



Direct Mail

BEYOND INK

Postage Rate Increase Approved.

The mid-year postal rate increase for letters, postcards and flats has been approved by the Postal Regulatory Commission and will go into effect on August 29, 2021.

A recently completed review by the PRC examined the rules that determine how much the USPS can raise rates in a year. The regulator determined that to restore financial stability to the postal service, the postal service should have the ability to raise prices above the rate of inflation (CPI). Rather than waiting until the traditional October announcement and January implementation date, the USPS decided to move up the rate change to help expedite their ability to generate new revenues.

We do not expect a January 2022 rate change for market dominant products like letters, postcards and flats. Although we have not received an official announcement on the timing of the next rate change, most observers believe that under the new pricing rules, the USPS will shift annual rate announcements to the late spring for implementation in the late summer.

Work with your direct mail provider to lessen the impact of increased postage:

- Eliminate undeliverable and duplicate records from your mail file
- Review paper sizes and basis weights
- Amp up personalization to make messaging and offers more appealing to the reader

Small changes can make a big impact.

TAKES EFFECT AUGUST 29, 2021

First-Class Mail: Includes standard-sized pieces and large envelopes

Product	Old Price	New Price	Change
Stamp	55¢	58¢	3¢
Postcards	36¢	40¢	4¢
Flats Single-Piece	\$1.00	\$1.16	16¢
Presort Letters (bills & statements)	40.4¢	42.6¢	2.6¢

Marketing Mail: Includes standard-sized pieces and large envelopes

Product	Old Price	New Price	Change
Non-Saturation Letters (ads & solicitations)	21.2¢	25¢	3.8¢
Non-Saturation Flats (catalogs)	31.0¢	40.3¢	9.3¢
Saturation Letters (coupons)	16.1¢	17.2¢	1.1¢
Saturation Flats (flyers & coupons)	17.0¢	18.8¢	1.8¢

Periodicals: Newspapers, magazines, and other publications intended to transmit information to subscribers or requesters at least 4 times a year

Product	Old Price	New Price	Change
In County (local newspaper)	11¢	14¢	3¢
Outside County (magazines)	27¢	29.2¢	2.2¢

Package Services: Consists of Bound Printed Matter (BPM), media mail, and library mail

Product	Old Price	New Price	Change
Media Mail / Library Mail	\$3.71	\$4.45	74¢
BPM Parcels and Flats	96¢	\$1.066	10.6 ¢

Special Services: An assortment of add-ons to mailing and shipping and some stand-alone offerings

Product	Old Price	New Price	Change
Money Orders	\$1.30	\$1.45	15¢
Return Receipt	\$2.85	\$3.05	20¢
Certified Mail	\$3.60	\$3.75	15¢



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