail**



**USPS®
Permit Accounts**



**Outsourced
Mail Services**



**Expedited Document
and Parcel Shipping**

Background and Experience

Speaker: Adam Lewenberg

President/CEO of Postal Advocate Inc.

- The only mail audit and recovery firm in the US and Canada
- Manage a portfolio of 182,000 pieces of mailing equipment and over 101,000 online postage users for the largest US companies.
- Speak and teach nationally on mail savings and industry trends.

Former Industry Co Chair- Boston Postal Customer Council and Mail Systems Management Association. CMDSS and MDC Certifications.

Featured Writer for Mailing Systems Technology Magazine.

Worked for one of the largest mailing vendors for over 17 years

- Director of national sales for presort, tabletop inserters, addressing hardware/software and green offerings.
- Was one of the top 5 account managers nationally working with some of the nations' largest accounts.



What We'll Cover:

- What rates are changing
- How this impacts you
- What you need to do
- Savings tips
- USPS Thoughts



New rates would take effect Sunday July 13, 2025

*We will focus on the most common rate structures. For more detail on other mail classes and services go to USPS Postal Explorer at <http://pe.usps.gov/PriceChange/Index>

Why USPS Rates Keep Going Up

USPS Volume Changes by Year

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	15 Yr % Change from 2010- 2024	5 Yr % Change from 2020- 2024
First-Class Mail®	78,514	73,738	69,617	66,620	64,639	63,455	62,271	59,733	57,466	55,626	52,940	50,850	49,128	46,152	44,467	-43.4%	-16.0%
First-Class Mail® % Change		-6.1%	-5.6%	-4.3%	-3.0%	-1.8%	-1.9%	-4.1%	-3.8%	-3.2%	-4.8%	-3.9%	-3.4%	-6.1%	-3.7%		
Marketing Mail®	81,841	83,957	79,496	80,878	80,374	80,090	80,930	78,370	77,306	75,690	64,180	66,234	67,121	59,435	57,524	-29.7%	-10.4%
% Change		2.6%	-5.3%	1.7%	-0.6%	-0.4%	1.0%	-3.2%	-1.4%	-2.1%	-15.2%	3.2%	1.3%	-11.5%	-3.2%		
Shipping	3,057	3,258	3,501	3,711	3,403	3,959	4,496	5,104	5,658	5,672	7,128	7,263	6,847	6,750	6,943	127.1%	-2.6%
% Change		6.6%	7.5%	6.0%	-8.3%	16.3%	13.6%	13.5%	10.9%	0.2%	25.7%	1.9%	-5.7%	-1.4%	2.9%		
Periodicals	7,269	7,077	6,741	6,359	6,045	5,838	5,586	5,301	4,994	4,635	4,006	3,679	3,400	2,992	2,748	-62.2%	-31.4%
% Change		-2.6%	-4.7%	-5.7%	-4.9%	-3.4%	-4.3%	-5.1%	-5.8%	-7.2%	-13.6%	-8.2%	-7.6%	-12.0%	-8.2%		
Total	170,681	168,030	159,355	157,568	154,461	153,342	153,283	148,508	145,424	141,623	128,254	128,026	126,496	115,329	111,682	-34.6%	-12.9%

Mail Volume Change Detail

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	15 Yr % Change from 2010- 2024	5 Yr % Change from 2020- 2024
First-Class Mail®																	
Letters	27,437	24,722	22,735	21,452	20,860	19,887	18,928	17,832	16,861	15,948	14,687	13,436	12,437	11,395	10,346	-62.3%	-29.6%
% Change		-9.9%	-8.0%	-5.6%	-2.8%	-4.7%	-4.8%	-5.8%	-5.4%	-5.4%	-7.9%	-8.5%	-7.4%	-8.4%	-9.2%		
Cards	1,447	1,312	1,157	1,049	923	855	796	671	632	563	486	435	413	369	326	-77.5%	-32.9%
% Change		-9.3%	-11.8%	-9.3%	-12.0%	-7.4%	-6.9%	-15.7%	-5.8%	-10.9%	-13.7%	-10.5%	-5.1%	-10.7%	-11.7%		
Flats	2,481	2,218	2,048	1,894	1,758	1,683	1,572	1,448	1,385	1,295	1,204	1,172	1,094	972	881	-64.5%	-26.8%
% Change		-10.6%	-7.7%	-7.5%	-7.2%	-4.3%	-6.6%	-7.9%	-4.4%	-6.5%	-7.0%	-2.7%	-6.7%	-11.2%	-9.4%		
Presort	46,225	44,269	42,524	41,144	40,193	40,174	39,943	38,795	37,833	37,131	36,246	35,621	34,996	33,244	32,759	-29.1%	-9.6%
% Change		-4.2%	-3.9%	-3.2%	-2.3%	0.0%	-0.6%	-2.9%	-2.5%	-1.9%	-2.4%	-1.7%	-1.8%	-5.0%	-1.5%		
Total Pieces	77,590	72,521	68,464	65,539	63,734	62,599	61,239	58,746	56,711	54,937	52,623	50,664	48,940	45,980	44,312	-42.9%	-15.8%
% Change		-6.5%	-5.6%	-4.3%	-2.8%	-1.8%	-2.2%	-4.1%	-3.5%	-3.1%	-4.2%	-3.7%	-3.4%	-6.0%	-3.6%		
Pieces																	
Priority Mail	779	790	824	871	897	974	1,005	1,023	1,070	1,085	1,261	1,394	1,183	1,058	699	-10.3%	-44.6%
% Change		1.4%	4.3%	5.7%	3.0%	8.6%	3.2%	1.8%	4.6%	1.4%	16.2%	10.5%	-15.1%	-10.6%	-33.9%		
Priority Mail Express	43	40	40	39	36	36	33	30	28	26	24	29	27	24	21	-51.2%	-12.5%
% Change		-7.0%	0.0%	-2.5%	-7.7%	0.0%	-8.3%	-9.1%	-6.7%	-7.1%	-7.7%	20.8%	-6.9%	-11.1%	-12.5%		
Ground Advantage	0	129	411	544	612	732	773	960	1,279	1,398	1,848	2,055	1,960	1,811	2,313		25.2%
% Change			218.6%	32.4%	12.5%	19.6%	5.6%	24.2%	33.2%	9.3%	32.2%	11.2%	-4.6%	-7.6%	27.7%		
Total Pieces	822	959	1,275	1,454	1,545	1,742	1,811	2,013	2,377	2,509	3,133	3,478	3,170	2,893	3,033	269.0%	-3.2%
% Change		16.7%	33.0%	14.0%	6.3%	12.8%	4.0%	11.2%	18.1%	5.6%	24.9%	11.0%	-8.9%	-8.7%	4.8%		

35-74% increases in past 4 years!

Date	First-Class Mail® Retail Letters	Mail® Metered Letters	First-Class Mail® Flats	First-Class Mail® Auto Letters	First-Class Mail® Auto Flats	Marketing-Mail® Letters	Marketing-Mail® Flats
2025-07-13	6.8%	7.2%	8.7%	8.3%	9.9%	7.5%	13.4%
2024-07-14	7.4%	7.8%	10.3%	8.3%	7.6%	4.4%	5.5%
2024-01-21	3.0%	1.6%	3.0%	1.8%	1.2%	1.1%	3.8%
2023-07-09	4.8%	5.0%	5.0%	5.8%	16.7%	6.4%	8.0%
2023-01-22	5.0%	5.3%	4.0%	3.3%	8.0%	3.2%	6.1%
2022-07-10	4.2%	8.1%	10.9%	6.5%	13.0%	6.3%	7.8%
2021-08-29	5.5%	3.9%	16.0%	7.5%	17.3%	8.0%	9.0%
Last 4 Year Increase	36.7%	38.9%	57.9%	41.5%	73.7%	36.9%	34.7%

Letter volume dropping fast!

Making up for volume declines with rate changes

Increased number of drop off points with fewer pieces per stop.

Volumes seldom go up after a major correction.

First-Class Mail® Single Piece

First-Class Mail® Retail						
	Letters			Flats		
Weight Ounces	Prior to 07/13/25	New Rates 07/13/25	% Increase	Prior to 07/13/25	New Rates 07/13/25	% Increase
1	\$0.73	\$0.78	6.8%	\$1.50	\$1.63	8.7%
2	\$1.01	\$1.07	5.9%	\$1.77	\$1.90	7.3%
3	\$1.29	\$1.36	5.4%	\$2.04	\$2.17	6.4%
6	N/A	N/A		\$2.87	\$3.00	4.5%
13	N/A	N/A		\$4.91	\$5.04	2.6%
Post Card	\$0.56	\$0.61	8.9%			

- 6.8% Increase on 1 Oz Letters
- 1 Oz Flats increase from \$1.50 to \$1.63
- Postcards increase by 8.9%
- Additional ounce rate stays the same.

First-Class Mail[®] Metered Letters

Metered mail (including Online Postage) will save \$.04 per piece over stamps purchased from the Post Office (5.4%)

Savings over First-Class Mail[®] Retail
@ \$.78 each vs \$.74 Metered

Metered Letters			
	Letters		
Weight Ounces	Prior to 07/13/25	Rates 07/13/25	% Increase
1	\$0.690	\$0.740	7.2%
2	\$0.970	\$1.030	6.2%
3	\$1.250	\$1.320	5.6%

First-Class [®] Mail Metered Savings		
Annual Postage	# of Pieces @ \$.74 each	Savings @ \$.04 Each
\$1,000	1,351	\$54.05
\$2,000	2,703	\$108.11
\$10,000	13,514	\$540.54
\$100,000	135,135	\$5,405.41
\$1,000,000	1,351,351	\$54,054.05

First-Class Mail® Commercial

- 8-9% increase for automation letters
- Flats increase by up to 11%
- Postcards increasing up to 10.3%
- Seamless Acceptance savings increase from \$.001 to \$.002 (100% Increase)
- Full Service IMB savings increase from \$.003 to \$.005 (67% Increase)
- New – SCF Pallet Discount saves \$.004 for letters, \$.002 for Post Cards and \$.018 for Flats.

Commercial First-Class Mail®										
		Letters			Flats*			Post Cards		
	Weight Ounces	Prior to 07/13/25	New Rates 07/13/25	% Increase	Prior to 07/13/25	New Rates 07/13/25	% Increase	Prior to 07/13/25	New Rates 07/13/25	% Increase
Automation 5 Digit	1	\$0.545	\$0.593	8.8%	\$0.874	\$0.970	11.0%	\$0.384	\$0.420	9.4%
Automation 3 Digit					\$1.132	\$1.235	9.1%			
Automation AADC	1	\$0.593	\$0.641	8.1%	\$1.212	\$1.331	9.8%	\$0.406	\$0.445	9.6%
Automation Mixed AADC	1	\$0.622	\$0.672	8.0%	\$1.355	\$1.488	9.8%	\$0.419	\$0.462	10.3%
Presorted (Non Automation)	1				\$1.400	\$1.540	10.0%			

First-Class Mail® Savings Options

- Use Meters or Online Postage to save \$.04 on letters.
- Consider presort services if you run over 500 pieces per day or have one-time mailings over 1000 pieces.
- Automating your mailings in house or through third party services can have drastic postage savings.
- Presort and automation levels go up to 3.5 ounces for the same rate.
- Flats and post cards can have the same automation rates as letters.
- Consider moving generic content mail from First Class to Marketing Mail

	Single Piece Rates			Automation Mail with Barcodes		
Mail Piece Examples	First-Class Mail® Retail Single Piece	First-Class Mail® Metered Single Piece	Typical Presort Service - First- Class Mail®	First-Class Mail® - Automation	Marketing Mail® - Automation	Marketing Mail® Non Profit- Automation
1 Ounce #10 Envelope	\$0.78	\$0.74	\$0.686	.593-.686	\$.372-.433	\$.178-.239
3 Ounce Newsletter (6X9)	\$1.36	\$1.32	\$0.686	.593-.686	\$.372-.433	\$.178-.239
8 Ounce Flat (9X12)	\$3.56	\$3.56	\$3.450	\$2.90-.3.418	\$.997-1.412	\$.716-1.131
Post Card	\$0.61	\$0.61	\$0.462	.42-.462	N/A	N/A

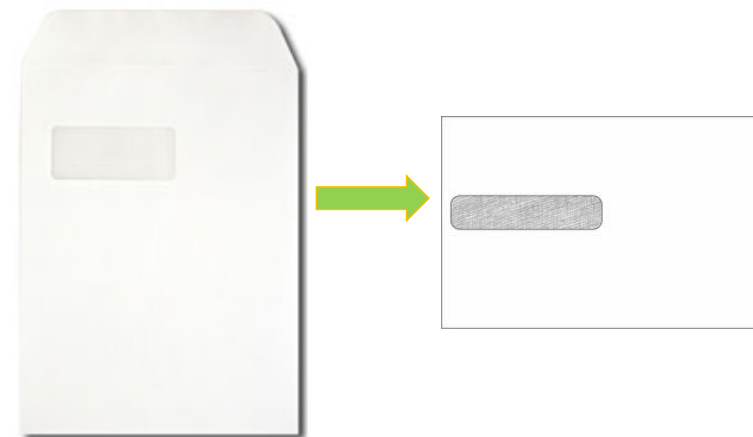
Convert Flats to Letters

Savings Strategies

- Fold flats to #10 and 6" x 9.5" where possible 52-73% savings! (Up to 15 sheets into a 6" X 9.5" envelope)
- Use presort services or automate internally to get up to 3.5 ounces for letters at the 1-ounce rate.
- Consider paper reduction strategies – Duplexing, smaller fonts, or links to web content vs. printing.

	Flat Envelope	Letter Envelope - Example 6 x 9 or #10			
Sheets	First Class Mail® Flat - Large Envelope	First Class Mail® Letter - 6X9 Envelope (Metered)	Typical Presort Service - First-Class Mail® Letter	First-Class Mail® - Automation Letter	Savings
1-2	\$1.63	\$0.74	\$0.686	\$.593-.686	55-64%
3-4	\$1.90	\$0.74	\$0.686	\$.593-.686	61-69%
6-10	\$2.17	\$1.01	\$0.686	\$.593-.686	53-73%

Weight Assumptions - Paper = .16 Ounces, Flat = .6 Ounces, 6 x 9 Envelope = .3 Ounces



Marketing Mail®

Marketing Mail®							
		Letters			Flats		
	Weight Ounces	Prior to 07/13/25	New Rates 07/13/25	% Increase	Prior to 07/13/25	New Rates 07/13/25	% Increase
Automation 5 Digit	≤3.5	\$0.345	\$0.372	7.8%	\$0.687	\$0.770	12.1%
Automation 3 Digit	≤4				\$0.864	\$0.986	14.1%
Automation AADC/ADC	≤3.5	\$0.380	\$0.407	7.1%	\$0.971	\$1.101	13.4%
Automation Mixed AADC/ADC-Origin	≤3.5	\$0.402	\$0.433	7.7%	\$1.041	\$1.185	13.8%
Marketing Mail® Nonprofit							
		Letters			Flats		
	Weight Ounces	Prior to 07/13/25	New Rates 07/13/25	% Increase	Prior to 07/13/25	New Rates 07/13/25	% Increase
Automation 5 Digit	≤3.5	\$0.173	\$0.178	2.9%	\$0.451	\$0.503	11.5%
Automation 3 Digit	≤4				\$0.628	\$0.719	14.5%
Automation AADC/ADC	≤3.5	\$0.208	\$0.213	2.4%	\$0.735	\$0.834	13.5%
Automation Mixed AADC/ADC-Origin	≤3.5	\$0.228	\$0.239	4.8%	\$0.805	\$0.918	14.0%

Marketing Mail® Commercial Flats > 4 Oz							
		Per Piece			Per Pound		
	Weight Ounces	Prior to 07/13/25	New Rates 07/13/25	% Increase	Prior to 07/13/25	New Rates 07/13/25	% Increase
Automation 5 Digit	>4	\$0.428	\$0.624	45.8%	\$1.234	\$0.745	-39.6%
Automation 3 Digit	>4	\$0.605	\$0.840	38.8%	\$1.234	\$0.745	-39.6%
Automation AADC/ADC	>4	\$0.712	\$0.955	34.1%	\$1.234	\$0.745	-39.6%
Automation Mixed AADC/ADC-Origin	>4	\$0.782	\$1.039	32.9%	\$1.234	\$0.745	-39.6%
Marketing Mail® Nonprofit Flats > 4 Oz							
		Per Piece			Per Pound		
	Weight Ounces	Prior to 07/13/25	New Rates 07/13/25	% Increase	Prior to 07/13/25	New Rates 07/13/25	% Increase
Automation 5 Digit	>4	\$0.240	\$0.371	54.6%	\$1.042	\$0.690	-33.8%
Automation 3 Digit	>4	\$0.417	\$0.587	40.8%	\$1.042	\$0.690	-33.8%
Automation AADC/ADC	>4	\$0.524	\$0.702	34.0%	\$1.042	\$0.690	-33.8%
Automation Mixed AADC/ADC-Origin	>4	\$0.594	\$0.786	32.3%	\$1.042	\$0.690	-33.8%

- 7-8% increase for letters (Up to 4.8% for Non-Profit)
- Lightweight Flats increase at 12.1 – 13.8% (11.5-14.5% for Non-Profit)
- Flats 4-7 ounces 1-9% increases, 8 Ounce and over 0-19% savings

USPS Marketing Mail Commercial Flats				
Weight (OZ)	% Change			
	5-Digit	3-Digit	ADC	Mixed
1	12%	14%	13%	14%
2	12%	14%	13%	14%
3	12%	14%	13%	14%
4	12%	14%	13%	14%
5	5%	8%	8%	9%
6	1%	5%	5%	6%
7	-2%	2%	2%	3%
8	-5%	-1%	0%	1%
9	-7%	-3%	-2%	-1%
10	-9%	-5%	-4%	-3%
11	-11%	-7%	-6%	-5%
12	-13%	-9%	-8%	-6%
13	-14%	-10%	-9%	-8%
14	-15%	-11%	-10%	-9%
15	-17%	-13%	-12%	-10%
15.99	-18%	-14%	-13%	-11%

USPS Marketing Mail NonProfit Commercial Flats				
Weight (OZ)	% Change			
	5-Digit	3-Digit	ADC	Mixed
1	12%	14%	13%	14%
2	12%	14%	13%	14%
3	12%	14%	13%	14%
4	12%	14%	13%	14%
5	4%	8%	8%	9%
6	0%	5%	5%	6%
7	-3%	2%	2%	4%
8	-6%	-1%	0%	1%
9	-8%	-3%	-2%	-1%
10	-10%	-5%	-4%	-2%
11	-12%	-6%	-5%	-4%
12	-13%	-8%	-7%	-5%
13	-14%	-9%	-8%	-7%
14	-15%	-10%	-9%	-8%
15	-16%	-11%	-10%	-9%
15.99	-17%	-12%	-11%	-10%

Marketing Mail[®]

Savings Programs

Entry Discounts

- DNDC Eliminated
- DSCF – Letters – 51% reduction, Flats – 35-58% reduction

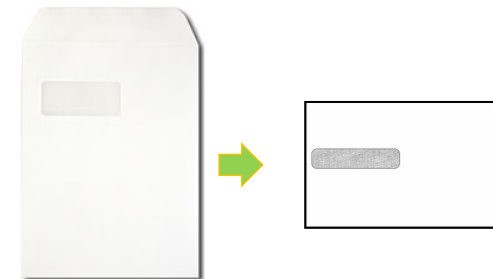
Additional Savings Options

- Subtract \$0.005 for the Full-Service Intelligent Mail option.
- Subtract \$0.002 the Seamless Acceptance option requirements.
- Subtract \$.003 for the SCF Pallet discount.

Convert Flats to Letters wherever possible

- Lower rates - \$.173-.402 for up to 3.5 ounces vs. flats that are \$.451-1.041 for up to 4 ounces.
- Lower rate increases

Destination Entry Discounts for Marketing Mail									
	Letters			Flats <4 Ounces			Flats >4 Ounces (Off LB Rate)		
	Prior to 07/13/25	New Rates 07/13/25	% Change	Prior to 07/13/25	New Rates 07/13/25	% Change	Prior to 07/13/25	New Rates 07/13/25	% Change
DNDC	\$0.027	\$0.000	-100.0%	\$0.071	\$0.000	-100.0%	\$0.448	\$0.000	-100.0%
DSCF	\$0.035	\$0.017	-51.4%	\$0.091	\$0.038	-58.2%	\$0.478	\$0.312	-34.7%



Competitive Segment - Parcels

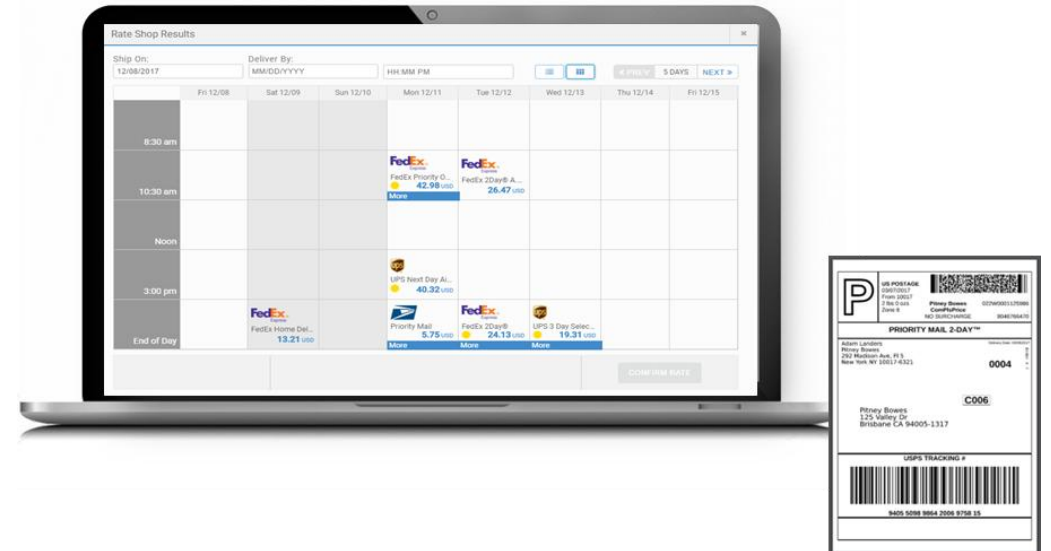
- Rates increasing again after having gone up in January.
- Priority Mail® Retail at 0-10% and Commercial at 4-12%.
 - Commercial still saves 11-20% over Retail.
- Priority Mail® Express rates staying the same.
 - Commercial still saves 12-15% over Retail.
- Ground Advantage™
 - Retail <1LB going up 26% Retail and 5% commercial.
 - 0-6% increases for other weight breaks.
 - Commercial still saves 13-37% over Retail.

USPS Priority Mail®		
Average % Increase	Retail	Commercial Base
Flat Rate	10%	12%
1-5LB	6%	8%
6-10LB	6%	10%
11-25LB	0%	9%
Over 25LB	0%	4%
USPS Priority Mail® Express		
Average % Increase	Retail	Commercial Base
Flat Rate	0%	0%
1-5LB	0%	0%
6-10LB	0%	0%
11-25LB	0%	0%
Over 25LB	0%	0%
USPS Ground Advantage™		
Average % Increase	Retail	Commercial Base
<1LB	26%	5%
1-5LB	3%	2%
6-10LB	0%	6%
11-25LB	0%	6%
Over 25LB	0%	3%

USPS Priority Mail®	
Average % Increase	Commercial Savings over Retail
Flat Rate	11%
1-5LB	17%
6-10LB	17%
11-25LB	20%
Over 25LB	13%
USPS Priority Mail® Express	
Average % Increase	Commercial Savings over Retail
Flat Rate	14%
1-5LB	14%
6-10LB	15%
11-25LB	13%
Over 25LB	12%
USPS Ground Advantage™	
Average % Increase	Commercial Savings over Retail
<1LB	37%
1-5LB	26%
6-10LB	27%
11-25LB	30%
Over 25LB	14%

Reasons to Rate Shop USPS® against UPS® and FedEx®

- UPS® and FedEx® provide “Free Systems” that default to higher priced air services when Ground services in local zones can arrive at the same or faster times.
- USPS has Priority® Mail 1-3 day service and Ground Advantage™ 2-5 day service that could be compared to 2D, 3D and Ground Service.
- USPS® has ounce-based rates for its Ground Service vs. UPS®/FedEx® that start at 1LB.
- Access to negotiated USPS® discounts that average 25% savings but can be as high as 89%!
- UPS® and FedEx® charge for items that the USPS does not:
 - Fuel Surcharges – 17-19%
 - Residential Fees - \$6.10-6.55
 - Delivery Area Surcharges - \$4.20-8.30
 - Dimensional Rating for items under a cubic foot



Box Size	UPS/FEDEX Minimum Weight	USPS
6" X 6" X 6"	2LB	Actual weight
8" X 8" X 8"	4LB	Actual weight
10" X 10" X 10"	8LB	Actual weight
12" X 12" X 12"	13LB	Actual weight

Other Rate Increases

First-Class Mail International®									
	1 Ounce			2 Ounce			Post Cards		
Group	Prior to 07/13/25	New Rates 07/13/25	% Increase	Prior to 07/13/25	New Rates 07/13/25	% Increase	Prior to 07/13/25	New Rates 07/13/25	% Increase
Canada	\$1.55	\$1.70	9.7%	\$1.55	\$2.00	29.0%	\$1.55	\$1.70	9.7%
Mexico (Group 2)	\$1.55	\$1.70	9.7%	\$2.35	\$2.55	8.5%	\$1.55	\$1.70	9.7%
Group 3-5	\$1.55	\$1.70	9.7%	\$2.80	\$3.40	21.4%	\$1.55	\$1.70	9.7%
Group 6-9	\$1.55	\$1.70	9.7%	\$2.80	\$3.40	21.4%	\$1.55	\$1.70	9.7%

Library Mail			
	Single Piece		
Weight LB's	Prior to 07/13/25	New Rates 07/13/25	% Increase
1	\$3.92	\$4.25	8.4%
2	\$4.62	\$4.96	7.4%
5	\$6.72	\$7.10	5.7%
10	\$10.25	\$10.66	4.0%

Media Mail			
	Single Piece		
Weight LB's	Prior to 07/13/25	New Rates 07/13/25	% Increase
1	\$4.13	\$4.47	8.2%
2	\$4.87	\$5.22	7.2%
5	\$7.09	\$7.47	5.4%
10	\$10.82	\$11.22	3.7%

Special Services

Special Services		Retail		Electronic			
		Prior to 07/13/25	New Rates 07/13/25	% Increase	New Rates 07/13/25	New Rates 07/13/25	% Increase
Certificate of Mailing		\$2.00	\$2.40	20.0%			
Registered™ without Insurance		\$16.80	\$19.70	17.3%			
Certified Mail™		\$4.40	\$5.30	20.5%			
Return Receipt		\$3.65	\$4.40	20.5%	\$2.32	\$2.82	21.6%
Insurance \$100		\$3.50	\$3.40	-2.9%			
Insurance \$500		\$9.15	\$7.45	-18.6%			
Marketing Mail® parcels Tracking					\$0.29	\$0.34	17.2%
Signature Confirmation		\$4.15	\$4.95	19.3%	\$3.50	\$3.95	12.9%
Annual Permit Fees		\$320.00	\$370.00	15.6%			
Business Reply Mail							
Permit Fee		\$320.00	\$370.00	15.6%			
Account Maintenance Fee		\$930.00	\$1,080.00	16.1%			
Quarterly Fee		\$3,200	\$3,670	14.7%			
Basic		\$1.07	\$1.23	15.0%			
High Volume		\$0.133	\$0.154	15.8%			
IMbA		\$0.020	\$0.022	10.0%			
QBRM Basic		\$0.050	\$0.054	8.0%			
QBRM High Volume		\$0.030	\$0.033	10.0%			

Certified Mail with Return Receipt

- Retail – Increases from \$8.05 to \$9.70
- Electronic – Increases from \$6.72 to \$8.12
- Electronic saves \$1.58 each!

Budget Calculator

Class	Weight	% Of Class	% Change	Estimated Current Spend	Estimated New Spend	Difference
<u>First-Class Mail® Metered Letters</u>	1	85%	7.2%			
	2	10%	6.2%			
	3	5%	5.6%			
Total			7.0%		\$0.00	\$0.00
<u>First-Class Mail® Flats</u>			5.9%		\$0.00	\$0.00
<u>First-Class Mail® Automation Letters</u>			8.3%		\$0.00	\$0.00
<u>First-Class Mail® Automation Flats</u>			9.9%		\$0.00	\$0.00
<u>Certified with Return Receipt</u>			21.0%		\$0.00	\$0.00
<u>Priority Mail® Express Retail</u>			10.0%		\$0.00	\$0.00
<u>Priority Mail® Express Commercial</u>			11.0%		\$0.00	\$0.00
<u>Priority Mail® Retail</u>			23.0%		\$0.00	\$0.00
<u>Priority Mail® Commercial</u>			5.0%		\$0.00	\$0.00
<u>Ground Advantage® Retail</u>			23.0%		\$0.00	\$0.00
<u>Ground Advantage® Commercial</u>			5.0%		\$0.00	\$0.00
<u>Marketing Mail®</u>						
Letters			7.5%		\$0.00	\$0.00
Flats			13.4%		\$0.00	\$0.00
<u>Other Misc Mail</u>			7.0%		\$0.00	\$0.00
Total				\$0.00	\$0.00	\$0.00

What you need to do:

If you have a mail machine, make sure you **download the new rates before July 13, 2025**

Here are links to the different meter vendors:

FP:

<http://www.fp-usa.com/ratechange/>

Quadient:

<https://www.quadient.com/resources/postal-rate-information>

Pitney Bowes:

<http://www.pitneybowes.com/us/postal-information/rate-change-info.html>

Stamps.com:

<https://blog.stamps.com/>

Go to the USPS Postal Explorer website for more information:

<http://pe.usps.gov/PriceChange/Index>



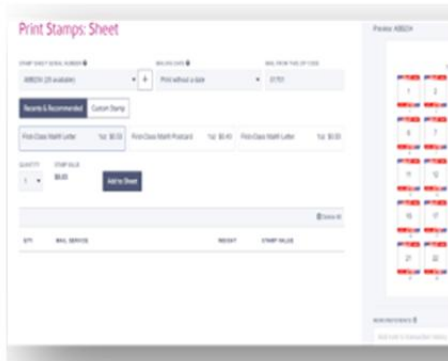
**Download the Postal
Advocate Rate Comparison
Guide –
www.postaladvocate.com**

OUR SERVICES

How Postal Advocate can Optimize your Enterprise Mail and Shipping Spends



MAIL EQUIPMENT MANAGEMENT



- Implement web-based enterprise postage.
- Remove low volume meters and right size mid/high volume offices.
- Consolidate postage accounts and refund postage from returned meters.
- Support all locations including work from home and offices without current access.
- Vendor and category management assistance.



ENTERPRISE ONLINE POSTAGE ADMINISTRATION



- Implement enterprise shipping platform.
- Real time rate shopping across all carriers.
- 25-70% discounted USPS® rates.
- Compare air to guaranteed next day Ground services in real time rate shopping.
- Eliminate free carrier provided systems and internal staff management.
- Train users on platform and best practices.
- Drive major savings initiatives around parcel optimization.
- Vendor and category management assistance.



OUTSOURCED PRINT & MAIL



- Gain visibility to every invoice and contract to standardize charges in enterpriseAdvocate.
- Negotiate national service agreements with select premier suppliers.
- Assist with what mail is produced inside vs. outside.
- Contract compliance to terms, rebates, service level guarantees, and expansions.
- Vendor and category management assistance.



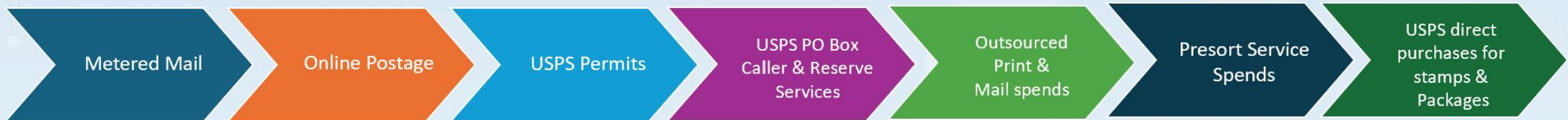
USPS® MANAGEMENT



- Consolidate and optimize USPS® Accounts.
- Postage savings optimizing USPS® programs and discounts including:
 - 2024 USPS® Growth Incentive.
 - Entry level discounts.
 - Presort services.
 - Automation rates.
 - Reduce USPS® account fees.
- Offset the 29-56% USPS® increases that occurred over the last 29 months.
- Vendor and category management assistance.

Manage 100% of Your Organization's Mail Spends

enterpriseAdvocate™ is the only platform designed to manage every type of mail that could run through your organization. This is more important than ever because the only way to optimize your mail is to be able to control what is happening today.



Data Inputs

The key to the **enterpriseAdvocate™** platform is the way the Postal Advocate team collects and updates the system with your mail spends. The reason that mail data has been so difficult to control is the data is fragmented, without a single owner, across multiple vendors, and with mail done inside and outside of the organization. There are no automatic feeds of data and everything we enter is requested, pulled, formatted and imported. These are the data sources we maintain today:

- **Postage Transactions** – From vendors and USPS® websites
- **Postage Account Balances** – From vendor and USPS® websites
- **Equipment Inventory** – From vendor population reports and online portals
- **Fees and Overcharges** – From online portals and vendor invoices
- **Vendor Invoices** – From vendor websites and client provided
- **Activity History** – Postal Advocate notes from locations and vendors on applications and equipment changes
- **Customer Service** – Details of every case including stage and resolution
- **Client Locations and Contacts** – Data is initially imported and then Postal Advocate maintained

Data Access

We can provide access to your mail spends at multiple different levels based on your needs. This includes enterprise, division, region or location. This way, access can be controlled to only see the spend that is required.

Data to Drive Savings

The **enterpriseAdvocate™** system is our backbone for savings. By having this data controlled by the top experts in the industry, and updated on regular monthly intervals, we can find savings areas that would have otherwise been missed. The savings come in every area of mail, and we have yet to find an organization that was fully optimized prior to using our platform.

WE REPRESENT LEADING MULTI-LOCATION COMPANIES IN THESE INDUSTRIES



Banking
8 of Top 15



Commercial Real Estate
2 of Top 30



Small Package Delivery
1 of Top 2



Long Term Care
2 of Top 10



Uniforms
3 of Top 4



Accounting Services
1 of Top 3



Scientific Instrument MFG
3 of Top 10



Cable Providers
2 of Top 5



Insurance
3 of Top 10



Telecommunications
3 of Top 10



Kidney Dialysis Centers
1 of Top 2



Higher Education
1 of Top 3



Pharmacy
1 of Top 2



Health Clubs
1 of Top 3



Document Destruction
1 of Top 3



Pest Control
1 of Top 3



Dairy
1 of Top 2



Engineering Services
1 of Top 3



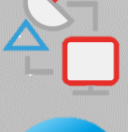
Outdoor Advertising
1 of Top 3



Paper Products
1 of Top 3



Utilities
2 of Top 10



TV Networks
1 of Top 5



Food Manufacturing
1 of Top 2



Title Insurance
1 of Top 2



Radio
1 of Top 3



Auto Auctions
1 of Top 2



Business Services
1 of Top 5



Mutual Funds
1 of Top 5

74%

Average Client Savings

OVER \$94,000,000 IN CLIENT SAVINGS

visit www.postaladvocate.com or call (888)977-MAIL(6245)

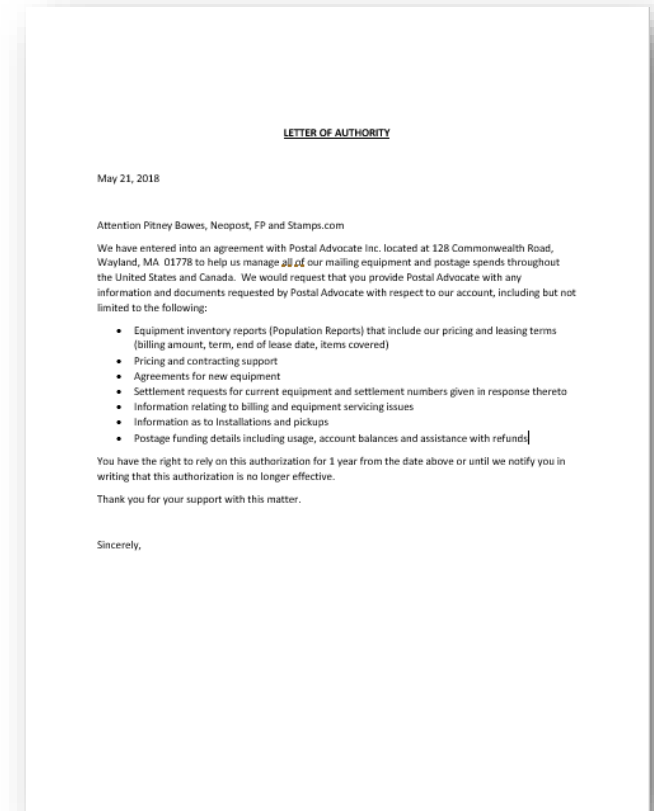
*Information found in Hoovers ranking on company revenue in a specific industry. 2016

Recovered over
\$26,000,000

in lost postage, vendor overcharges and fees

No Cost or Obligation Mail Assessment

- Create an inventory of all mailing equipment throughout the US.
- Provide visibility to USPS accounts (Permits, PO Boxes, BRM Etc), outsource print and mail services, presort services and production mail spends.
- Compare USPS, FedEx, UPS and DHL with rate shopping and parcel optimization.
- Develop a mail optimization plan that includes the following:
 - Rightsized mail equipment plan that will typically reduce costs by over 50%.
 - Details on enterprise online postage platforms
 - USPS and third-party mail savings analysis
 - Process plan that details how we can manage the transition and ongoing oversight.
- **Timeframe to complete – 30 days**
- **Client Requirements**
 - Sign our letter of authority letting us review your mailing/shipping spend.
 - Provide any mail reports (If available)
 - Run an accounts payable search for the last 12 months of the main mailing vendors: Pitney Bowes, Quadient (Neopost, Hasler, Mail Finance), FP, Stamps.com. (Include any known print, mail and presort vendor names)
 - Provide a small sample of requested invoice copies.
 - Meet with us to review the results.





THANK YOU QUESTIONS?



adam.Lewenberg@postaladvocate.com



<https://www.linkedin.com/company/postal-advocate-inc->



<https://www.facebook.com/PostalAdvocate>



<https://www.youtube.com/user/Postaladvocate>



[@PostalAdvocate](https://twitter.com/PostalAdvocate)



PostalAdvocate
MAIL MADE EASY