

The following information is provided by the [United States Post Office](#) and is subject to change. Direct Mailing options and costs vary depending on your choice of postage class. Listed below are various items to consider when using mail for direct marketing.

## First Class Mail

First class will cost you more, but it's faster. It's also less likely to be perceived as junk mail by the recipient of your message. This service, along with Priority Mail and Express Mail, may be used for advertisements and lightweight merchandise. For heavier items, use Priority Mail. You may send first class mail via certified or registered for an additional fee pursuant the USPS guidelines.

- 13 ounces is the maximum weight.
- 500 pieces or more must be mailed to receive discount rates from the USPS.
- First class mail includes cards, letters, flats and parcels.
- The following items must be mailed as first class mail: handwritten or typewritten material; bills, statements and invoices; personal correspondence; all items sealed against inspection.
- First class postage rates are the same no matter how far the mail travels in the U.S.
- Includes forwarding and return service.

## Standard Bulk Mail

Bulk mailings are cheaper, but a permit is necessary and certain regulations must be followed. Every address in a bulk mailing must have a ZIP code accompanying it. Forwarded or returned mail can be requested for an additional fee pursuant the USPS. The choices you make can result in significant postage savings. Click here for a discussion about the [postage rates](#) you'll pay.

- 15.9999 ounces is the maximum weight.
- Very inexpensive.
- You may use bulk mailing for mail not required to be mailed as first class mail or periodicals.
- Special rates for nonprofits with permit.
- Standard mailers include flyers, circulars, advertising, newsletters, bulletins, catalogs and small parcels.
- Standard mail rates are bulk rates.

## Minimum Quantities for a Bulk Business Mailing

To qualify for certain postage discounts, you must mail a minimum number of pieces:

- 500 pieces for [First-Class Mail](#).
- 200 pieces (or 50 pounds of mail) for [Standard Mail](#).
- 50 pieces for [Parcel Post](#).
- 300 pieces for [Presorted or Carrier Route Bound Printed Matter](#).
- 300 pieces for [Presorted Library Mail](#).
- 300 pieces for [Presorted Media Mail \(sometimes called "book rate"\)](#).

## In order to mail at bulk rates, you need to:

- Get a [mailing permit \(permission to mail\)](#) and pay an [annual mailing fee](#).
- Pay postage using one of several convenient methods: [precanceled stamps](#), [postage meter](#), or [permit imprint](#)  
Make smart choices about the [size, shape, and weight](#) of your mailpiece.
- Ensure that your [addresses are accurate](#).
- Presort the mail pieces (separate or sort your mail by ZIP codes).
- Take your mail to the post office where you hold your mailing permit.

# POSTAL GUIDELINES

## Periodicals

The Periodicals class of mail is designed for newspapers, magazines, and other periodical publications whose primary purpose is transmitting information to an established list of subscribers or requesters. Periodicals must be published at regular intervals, at least four times a year from a known office of publication, and be formed of printed sheets. There are specific standards for circulation, record keeping, and advertising limits. There are special lower postage rates for Nonprofit and Classroom Periodicals.

There is a formal application procedure and a nonrefundable application fee (\$395) to become authorized for Periodicals mailing privileges. Talk to your business mail entry staff for advice on becoming a Periodicals mailer.

- 70 pounds is the maximum weight.
- Must be published at regular intervals, at least four times a year from a known office of publication.
- There are specific standards for circulation, record keeping and advertising limits.
- Nonprofits and educational materials receive special rates.

## Package Services

This class of mail is best for merchandise, catalogs and heavier printed material. There are four subclasses of package services. The parcel post subclass is used for mailing merchandise, books, circulars and catalogs. The bound printed matter subclass must consist of advertising, promotional, directory or editorial material and has to be securely bound. The media mail subclass is used for books, film, printed music, recordings, loose-leaf packages and computer readable material. The library mail subclass is for educational material. Also, bulk quantities are given postage discounts.

- 15 pounds is the maximum weight for bound printed material; 70 pounds is the maximum weight for parcel post, media mail and library mail.
- Does not receive expedited service.
- Not forwarded or returned unless requested (additional fee).
- Can add insurance and delivery confirmation for a small fee.



[www.manhattanmailers.com](http://www.manhattanmailers.com)

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