



2024 Commercial and Nonprofit Mailing Guide

An overview of 2024's **Postage Rates, Design Specs** and **Helpful Hints** so your **Next Mailing** Reaches its Potential – and the **Right Audience**.

Even in today's digitally connected world, mail remains an effective way for businesses and organizations to communicate with one another and consumers. However, sorting through the litany of rules, regulations and rate requirements is no easy task.

To help make your next bulk mailing successful, the team at **Associates International (Ai)** created this quick reference guide so you can focus on strategy, not implementation. **Because that's our job.**

First Class Postage

Each First Class single piece may weigh up to 1 oz. without additional charges. First Class presort letters may weigh up to 3.5 oz. and presort flats may weigh up to 1 oz. without additional charges. Surcharges apply for non-machinable letters. Presort requires a minimum of 500 pieces.

FIRST CLASS SINGLE PIECES

Stamped Letter	\$0.68
Metered Letter	\$0.64
Stamped Postcards	\$0.53
Large Envelopes (Flats) start at	\$1.39

FIRST CLASS PRESORT

Presort Letter	\$0.507
Presort Flat	\$0.841
Presort Postcard	\$0.357

Postage rates for First Class Presort letters can range from \$0.507 for automated mail sorted by 5 digit zip codes to \$0.586 for non-automated machinable mail. In most cases, 85% of supplied mailing lists will be automated (5-digit) while 15% will be sorted as non-automated machinable.

USPS Marketing Mail

USPS Marketing Mail requires a minimum of 200 pieces. Each piece at this rate may weigh up to 3.5 oz. for automated, and up to 4 oz. for non-automated. Larger pieces require additional postage.

Automated Letter	\$0.295
Automated Flat	\$0.548

- An automated piece must have a readable barcode and can be run through a mailing/postage machine.
- A machinable piece does not require a barcode, but must be capable of being run through a mailing/postage machine.
- Machinability of a piece is determined by several factors, including aspect ratio, uniform thickness and flexibility.

Nonprofit USPS Marketing Mail

Nonprofit USPS Marketing Mail requires a minimum of 200 pieces. Each piece at this rate may weigh up to 3.5 oz. for automated. Larger pieces require additional postage.

Automated Letter	\$0.138
Automated Flat	\$0.309



2024 USPS Promotions

Retargeting Promotion

The Retargeting Promotion incentivizes marketers to send out personalized postcards to recent website visitors that didn't convert.

PROMOTION PERIOD:

- September 1, 2024 — November 30, 2024

REGISTRATION PERIOD:

- July 15, 2024 — November 30, 2024

ELIGIBLE MAIL:

- First-Class Mail postcards



Informed Delivery Promotion

The Informed Delivery® Promotion (ID Promotion) enables mailers to use USPS's Informed Delivery omni-channel feature.

PROMOTION PERIOD:

- August 1, 2024 — December 31, 2024

REGISTRATION PERIOD:

- June 15, 2024 — December 31, 2024

ELIGIBLE MAIL:

- First-Class Mail automation letters, postcards, and flats
- USPS Marketing Mail automation letters and flats
- Nonprofit USPS Marketing Mail automation letters and flats



Emerging & Advanced Technology Promotion

The 2024 Emerging and Advanced Technology (now including Mobile Shopping) Promotion encourages mailers to incorporate emerging technologies such as Enhanced Augmented Reality, Mixed Reality, Virtual Reality, NFC, Video in Print, and mail integration with voice assistants.

PROMOTION PERIOD:

- All Year Round (6 consecutive months maximum during calendar year 2024)

REGISTRATION PERIOD:

- November 20, 2023 — December 31, 2024

ELIGIBLE MAIL:

- First-Class Mail letters, cards, and flats
- USPS Marketing Mail letters and flats
- Nonprofit USPS Marketing Mail letters and flats



Tactile, Sensory, & Interactive Mailpiece Engagement Promotion

The 2023 Tactile, Sensory, & Interactive Mailpiece Engagement Promotion encourages mailers to enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.

PROMOTION PERIOD:

- February 1, 2024 — July 31, 2024

REGISTRATION PERIOD:

- December 15, 2023 — July 31, 2024

ELIGIBLE MAIL:

- First-Class Mail letters, cards, and flats
- USPS Marketing Mail letters and flats
- Nonprofit USPS Marketing Mail letters and flats



🌟 2024 USPS Promotion & Incentives Calendar

Want to learn more or need help with your next campaign? **Contact Us!** 📞