

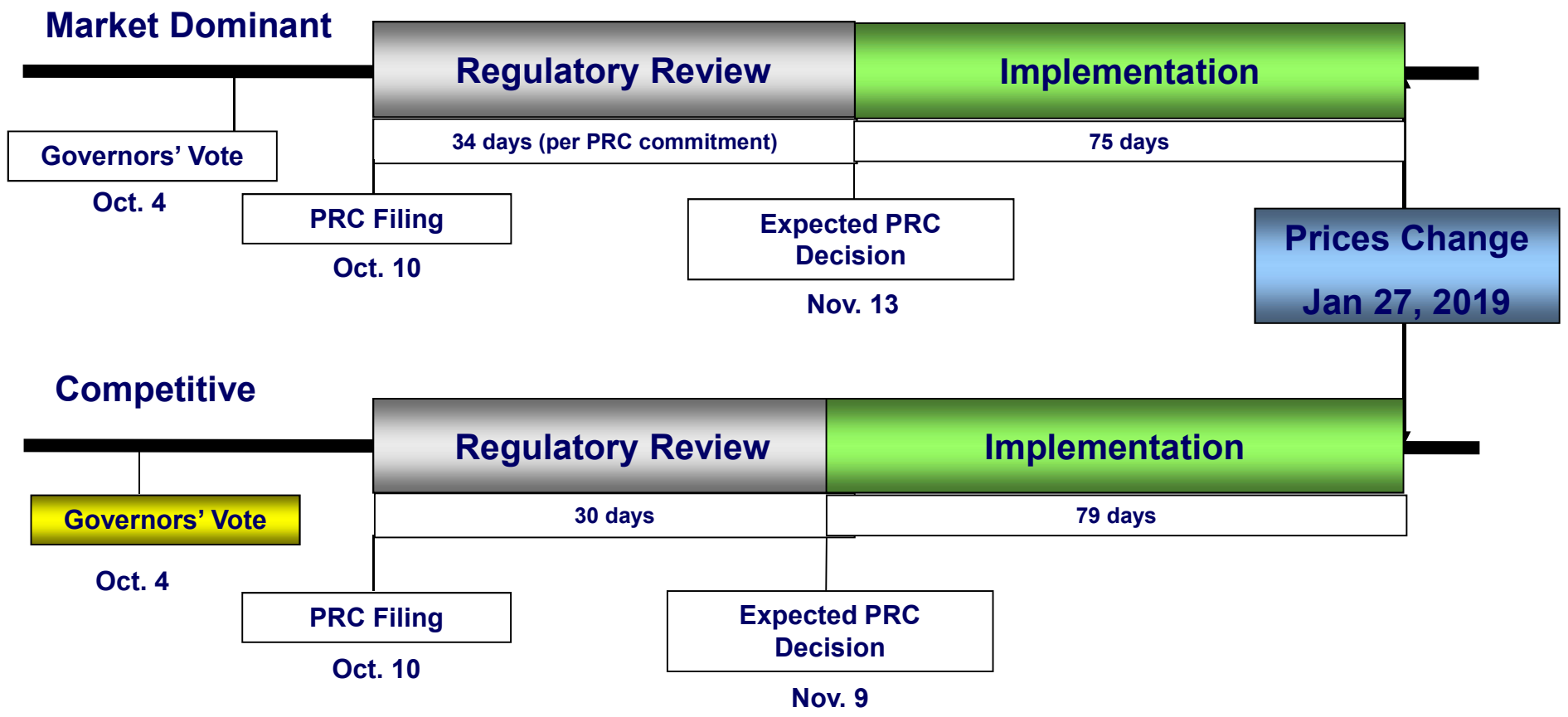


# **Price Change 2019 Proposed**

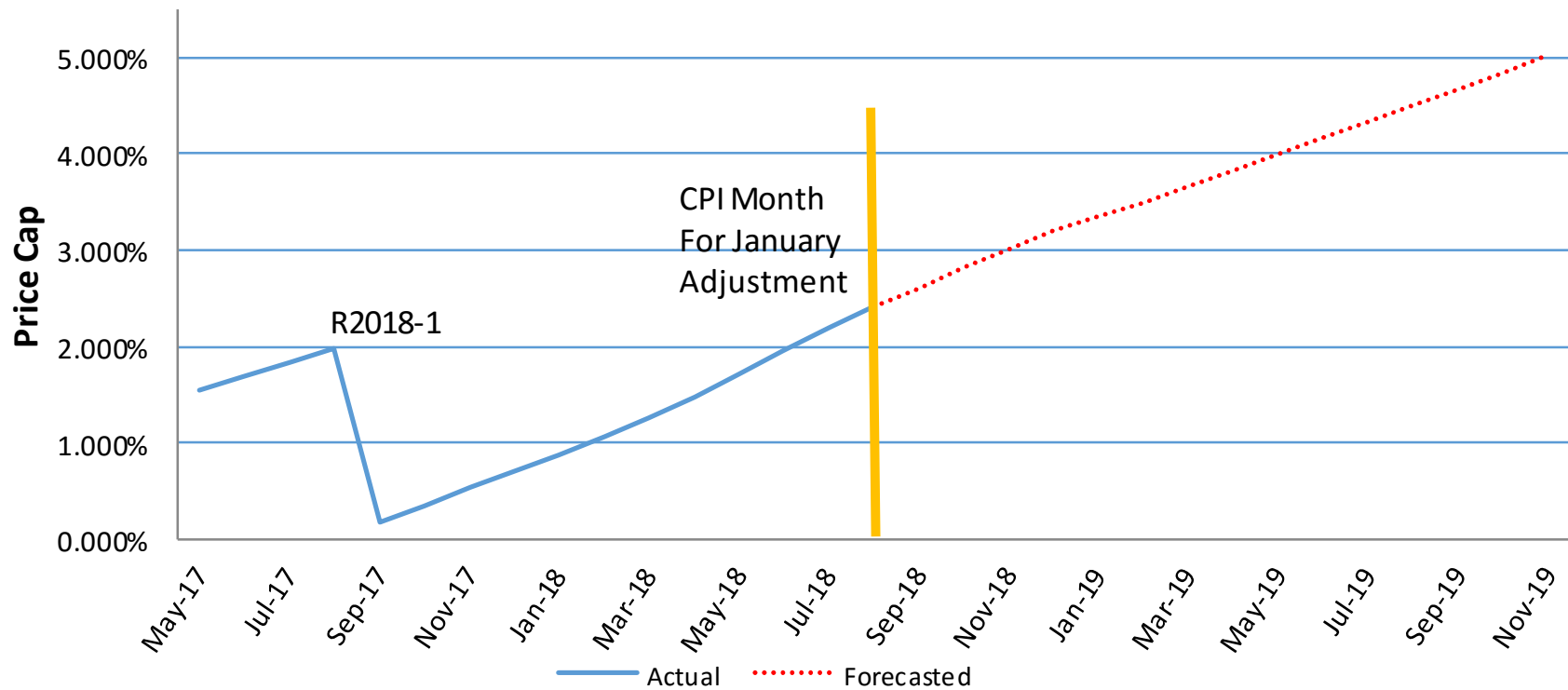
**October 2018**

## Agenda

- Overview Market Dominant
  - Promotions
  - First-Class Mail®
  - USPS Marketing Mail®
  - Periodicals®
  - Package Services
  - Extra Services
- Overview Competitive



## CPI-U Moving Average for January 2019 Price Change

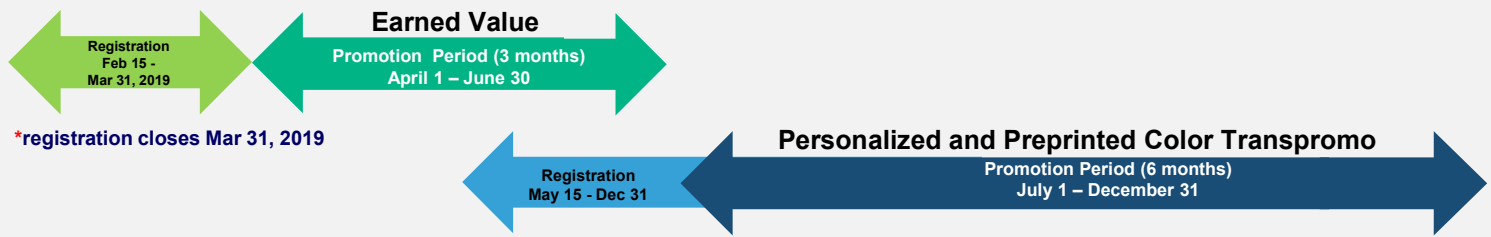




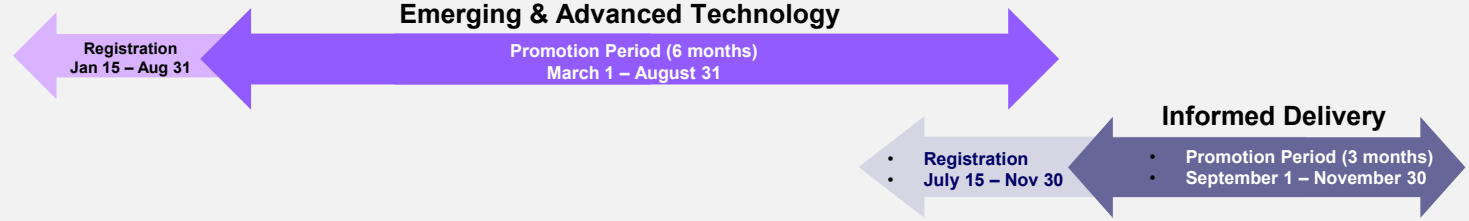
# RECOMMENDED 2019 MAILING PROMOTIONS CALENDAR

JAN – FEB – MARCH    APRIL – MAY – JUNE    JULY – AUG – SEPT    OCT – NOV – DEC

## FIRST-CLASS MAIL



## MARKETING MAIL AND FIRST-CLASS MAIL



## MARKETING MAIL



## First-Class Mail - ~2.5% overall increase

- First-Class stamp price moves to 55 cents
- Promotions reinstated for 2019

Product	CPI Percent Change
Single-piece Letters & Cards	7.5%
Flats	-11.0%
Presort Letters & Cards	1.0%
First-Class Mail International* (includes letters, cards, and flats)	0.0%



\* Does not include International Inbound



## 2019 Price Change

Key First-Class Mail Single-Piece Prices	Current Price	New Price	Percent Change
Stamp Price 1 Oz.	0.50	0.55	10.0%
Single Piece Additional Ounce	0.21	0.15	-28.6%
Meter Price 1 Oz.	0.47	0.50	6.4%
Single-Piece Flats 1 Oz.	1.00	1.00	0.0%
Single-Piece Cards	0.35	0.35	0.0%

Key First-Class Mail Bulk Prices	Current Price	New Price	Percent Change
Mixed AADC Automation Letters	0.424	0.428	0.9%
AADC Automation Letters	0.408	0.412	1.0%
5-Digit Automation Letters	0.378	0.383	1.3%
Mixed ADC Automation Flats*	0.705	0.727	3.1%
3-Digit Automation Flats*	0.593	0.605	2.0%
5-Digit Automation Flats*	0.474	0.486	2.5%

**\*Including the price reduction for extra ounce pieces, Flats prices will decrease by an average of 11.0%.**

**Note: Full Service IMb discount remains at \$0.003.**



## USPS Marketing Mail

~2.5% overall increase

Product	CPI Percent Change
Letters	2.4%
Flats	2.6%
Carrier Route Letters, Flats, and Parcels	0.7%
High Density / Saturation Letters	3.8%
High Density / Saturation Flats and Parcels	3.6%
Parcels	2.7%
EDDM-Retail	5.1%

**Note: Full Service IMb discount increases to \$0.003.**



## 2019 Price Change

Key USPS Marketing Mail Commercial Origin Prices	Current Price	New Price	Percent Change
Letters (5-Digit Auto entered at Origin)	\$0.251	\$0.256	1.99%
Flats (5-Digit Auto Flat entered at Origin)	\$0.393	\$0.405	3.05%
Carrier Route (Flat entered at Origin)	\$0.295	\$0.300	1.69%
High Density/Saturation Letters (Saturation Letter entered at Origin)	\$0.186	\$0.190	2.15%
High Density/Saturation Flats (Saturation Flat entered at Origin)	\$0.219	\$0.224	2.28%
EDDM-Retail	\$0.178	\$0.187	5.06%



## 2019 Price Change

<b>USPS Marketing Mail Nonprofit Origin Prices</b>	<b>Current Price</b>	<b>New Price</b>	<b>Percent Change</b>
Letters (5-Digit Auto entered at Origin)	\$0.136	\$0.138	1.47%
Flats (5-Digit Auto Flat entered at Origin)	\$0.227	\$0.231	1.76%
Carrier Route (Flat entered at Origin)	\$0.213	\$0.216	1.41%
High Density/Saturation Letters (Saturation Letter entered at Origin)	\$0.111	\$0.111	0.00%
High Density/Saturation Flats (Saturation Flat entered at Origin)	\$0.136	\$0.136	0.00%



# 2019 Price Change

Marketing Mail Comm, Auto Letters	Current Price	New Price	\$ Difference	% Difference
Mixed Origin	\$0.287	\$0.291	\$0.004	1.39%
5-Digit Origin	\$0.251	\$0.256	\$0.005	1.99%
5-Digit DNDC	\$0.227	\$0.234	\$0.007	3.08%
5-Digit DSCF	\$0.220	\$0.228	\$0.008	3.64%
HD DSCF	\$0.172	\$0.184	\$0.012	6.98%
Saturation Origin	\$0.186	\$0.190	\$0.004	2.15%
Saturation DNDC	\$0.164	\$0.170	\$0.006	3.66%
Saturation DSCF	\$0.158	\$0.165	\$0.007	4.43%

Marketing Mail Nonprofit Auto Letters	Current Price	New Price	\$ Difference	% Difference
Mixed Origin	\$0.172	\$0.173	\$0.001	0.58%
5-Digit Origin	\$0.136	\$0.138	\$0.002	1.47%
5-Digit DNDC	\$0.112	\$0.116	\$0.004	3.57%
5-Digit DSCF	\$0.105	\$0.110	\$0.005	4.76%
HD DSCF*	\$0.090	\$0.099	\$0.009	10.00%
Saturation Origin	\$0.111	\$0.111	\$0.000	0.00%
Saturation DNDC	\$0.089	\$0.091	\$0.002	2.25%
Saturation DSCF	\$0.083	\$0.086	\$0.003	3.61%



# 2019 Price Change

Marketing Mail Comm. Auto Flats	Current Price	New Price	\$ Difference	% Difference
5-Digit DSCF	\$0.340	\$0.352	\$0.012	3.53%
C-R Basic DSCF	\$0.257	\$0.262	\$0.005	1.95%
Pure C-R DSCF	\$0.238	\$0.241	\$0.003	1.26%
Pure C-R DDU	\$0.227	\$0.232	\$0.005	2.20%
HD DSCF (125 pieces)	\$0.194	\$0.205	\$0.011	5.67%
HD+ DSCF (300 pieces)	\$0.173	\$0.187	\$0.014	8.09%
Saturation DSCF (90%)	\$0.165	\$0.179	\$0.014	8.48%
Saturation DDU (90%)	\$0.156	\$0.161	\$0.005	3.21%

Annotations:
 

- Blue brackets: \$0.083 (between 5-Digit DSCF and C-R Basic DSCF), \$0.090 (between C-R Basic DSCF and Pure C-R DSCF)
- Red brackets: \$0.019 (between C-R Basic DSCF and Pure C-R DSCF), \$0.021 (between Pure C-R DSCF and Pure C-R DDU)
- Black brackets: \$0.011 (between Pure C-R DSCF and Pure C-R DDU), \$0.009 (between Pure C-R DSCF and Pure C-R DDU)

<b>Marketing Mail Pound-Rate Commercial Flats Rev/Pc – 8 oz. Auto Flats</b>	<b>Current Rev/Pc*</b>	<b>New Rev/Pc*</b>	<b>\$ Difference</b>	<b>% Difference</b>
5-Digit DSCF	\$0.511	\$0.525	\$0.014	2.84%
C-R Basic DSCF	\$0.393	\$0.400	\$0.007	1.65%
Pure C-R DSCF	\$0.374	\$0.379	\$0.005	1.20%
Pure C-R DDU	\$0.352	\$0.360	\$0.008	2.13%
HD DSCF	\$0.293	\$0.311	\$0.018	6.32%
HD+ DSCF	\$0.272	\$0.293	\$0.021	7.92%
Saturation DSCF	\$0.264	\$0.285	\$0.021	8.16%
Saturation DDU	\$0.246	\$0.251	\$0.005	2.04%

\*Current and New Revenue per piece rounded to 3 decimal points

<b><u>Periodicals</u></b>	<b>CPI Percent Change</b>
Outside County	2.54%
Inside County	2.02%

- The top 100 large circulation publications will pay between 2.0 and 2.9 percent more in postage from this price change.
- On average, heavier weight mailers will also see their postage increase by less than CPI.
- On average, large Nonprofit mailers will see increase in their prices from 1.3 to 2.8 percent.
- On average, smaller, low circulation publications (less than 150 thousand per issue) will see above average increases due to small circulation, lighter weight pieces and a higher percentage of non-machinable pieces.
- Ride Along Prices changed by \$0.002 or 1.1%



## Package Services - ~2.5% overall increase

Product	CPI Percent Change
Media Mail/Library Mail	2.95%
Alaska Bypass	2.21%
Bound Printed Matter	
Flats- Overall	2.47%
Origin – Carrier Route	0.81%
DSCF – Carrier Route	3.11%
DDU – Carrier Route	0.74%
Parcels - Overall	2.22%
Origin - Basic Presort	1.51%
DSCF - Basic Presort	3.22%
DDU - Basic Presort	2.12%

## Extra Services - ~2.5% overall increase

Product	CPI Percent Change
PO Boxes™	4.0%
Certified Mail®	1.5%
Return Receipt	2.9%
Certificate of Mailing	3.1%
Address Correction Service	1.5%
All Other	2.8%



## 2019 Price Change

<b>Competitive Prices</b>	<b>Jan. 2019</b>
<b>Products</b>	<b>% Change</b>
Priority Mail	5.9%
Priority Mail Express	3.9%
Parcel Select Non-Lightweight (destination entered)	9.3%
Parcel Select Ground	-1.3%
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%

FCPS will include zoned based pricing.

Elimination of balloon rate pricing for Priority Mail Zones 1-4 and Parcel Select- all zones and entries.

\*DIM weighting will apply to all entries and zones for PM, PME and Parcel Select >1 cubic foot w/ DIM divisor of 166. (Effective June 23, 2019)

## Resources

### Online

- Postal Explorer® – [pe.usps.com](http://pe.usps.com)
  - Current and new prices
    - Including downloadable price files in excel and CSV formats
  - *Federal Register* notices
  - *Domestic Mail Manual & International Mail Manual*

DMM® Advisory – posted on Postal Explorer, also special e-mail updates



**Questions?**