

2019 Price Change

MTAC

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VP Pricing and Costing

- **Competitive**
- **Market Dominant**
- **Promotions**
- **Typical Timeline**
- **Industry Outreach**

Competitive Prices	Jan. 2019
Products	% Change
Priority Mail*	5.9%
Priority Mail Express*	3.9%
Parcel Select Heavyweight*	0.5%
Parcel Select Lightweight (PSLW)	12.3%
First-Class Package Service** (FCPS)	12.3%
Retail Ground	3.9%
Parcel Return Service (PRS)	6.8%
International	5.1%

*** Dimensional weight expansion implemented June 23, 2019**

**** FCPS Zone based prices implemented January 27, 2019**

First-Class Single Piece


Consumer facing prices in nickel increments

- Stamp Price - \$0.55
 - Extra Ounces - \$0.15
 - Flats - \$1.00
 - Cards - \$0.35
- } no change

Meter Price

- Increase from \$0.47 to \$0.50
- Increased incentive to move mail away from AFCS
- Support MSP's in smaller markets to grow and retain business

**Overall
Increase
2.5%**



Marketing Mail

- Higher than average increase for High Density and Saturation Mail
- Protect catalog volume due to high price elasticity and multiplier effect
- Further incent Carrier Route direct pallets to free up bundle/parcel sort time

Periodicals

- Increases to encourage operational efficiency
 - Bundles 7.9%
 - Sacks – 10.2%
 - Pallets 11.9%

RECOMMENDED 2019 MAILING PROMOTIONS CALENDAR

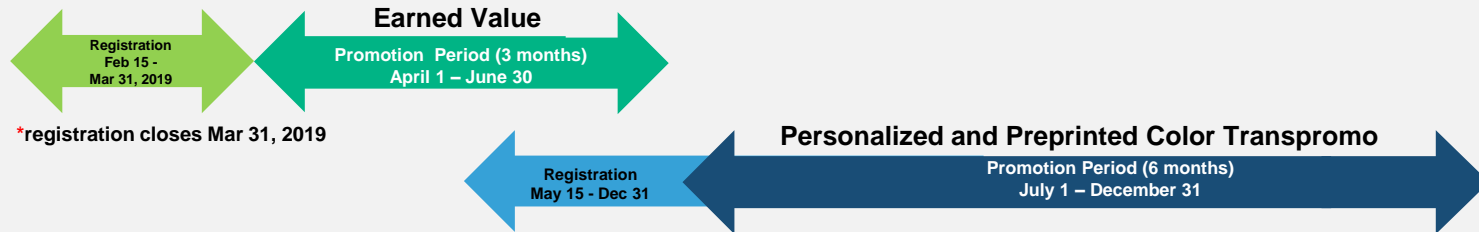
JAN – FEB – MARCH

APRIL – MAY – JUNE

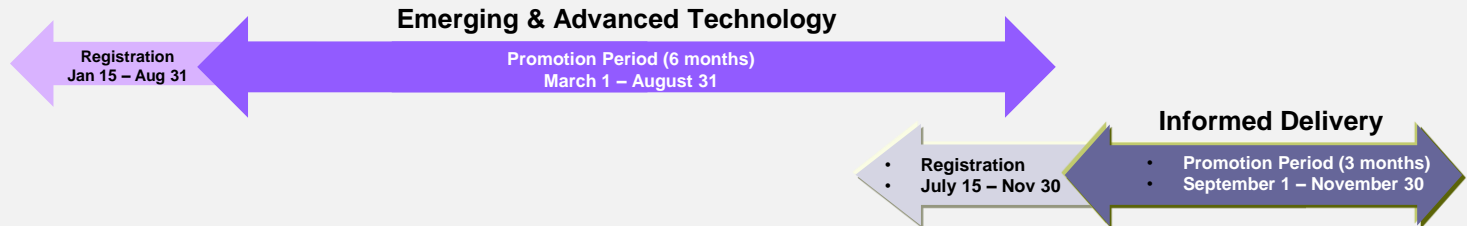
JULY – AUG – SEPT

OCT – NOV – DEC

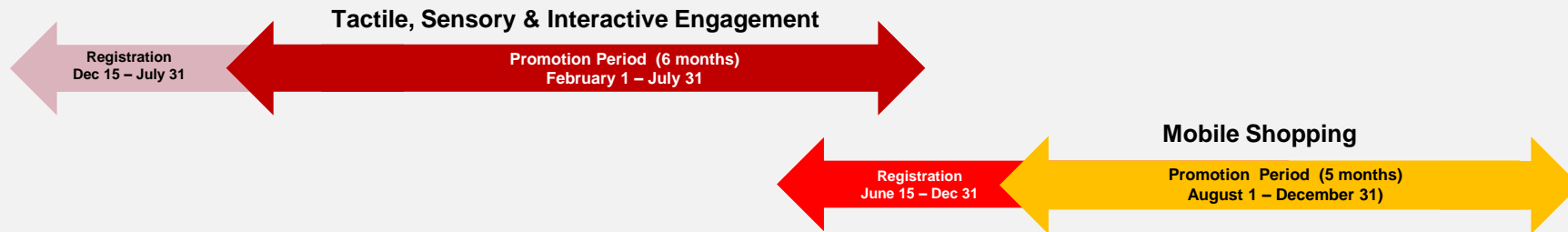
FIRST-CLASS MAIL



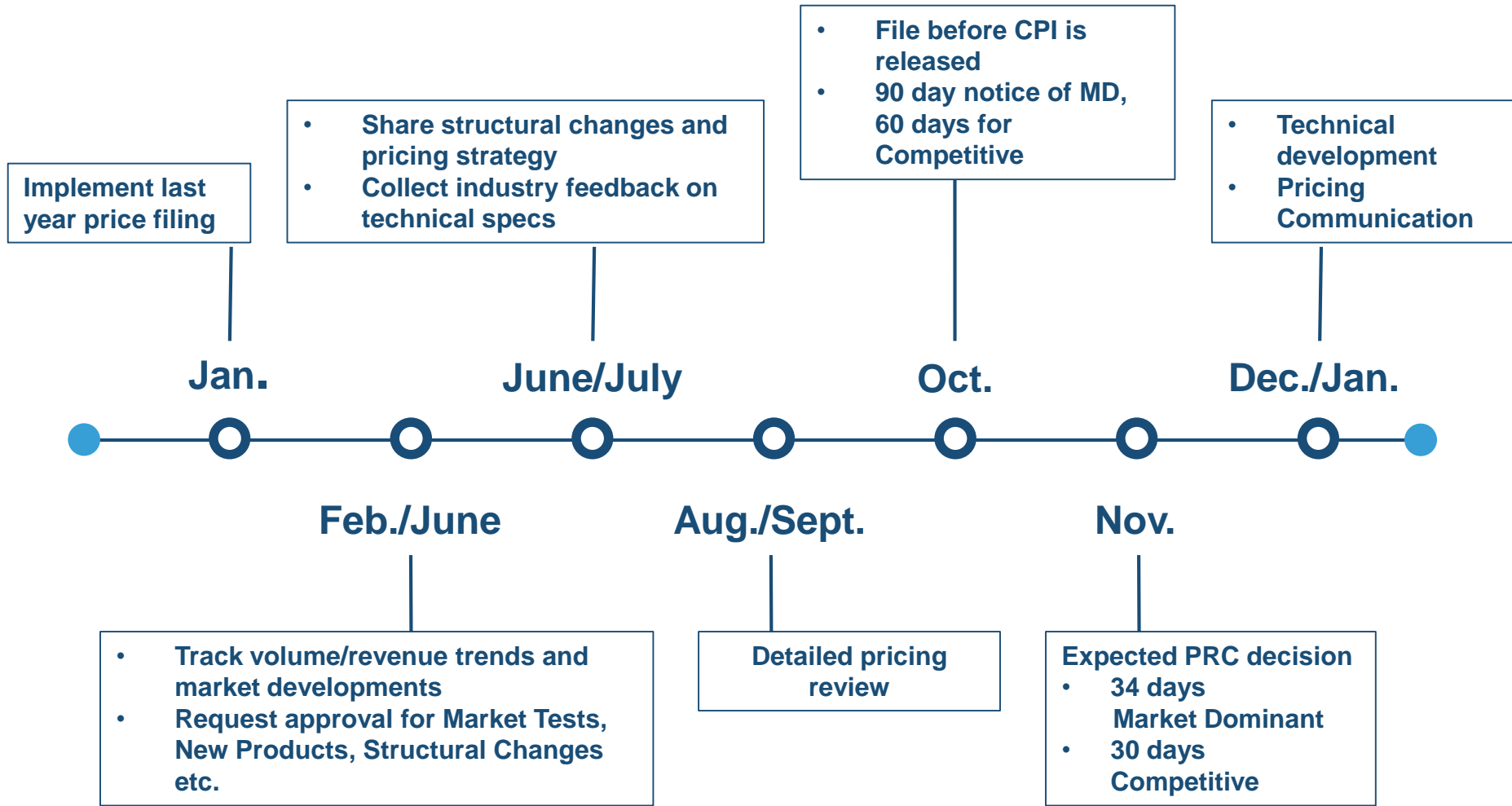
MARKETING MAIL AND FIRST-CLASS MAIL



MARKETING MAIL



Traditional Annual Implementation Timeline



Future timeline to be determined by governors and regulatory/legislative developments

- **Industry Outreach**
 - **Webinars for customer facing employees and industry**
 - **Industry Alerts, PCC Alert**
 - **Proposed prices in Notice 123 format available online at <https://pe.usps.com/PriceChange/Index>**
- **Implementation Sunday Jan 27, 2019 for everything except dimensional weight pricing expansion which will be implemented June 23, 2019**