



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.

Weight not over (oz.)	Automation		
	5-Digit	AADC	Mixed AADC
1	0.545	0.593	0.622
2	0.545	0.593	0.622
3	0.545	0.593	0.622
3.5	0.545	0.593	0.622
Postcard	0.384	0.406	0.419

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	\$0.181
Automated Flat	\$0.451

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.

LETTERS (3.5 OZ. OR LESS)

Entry Point	Automation		
	5-Digit	AADC	Mixed AADC
None	0.345	0.380	0.402
DNDC	0.321	0.356	0.378
DSCF	0.318	0.353	-

FLATS (4 OZ. OR LESS)

Entry Point	Automation				
	Basic	5-Digit	3-Digit	ADC	Mixed ADC
None	0.502	0.687	0.864	0.971	1.041
DNDC	0.436	0.621	0.798	0.905	0.975
DSCF	0.432	0.617	0.794	0.901	-
DDU	0.421	-	-	-	-

- **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.



2024 USPS Promotions

Retargeting Promotion

Incentivizes marketers to send out personalized postcards to recent website visitors that didn't convert.

PROMOTION PERIOD:

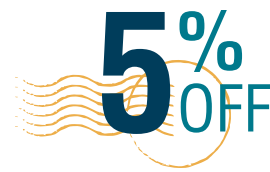
- September 1, 2024 — November 30, 2024

REGISTRATION PERIOD:

- July 15, 2024 — November 30, 2024

ELIGIBLE MAIL:

- First-Class Mail postcards



Informed Delivery Promotion (ID promotion)

Enables mailers to use USPS's Informed Delivery omni-channel feature.

PROMOTION PERIOD:

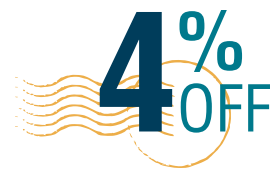
- August 1, 2024 — December 31, 2024

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 (now including Mobile Shopping)

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



 **2024 USPS Promotion & Incentives Calendar**

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