

Direct Insight

Successful Direct Marketing Depends on Accurate Information Courtesy of Transcontinental Direct

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NEW USPS POSTAL RATES

The new U.S. Postal Service rates became effective May 14, reflecting among other changes shape-based pricing. As such, the new rates take into account differences in the costs of handling letters, flats and packages.

To help offset these increases, direct marketers are encouraged to familiarize themselves with the new postal requirements and work with their service providers to analyze mail files and package configurations for cost-saving opportunities. They should also review their postal optimization strategy including postal presort, commingling and logistics options.

Transcontinental Direct will continue to serve as an educational resource, keeping you apprised of future postal and direct marketing industry activity. If you would also like to receive our *Direct Insight Express* email communications, simply register online by clicking on *Direct Insight Express* at www.transcontinentaldirect.com.

Enclosed for your convenience is a new postal rate guide compliments of Transcontinental Direct. If you have any questions regarding the new postal requirements or would like information on our Postedge postal optimization solutions, contact your Transcontinental Direct representative, or email us at info@transcontinentaldirect.com.