

Direct Insight

Courtesy of Transcontinental Direct

Express

Postal Update

Coins, similar items can now be mailed at automation letter rates

The USPS has issued a customer support ruling on preparing window envelopes containing coins and other small, flat objects so they qualify for the letter-size automation rate. Per the *Domestic Mail Manual* (DMM[®]), odd-shaped items may be inserted into automation-compatible letter envelopes, provided they are firmly affixed to another component of the mailing and wrapped within the other contents to minimize their perceptible presence.

If the item is visible through the window of a closed-panel envelope, it also must be affixed to another component, covered with a secondary wrapping of cellophane or similar transparent material, and placed so as not to interfere with reading the address or barcode. The envelope must contain a sufficient amount of additional material, such as letters, response cards, return envelopes or advertisements, to streamline its contour for automated processing.

Non-compliance with these standards will disqualify mailings for automation letter rates, subjecting them to the non-machinable surcharge for First-Class Mail letters or non-machinable rates for Standard Mail letters.