

Action, Inc.

# Postage Guide

Effective January 22, 2012

**Includes information for:**

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Standard Mail..... Pages 4-5  
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**ACTION**  
Direct. Secure. Communication.



### Action Permits Straight First-Class:

First-Class Mail  
 U.S. Postage  
 PAID  
 Twin Cities, MN  
 Permit No. 90100

First-Class Mail  
 U.S. Postage  
 PAID  
 ADSC

### Action Permits Presorted First-Class:

Presorted  
 First-Class Mail  
 U.S. Postage  
 PAID  
 Twin Cities, MN  
 Permit No. 90100

Presorted  
 First-Class Mail  
 U.S. Postage  
 PAID  
 ADSC

## Retail Rates

### Postcards



Weight (not over)	Rate
1 oz	.32

Size Specifications	Minimum	Maximum
Length	5"	6"
Height	3.5"	4.25"
Thickness	.007"	.25"

### Letters



Weight (not over)	Rate
1 oz	.45
2 oz	.65
3 oz	.85
3.5 oz	1.05
Nonmachinable Surcharge	.20

Size Specifications	Minimum	Maximum
Length	5"	11.5"*
Height	3.5"	6.125"*
Thickness	.007"	.25"

\*maximums vary for booklets, see page 10 for specs

### Flats



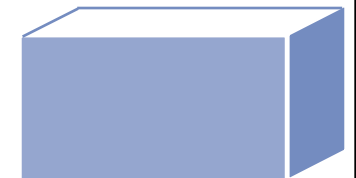
Weight (not over)	Rate
1 oz	.90
2 oz	1.10
3 oz	1.30
4 oz	1.50
5 oz	1.70
6 oz	1.90
7 oz	2.10
Additional Ounce	.20

Size Specifications	Minimum*	Maximum
Length	11.5"	15"
Height	6.125"	12"
Thickness	.25"	.75"

\*flats exceed at least one of these dimensions

Weight (not over)	Rate
1 oz	1.95
2 oz	1.95
3 oz	1.95
4 oz	2.12
5 oz	2.29
6 oz	2.46
7 oz	2.63
Additional Ounce	.17

### Parcels



#### Size Specifications

Length	longest side of the package
Girth	measurement around the thickest part (perpendicular to length)
Length + Girth	cannot exceed 108" (Parcel Post cannot exceed 130")



# First-Class Mail

## Commercial Rates (Presorted)

Weight Not Over	Automation				Machinable	Non-Machinable
	5-Digit	3-Digit	AADC	Mixed AADC	Presorted	Presorted
1 oz	.35	.374	.374	.404	.424	.624
2 oz	.35	.374	.374	.404	.424	.624
3 oz	.600	.624	.624	.654	.674	.874
3.5 oz	.725	.749	.749	.779	.799	.999
Postcard	.229	.243	.244	.255	.280	-



Repositionable Notes (RPNs) .005 | Full Service IMb discount -.003

For parcel rates or other rates not listed here, please contact your Action representative at 763.557.6767

Weight Not Over	Automation				Non-Auto
	5-Digit	3-Digit	ADC	Mixed ADC	Presorted
1 oz	.400	.574	.630	.730	.762
2 oz	.570	.744	.800	.900	.932
3 oz	.740	.914	.970	1.070	1.102
4 oz	.910	1.084	1.140	1.240	1.272
5 oz	1.08	1.254	1.310	1.410	1.442
6 oz	1.250	1.424	1.480	1.580	1.612
7 oz	1.420	1.594	1.650	1.750	1.782
8 oz	1.590	1.764	1.820	1.920	1.952
9 oz	1.760	1.934	1.990	2.090	2.122
10 oz	1.930	2.104	2.160	2.260	2.292
11 oz	2.100	2.274	2.330	2.430	2.462
12 oz	2.270	2.444	2.500	2.600	2.632
13 oz	2.440	2.614	2.670	2.770	2.802



Additional Ounce .170 | Repositionable Notes (RPNs) .005 | Full Service IMb discount -.003

**Need A Quick Estimate?**

First Class Letter  
1 oz: .404

First Class Flat  
1 oz: .730

Move update assessment charge per piece exceeding tolerance \$.07



**Letters**



Size Specifications	Minimum	Maximum
Length	5"	11.5" (10.5" for booklets)
Height	3.5"	6.125" (6" for booklets)
Thickness	.007"	.25"

**Need A Quick Estimate?**

Standard Letter  
 local: \$.217 | nationwide: \$.278

Standard Flat  
 local: \$.395 | nationwide: \$.504

**Letters - 3.3 oz or less (3.0 oz or less for booklets)**

Entry Point	Carrier Route			Automation				Nonautomation Carrier Route			Nonautomation Machinable		Nonautomation Nonmachinable			
	Saturation	High Density	Basic	5-Digit	3-Digit	AADC	Mixed AADC	Saturation	High Density	Basic	AADC	Mixed AADC	5-Digit	3-Digit	ADC	Mixed ADC
None	.185	.199	.271	.242	.260	.262	.278	.197	.224	.271	.265	.281	.392	.485	.524	.621
NDC	.152	.166	.238	.209	.227	.229	.245	.164	.191	.238	.232	.248	.359	.452	.491	.588
SCF	.142	.156	.228	.199	.217	.219	-	.154	.181	.228	.222	-	.349	.442	.481	-
DDU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

**Letters - more than 3.3 oz\*** \* For mailpieces over 3.3 oz, use per piece + per pound to determine rate

	Entry Point	Carrier Route <i>(not more than 3.5 oz)</i>			Automation <i>(not more than 3.5 oz)</i>				Nonautomation Carrier Route#			Nonautomation#			
		Saturation	High Density	Basic	5-Digit	3-Digit	AADC	Mixed AADC	Saturation	High Density	Basic	5-Digit	3-Digit	ADC	Mixed ADC
Per Pound Rates	None	.609	.609	.700	.744	.744	.744	.744	.609	.609	.700	.744	.744	.744	.744
	NDC	.448	.448	.539	.583	.583	.583	.583	.448	.448	.539	.583	.583	.583	.583
	SCF	.400	.400	.491	.535	.535	.535	-	.400	.400	.491	.535	.535	.535	-
	DDU	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>+</b>	<b>Per Piece</b>	.059	.073	.127	.089	.107	.109	.125	.071	.098	.127	.235	.317	.375	.408

Repositionable Notes .015 | Customized MarketMail .460 | Full Service IMb discount -.001

**Move update assessment charge per piece exceeding tolerance \$.07; noncompliance charge per piece \$.07**

### Action Standard Permits:

Presorted Standard U.S. Postage PAID Twin Cities, MN Permit No. 90100	Presorted Standard U.S. Postage PAID ADSC
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Size Specifications	Minimum*	Maximum
Length	11.5"	15"
Height	6.125"	12"
Thickness	.25"	.75"

\*flats exceed at least one of these dimensions



### Flats

#### Flats - 3.3 oz or less

Entry Point	Carrier Route			Automation				Nonautomation			
	Saturation#	High Density#	Basic	5-Digit	3-Digit	ADC	Mixed ADC	5-Digit	3-Digit	ADC	Mixed ADC
None	.197	.224	.271	.353	.438	.494	.504	.388	.470	.528	.561
NDC	.164	.191	.238	.320	.405	.461	.471	.355	.437	.495	.528
SCF	.154	.181	.228	.310	.395	.451	-	.345	.427	.485	-
DDU	.145	.172	.219	-	-	-	-	-	-	-	-

#### Flats - more than 3.3 oz\*

\* For mailpieces over 3.3 oz, use per piece + per pound to determine rate

	Entry Point	Carrier Route			Automation				Nonautomation			
		Saturation#	High Density#	Basic	5-Digit	3-Digit	ADC	Mixed ADC	5-Digit	3-Digit	ADC	Mixed ADC
Per Pound Rate	None	.609	.609	.700	.744	.744	.744	.744	.744	.744	.744	.744
	NDC	.448	.448	.539	.583	.583	.583	.583	.583	.583	.583	.583
	SCF	.400	.400	.491	.535	.535	.535	-	.535	.535	.535	-
	DDU	.357	.357	.448	-	-	-	-	-	-	-	-
<b>+</b>	<b>Per Piece</b>	.071	.098	.127	.200	.285	.341	.351	.235	.317	.375	.408

# Detached Address Label .030 | Customized MarketMail .460 | Repositionable Notes (RPNs) .015 | Full Service IMb discount -.001

For parcel or marketing {formerly not flat-machinable} rates, please contact your Action representative at 763.557.6767

Move update assessment charge per piece exceeding tolerance \$.07; noncompliance charge per piece \$.07

## Letters



Size Specifications	Minimum	Maximum
Length	5"	11.5" (10.5" for booklets)
Height	3.5"	6.125" (6" for booklets)
Thickness	.007"	.25"

**Need A Quick Estimate?**

**Nonprofit Letter**  
 local: \$.105 | nationwide: \$.166

**Nonprofit Flat**  
 local: \$.247 | nationwide: \$.356

Letters - 3.3 oz or less																
Entry Point	Carrier Route			Automation				Nonautomation Carrier Route			Nonautomation Machinable		Nonautomation Nonmachinable			
	Saturation	High Density	Basic	5-Digit	3-Digit	AADC	Mixed AADC	Saturation	High Density	Basic	AADC	Mixed AADC	5-Digit	3-Digit	ADC	Mixed ADC
None	.111	.125	.194	.130	.148	.150	.166	.122	.149	.194	.156	.172	.280	.373	.412	.509
NDC	.078	.092	.161	.097	.115	.117	.133	.089	.116	.161	.123	.139	.247	.340	.379	.476
SCF	.068	.082	.151	.087	.105	.107	-	.079	.106	.151	.113	-	.237	.330	.369	-
DDU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Letters - more than 3.3 oz*																
	Entry Point	Carrier Route <i>(not more than 3.5 oz)</i>			Automation <i>(not more than 3.5 oz)</i>				Nonautomation Carrier Route#			Nonautomation#				
		Saturation	High Density	Basic	5-Digit	3-Digit	AADC	Mixed AADC	Saturation	High Density	Basic	5-Digit	3-Digit	ADC	Mixed ADC	
Per Pound Rate	None	.439	.439	.530	.639	.639	.639	.639	.439	.439	.530	.639	.639	.639	.639	
	NDC	.278	.278	.369	.478	.478	.478	.478	.278	.278	.369	.478	.478	.478	.478	
	SCF	.230	.230	.321	.430	.430	.430	-	.230	.230	.321	.430	.430	.430	-	
	DDU	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>+</b>	<b>Per Piece</b>	.020	.034	.085	(-.002)	.016	.018	.034	.031	.058	.085	.119	.200	.248	.281	

# Detached Address Label .030 | Repositionable Notes .015 | Customized MarketMail .334 | Full Service IMb discount -.001

**Move update assessment charge per piece exceeding tolerance \$.07; noncompliance charge per piece \$.07**

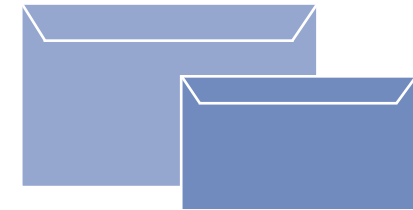
## Action Nonprofit Permits:

Nonprofit Org.  
U.S. Postage  
PAID  
Twin Cities, MN  
Permit No. 90100

Nonprofit Org.  
U.S. Postage  
PAID  
ADSC

Size Specifications	Minimum*	Maximum
Length	11.5"	15"
Height	6.125"	12"
Thickness	.25"	.75"

\*flats exceed at least one of these dimensions



## Flats

### Flats - 3.3 oz or less

Entry Point	Carrier Route			Automation				Nonautomation			
	Saturation#	High Density#	Basic	5-Digit	3-Digit	ADC	Mixed ADC	5-Digit	3-Digit	ADC	Mixed ADC
None	.122	.149	.194	.214	.290	.346	.356	.251	.332	.380	.413
NDC	.089	.116	.161	.181	.257	.313	.323	.218	.299	.347	.380
SCF	.079	.106	.151	.171	.247	.303	-	.208	.289	.337	-
DDU	.070	.097	.142	-	-	-	-	-	-	-	-

### Flats - more than 3.3 oz\*

\* For mailpieces over 3.3 oz, use per piece + per pound to determine rate

	Entry Point	Carrier Route			Automation				Nonautomation			
		Saturation#	High Density#	Basic	5-Digit	3-Digit	ADC	Mixed ADC	5-Digit	3-Digit	ADC	Mixed ADC
Per Pound Rate	None	.439	.439	.530	.639	.639	.639	.639	.639	.639	.639	.639
	NDC	.278	.278	.369	.478	.478	.478	.478	.478	.478	.478	.478
	SCF	.230	.230	.321	.430	.430	.430	-	.430	.430	.430	-
	DDU	.187	.187	.278	-	-	-	-	-	-	-	-
<b>+</b>	<b>Per Piece</b>	.031	.058	.085	.082	.158	.214	.224	.119	.200	.248	.281

# Detached Address Label .030 | Customized MarketMail .334 | Repositionable Notes (RPNs) .015 | Full Service IMb discount -.001

For parcel or marketing {formerly not flat-machinable} rates, please contact your Action representative at 763.557.6767

Move update assessment charge per piece exceeding tolerance \$.07; noncompliance charge per piece \$.07

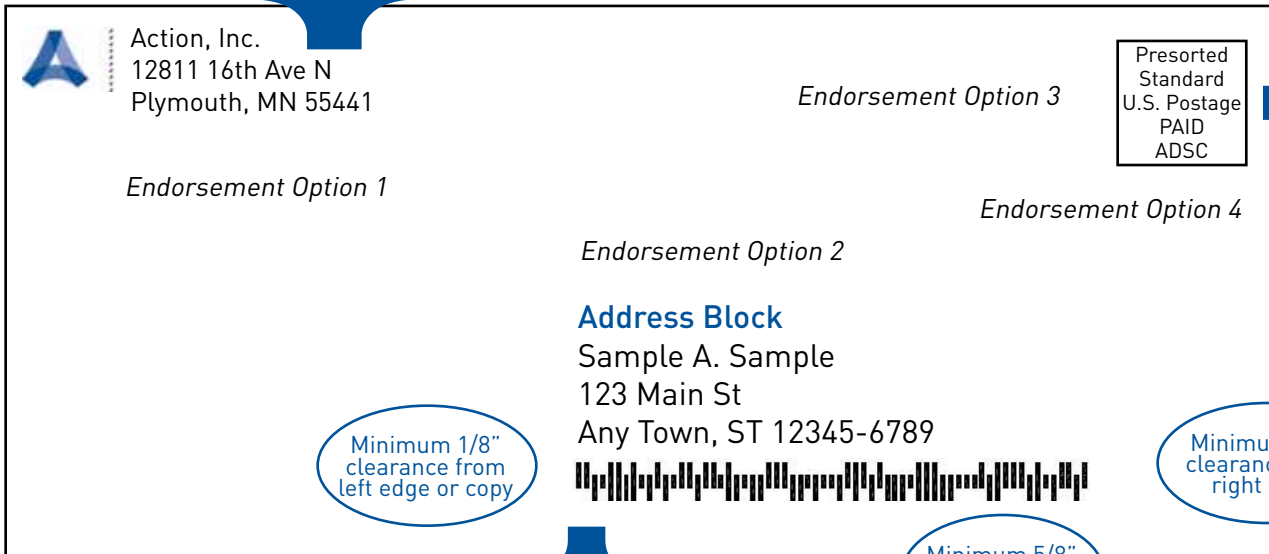


# The Anatomy of a Mailpiece

## Return Address

### Required for:

- Use with Endorsement Lines (either printed or embedded in IMb)
- Mail with precanceled stamps
- Mail with a company permit imprint
- Priority Mail
- Periodicals in envelopes or wrappers
- Nonprofit mail (return address must match permit address exactly)
- Official Mail
- Certified Mail if return receipt requested
- Package Services
- Parcel Select
- Registered Mail
- Insured Mail
- COD Mail



## Permit Specifications

- No smaller than 1/2" x 1/2"
- Minimum 8 pt type
- Color contrasts with paper

### Location options:

- Upper right corner of mailpiece
- Upper right corner of address area
- To the right of address on label
- To the right of address through window envelope



## Action Address Block Preferences

### For Mailpieces:

- Address block area of 2" x 4"

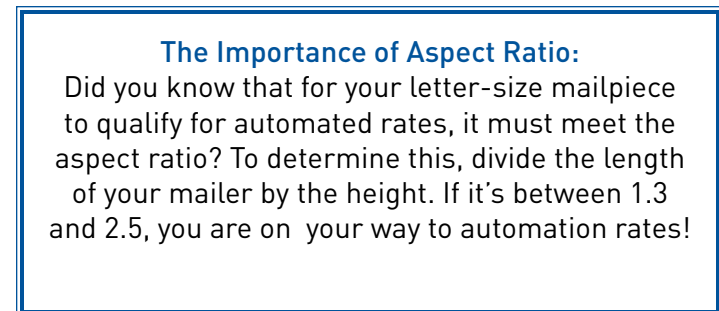
### For Window Envelopes:

- Window size of 1.5" x 4.25" (taller if more than 6 address lines)
- At least 5/8" from bottom edge
- At least 1/2" from left edge



## The Importance of Aspect Ratio:

Did you know that for your letter-size mailpiece to qualify for automated rates, it must meet the aspect ratio? To determine this, divide the length of your mailer by the height. If it's between 1.3 and 2.5, you are on your way to automation rates!





# Move Update Options

In order to qualify for discounted postage for First-Class Mail and Standard Mail, the USPS requires that mailers demonstrate that they have updated their mailing list within 95 days before the mailing date. They have outlined four approved methods for updating:

### 1) National Change Of Address (NCOA):

NCOA is an address correction service that matches a mailer's list against the USPS COA database. If there are any matches, updated information is provided back to the mailer or mailing agent.

**\*\*This is Action's default method for compliance\*\***

### 2) Address Change Service (ACS):

ACS allows mailers to receive electronic Change of Address notifications as the mailing is processed in real-time. To participate in this service, the mailer must register with the USPS to obtain a unique mailer identification code that is printed on all ACS mailings.

### 3) FASTforward:

FASTforward is most commonly used with Multiline Optical Character Readers (MLOCs). As the mailpieces are sorted through these machines, the addresses are matched against the COA database and updated information is printed on the piece.

### 4) Ancillary Service Endorsements:

Taglines are printed near the address block providing instructions on how to handle undeliverable mailpieces. The endorsement lines available are:

- Address Service Requested - Forwarding and Return; New separate address notification provided
- Return Service Requested - No Forwarding, Only Return; New address notification provided
- Change Service Requested - No Forwarding or Return; New address notification provided

For all methods, it is important to update not only the mailing file but also the original database to ensure long-term compliance.

**Non-compliance will result in additional postage fees**

*Mailings that are addressed to "Current Resident", "Or Current Resident", "Current Occupant", or "Or Current Occupant" are exempt from this requirement.*



# Envelope Sizing

Listed below are common envelope sizes

Commercial Envelopes	
Type	Size (inches)
5	3.125 x 5.5
6 1/4	3.5 x 6
6 3/4	3.625 x 6.5
7	3.75 x 6.75
7 3/4	3.875 x 7.5
8 5/8	3.625 x 8.625
9	3.875 x 8.875
10	4.125 x 9.5
11	4.5 x 10.375
12	4.75 x 11
14	5 x 11.5


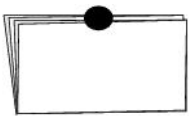





Catalog/Booklet Envelopes	
Type	Size (inches)
1	6 x 9
1 3/4	6.5 x 9.5
3	7 x 10
6	7.5 x 10.5
9 3/4	8.75 x 11.25
10 1/2	9 x 12
12 1/2	9.5 x 12.5
13 1/2	10 x 13
14 1/2	11.5 x 14.5
15	10 x 15
15 1/2	12 x 15.5

### Useful To Know:

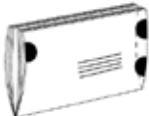


- Commercial and Side Seam flap styles are preferred for machine insertion
- Open-Side or Booklet Envelopes open on the long side and are used for machine inserting
- Open-End or Catalog Envelopes open on the short side and are hand-inserted
- Flap length matters! For machine inserting, flaps should be shorter than 2"

Announcement Envelopes	
Type	Size (inches)
A-2	4.375 x 5.75
A-6	4.75 x 6.5
A-7	5.25 x 7.25
A-8	5.5 x 8.125
A-9	5.75 x 8.75
A-10	6 x 9.5

## Letter-Size Self-Mailers

<p><b>Double Postcard</b>                      Tabs 1 (middle)                      Folded Edge Top or Bottom                      Sheets Single                      Basis Weight 75 lb.</p> 	<p><b>Folded Self-Mailer</b>                      Tabs 1 (middle)                      Folded Edge Bottom                      Sheets Single                      Basis Weight 28 lb.</p> 	<p><b>Folded Self-Mailer (Continuous Glue Strip)</b>                      Open Edge Top                      Folded Edge Bottom                      Sheets Single                      Basis Weight 30 lb.</p> 
<p><b>Folded Self-Mailer</b>                      Tabs 2 (start ≤ 1 inch from edges)                      Folded Edge Top or Bottom                      Sheets Single                      Basis Weight 20 lb.</p> 	<p><b>Folded Self-Mailer</b>                      Tabs 3 (left &amp; open edges)                      Folded Edge Right                      Sheets Single                      Basis Weight 75 lb.</p> 	<p><i>An 8.5 x 11 inch sheet of 20, 24, or 28 lb. paper folded once to 8.5 x 5.5 inches does not meet the minimum thickness of 0.009 inch for an automation-compatible letter.</i></p>
<p><b>Folded Self-Mailer</b>                      Tabs 1 (middle)                      Folded Edge Bottom                      Sheets Multiple                      Basis Weight 24 lb.</p> 	<p><b>Folded Self-Mailer (Invitation Fold)</b>                      Tab Address Label                      Folds Top &amp; Bottom                      Sheets Multiple                      Basis Weight 20 lb.</p> 	<p>(from USPS Quick Service Guide 201b, rev Feb 2011)</p>

## Letter-Size Booklets

<p><b>Basic</b></p> 	<p>Cover: 5"-9" long - at least 50 lb.; Over 9" up to 10.5" - at least 60 lb.                      The front cover may be up to a maximum of .25" shorter than pages &amp; rear cover.                      Nonperforated 1.5" tabs                      Place one tab on the leading &amp; trailing edges within 1" from the top; position one tab on the lower leading edge 0.5" from the bottom.</p>
<p><b>Internal Flap</b></p> 	<p>Cover: Minimum 80 lb.                      Extended front folded over enclosed pages to create a nonperforated inner flap. Flap sealed inside of back cover.                      Seal with a continuous glue line along flap as described in 3.11g (preferred) or 1" glue spots as described in 3.11f.</p>
<p><b>Cover-to-Cover</b></p> 	<p>Cover: Minimum 80 lb.                      Cover extends no more than 5/8" beyond inner pages.                      Seal with a continuous glue line along extended cover as described in 3.11g (preferred) or with 1" glue spots as described in 3.11f.</p>

max weight 3 oz | max height 6" | max length 9.5" (unless noted) | cover paper weight 80 lb (unless noted)

(from USPS DMM 201 3.15, rev Feb 2011)

For mailpieces not shown above, please contact your Action representative at 763.557.6767.



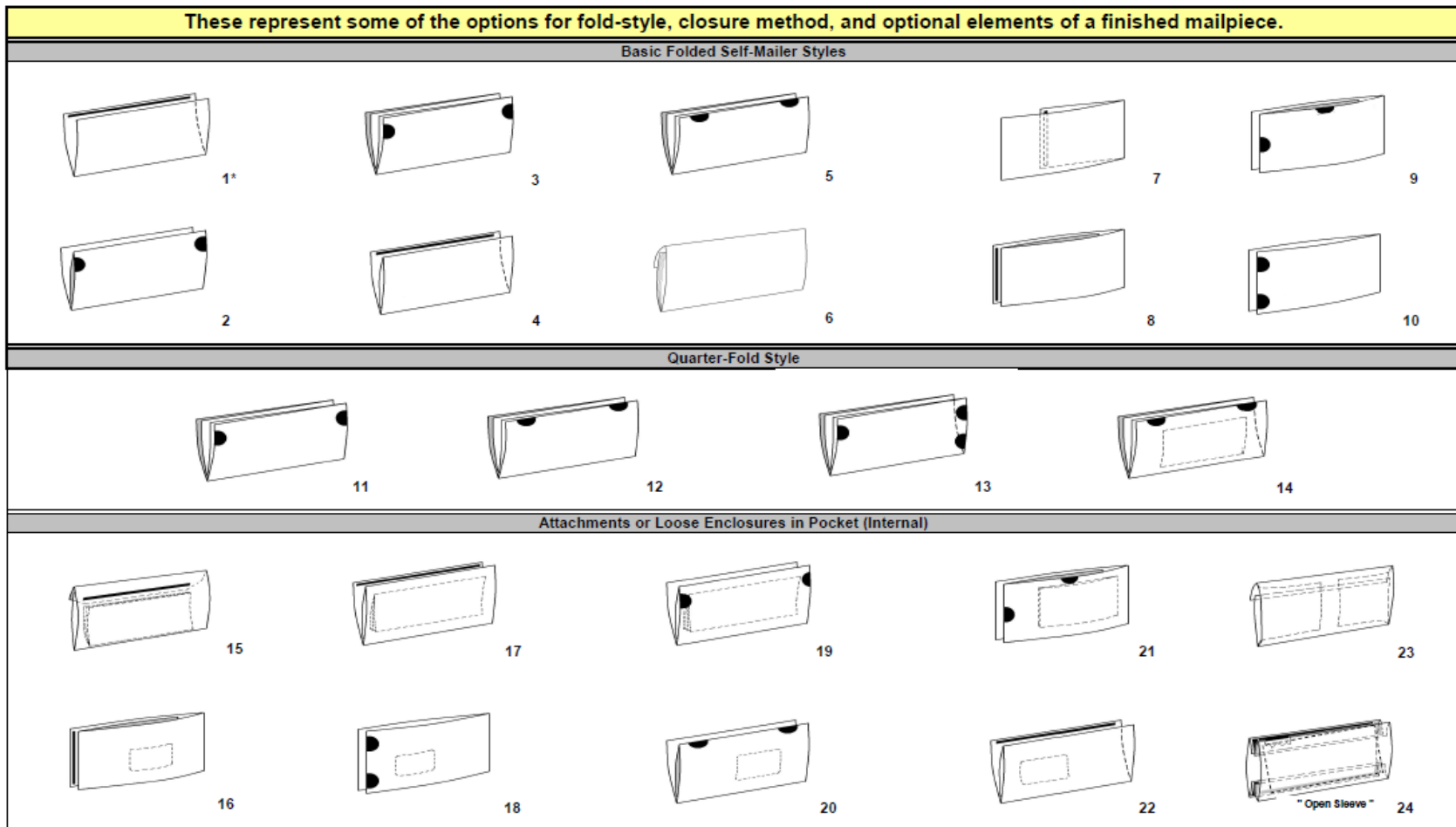
# Tabbing {effective January 5, 2013}

The USPS has approved new standards for Folded Self-Mailers (FSMs) which will take effect January 5, 2013. In this interim period between now and January 2013, Action will be working with you to ensure your mailings are compatible with the new rules.

**Key changes include:**

- New maximum length of 10.5"
- New maximum height of 6"
- New maximum weight of 3 oz
- Single tab closures eliminated
- Perfed tabs eliminated
- Final fold cannot be on the top of the mailpiece

**What is a FSM?**  
 A folded self-mailer is formed of panels that are created when one or more unbound sheets of paper are folded together and sealed to make a letter-size mailpiece.

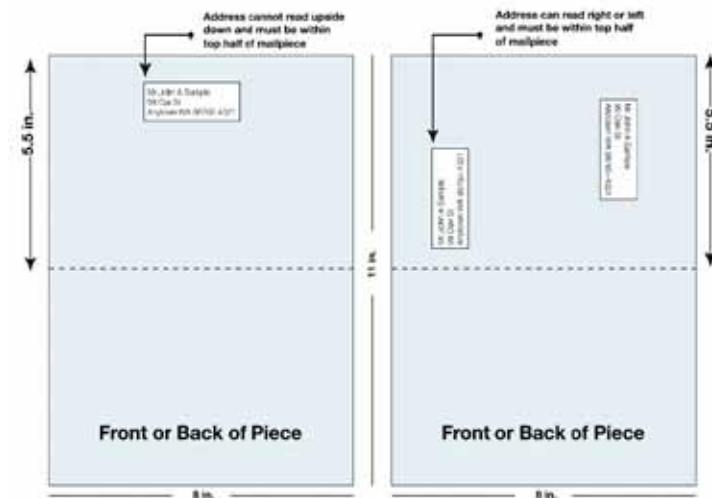


(from USPS Folded Self-Mailer Reference, December 2, 2011)

## Enveloped, Polywrapped, and Card-Style Flats

The following standards apply to enveloped, polywrapped, or card-style Periodicals (including shrinkwrapped Firm bundles), Standard Mail, Bound Printed Matter, Media Mail, and Library Mail flats mailed at presorted, automation, or carrier route prices:

- The “top” of the mailpiece is either of the shorter edges.
- The entire delivery address must be within the top half of the mailpiece, except under 2.2c or 2.2d. Optimal placement is at the top edge (while maintaining the 1/8-inch clearance requirement).
- If a vertical address will not fit entirely within the top half, the address may cross the midpoint if it is placed within 1 inch of the top edge.
- If the delivery address is placed on an insert polywrapped with the host piece:
  - The address must not appear on a component that rotates within the bag.
  - The address must remain visible throughout the addressed component’s range of motion.
  - The insert must be affixed to maintain the address entirely in the top half throughout processing and delivery or, if not affixed, the insert must

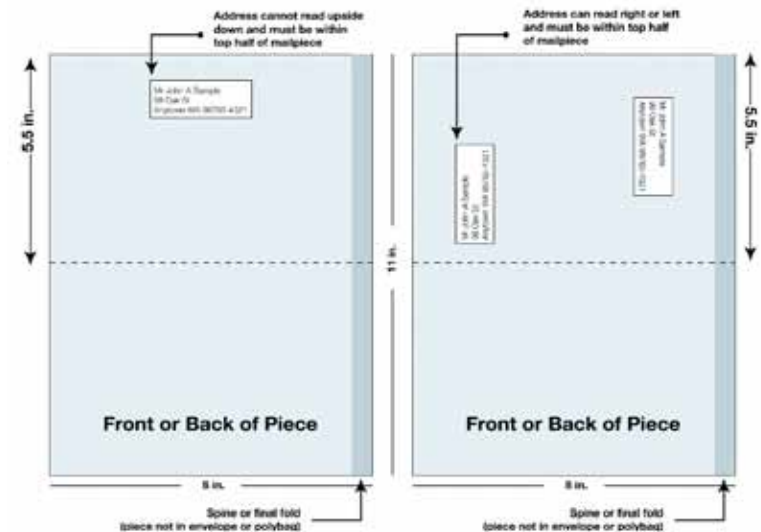


maintain at least the beginning 0.5 inch of the address in the top half. The “beginning 0.5 inch” means the first half-inch of the recipient, delivery address, and city/state/ZIP Code lines, and not the end of each line.

## Bound or Folded Flats

The following standards apply to bound or folded Periodicals, Standard Mail, Bound Printed Matter, Media Mail, and Library Mail flats mailed at presorted, automation, or carrier route prices not in envelopes or polywrap:

- The “top” is the upper edge of the mailpiece when the bound or final folded edge is vertical and on the right side of the piece.  
*Exception: For Carrier Route (or Enhanced Carrier Route) saturation pieces, the “top” of the mailpiece is either of the shorter edges.*
- The entire delivery address must be within the top half of the mailpiece, except under 2.3c. Optimal placement is at the top edge (while maintaining the 1/8-inch clearance requirement).
- If a vertical address will not fit entirely within the top half, the address may cross the midpoint if it is placed within 1 inch of the top edge.



(from USPS DMM 302, revised Feb 2011)