## Price Change January 2021

November 2020


UNITED STATES POSTAL SERVICE ©

## Agenda

Overview Market Dominant

- First-Class Mail ${ }^{\text {® }}$
- Seamless Incentive
- USPS Marketing Mail ${ }^{\circledR}$
- Periodicals ${ }^{\circledR}$
- Package Services
- Special Services
- Promotions

Overview Competitive

## Market Dominant Price Change



## First-Class Mail - 2021 Price Change

## 1.8\% overall increase

- One-ounce letter price unchanged at 55 cents
- Additional-ounce price for Single-piece Letters* increases to 20 cents

| Product | Percent Change |
| :--- | :---: |
| Single-Piece Letters \& Cards | $1.4 \%$ |
| Flats | $1.3 \%$ |
| Presorted Letters \& Cards | $2.2 \%$ |
| First-Class Mail International <br> (outbound letters, cards, and flats) | $0.0 \%$ |



[^0]First-Class Mail - 2021 Price Change

| First-Class Mail Single-Piece Prices | Current <br> Price | New <br> Price | Percent <br> Change |
| :--- | :---: | :---: | :---: |
| Stamp Price 1 Oz. | 0.55 | 0.55 | $0.0 \%$ |
| Stamp Price 2 Oz. | 0.70 | 0.75 | $6.7 \%$ |
| Meter Price 1 Oz. | 0.50 | 0.51 | $2.0 \%$ |
| Single-Piece Additional Ounce - Flats | 0.20 | 0.20 | $0.0 \%$ |
| Single-Piece Flats 1 Oz. | 1.00 | 1.00 | $0.0 \%$ |
| Single-Piece Cards | 0.35 | 0.36 | $2.9 \%$ |
| Share Mail Letters | 0.60 | 0.51 | $-15 \%$ |
| Share Mail Cards | 0.45 | 0.36 | $-20 \%$ |

First-Class Mail - 2021 Price Change

| First-Class Mail Commercial Prices | Current <br> Price | New <br> Price | Percent <br> Change |
| :--- | :---: | :---: | :---: |
| Mixed AADC Automation Letters | 0.439 | 0.450 | $2.5 \%$ |
| AADC Automation Letters | 0.419 | 0.428 | $2.1 \%$ |
| 5-Digit Automation Letters | 0.389 | 0.398 | $2.3 \%$ |
| Mixed ADC Automation Flats 2 oz. | 0.916 | 0.974 | $6.3 \%$ |
| 3-Digit Automation Flats 2 oz. | 0.777 | 0.818 | $5.3 \%$ |
| 5-Digit Automation Flats 2 oz. | 0.630 | 0.660 | $4.8 \%$ |

Notes:
Full Service IMb incentive remains at $\$ 0.003$
New: Seamless Incentive at $\$ 0.001$. to eDoc submitter

## Incentive for Seamless Acceptance

- Incentive for mailings submitted under Seamless Acceptance (\$0.001 per piece)
- Eligibility criteria
- Seamless Acceptance program (does not include Seamless Parallel)
- Must be Full-Service IMB mailpieces
- Cards, letters, flats only
- First-Class Mail, Marketing Mail, Periodicals, Bound Printed Matter
- Applied to eDoc submitters CRID "the account entering the mail"
- Proposed as an incentive to encourage behavior, not a workshare discount
- Improves efficiency of USPS acceptance process

Marketing Mail - 2021 Price Change
$1.5 \%$ overall increase

| Product | Percent Change |
| :--- | :---: |
| Letters | $0.8 \%$ |
| High Density Letters | $5.4 \%$ |
| Saturation Letters | $0.0 \%$ |
| Flats | $3.6 \%$ |
| Carrier Route Flats | $3.5 \%$ |
| High Density Flats | $3.6 \%$ |
| Saturation Flats | $0.0 \%$ |
| EDDM-Retail | $0.5 \%$ |
| Parcels | $16.8 \%$ |

Full Service IMb incentive remains at $\$ 0.003$.
New: Seamless Incentive at $\$ 0.001$. to eDoc submitter

Marketing Mail - 2021 Price Change

| Marketing Mail Auto Commercial Letters | Current Price | New Price | \$ Difference | \% Difference |
| :---: | :---: | :---: | :---: | :---: |
| Mixed Origin | \$0.299 | \$0.304 | \$0.005 | 1.67\% |
| 5-Digit Origin $\quad \$ 0.020$ | \$0.259 ${ }_{\text {¢ }}$ | \$0.259 | \$0.000 | 0.00\% |
| 5-Digit DNDC | \$0.239 | \$0.239 | \$0.000 | 0.00\% |
| 5-Digit DSCF ${ }^{\$ 0.006}$ | \$0.233 ${ }^{\text {80.04 }}$ | \$0.235 | \$0.002 | 0.86\% |
| HD DSCF | \$0.186 | \$0.196 | \$0.010 | 5.38\% |
| Saturation Origin $\quad \$ 0.019$ | \$0.191 ${ }_{\text {¢0.019 }}$ | \$0.191 | \$0.000 | 0.00\% |
| Saturation DNDC | \$0.172 | \$0.172 | \$0.000 | 0.00\% |
| Saturation DSCF ${ }^{\text {S0.004 }}$ | \$0.168 ${ }^{\text {\$0.04 }}$ | \$0.168 | \$0.000 | 0.00\% |

Marketing Mail - 2021 Price Change

| Marketing Mail Auto <br> Commercial Flats | Current <br> Price | New <br> Price | \$ Difference | \% Difference |
| :--- | :---: | :---: | :---: | :---: |
| 5-Digit DSCF | $\$ 0.364$ | $\$ 0.372$ | $\$ 0.008$ | $2.20 \%$ |
| C-R Basic DSCF | $\$ 0.265$ | $\$ 0.099$ | $\$ 0.098$ | $\$ 0.009$ |
| C-R on 5-Digit DSCF Pallets | $\$ 0.246$ | $\$ 0.019$ | $\$ 0.253$ | $\$ \$ .021$ |
| C-R on 5-Digit DDU Pallets | $\$ 0.007$ | $2.85 \%$ |  |  |
| HD DSCF (125 pieces) | $\$ 0.235^{\$ 0.097}$ | $\$ 0.246$ | $\$ 0.011$ | $4.68 \%$ |
| HD+ DSCF (300 pieces) | $\$ 0.205$ | $\$ 0.213$ | $\$ 0.008$ | $3.90 \%$ |
| Saturation DSCF (90\%) | $\$ 0.187$ | $\$ 0.187$ | $\$ 0.000$ | $0.00 \%$ |
| Saturation DDU (90\%) | $\$ 0.179$ | $\$ 0.179$ | $\$ 0.000$ | $0.00 \%$ |
| Saturation DDU with DML | $\$ 0.163$ | $\$ 0.163$ | $\$ 0.000$ | $0.00 \%$ |

## Marketing Mail - 2021 Price Change

| Marketing Mail Pound-Rate <br> Flats <br> Rev/Pc - 8 oz. <br> Auto Commercial Flats | Current <br> Rev/Pc | New <br> Rev/Pc | $\$$ Difference |
| :--- | :---: | :---: | :---: | :---: | \% Difference


| Product | Percent Change |
| :---: | :---: |
| Outside County | 1.47\% |
| Inside County | 1.20\% |

- Introduced separate price for tubs below sack prices
- Most larger-circulation publications will pay $0.4 \%$ to $0.6 \%$ more in postage.
- Postage for larger Nonprofit publications will increase $0.8 \%$ to $1.2 \%$.
- Smaller-circulation publications may see above-average increases due to less presorting, lighter-weight pieces, and a higher percentage of nonmachinable pieces.

Package Services - 2021 Price Change
1.46\% overall increase

| Product | Percent Change |
| :--- | :---: |
| Alaska Bypass | $1.43 \%$ |
| Media Mail and Library Mail | $3.58 \%$ |
| Bound Printed Matter |  |
| Flats - Overall | $0.00 \%$ |
| Parcels - Overall | $0.00 \%$ |

Special Services - 2021 Price Change
1.46\% overall increase

| Product | Percent Change |
| :--- | :---: |
| PO Boxes $^{\text {TM }}$ | $0.89 \%$ |
| Certified Mail $^{\text {® }}$ | $1.41 \%$ |
| Return Receipt | $0.91 \%$ |
| Certificate of Mailing | $2.76 \%$ |
| Address Correction Service | $2.29 \%$ |
| Address Management Services (overall) | $6.49 \%$ |
| Computerized Delivery Sequence | $8.33 \%$ |
| AIS Viewer | $5.16 \%$ |
| ZIP Move | $8.33 \%$ |
| AIS Unlimited License | $10.00 \%$ |

## Promotions



[^1]
## International Competitive - 2021 Price Change

| Product | Percent Change |
| :--- | :---: |
| Priority Mail International (PMI) | $5.1 \%$ |
| First-Class Pkg. Int'I. Service (FCPIS) | $4.8 \%$ |
| Priority Mail Express International (PMEI) | $3.6 \%$ |

- Country groups realigned based on volume, geography, and costs, for PMEI, PMI, FCPIS, International Priority Airlift (IPA) and International Surface Airlift (ISAL).
- The number of country groups increased as follows: PMEI from 17 to 20, PMI from 17 to 20, FCPIS from 9 to 20, and for IPA and ISAL from 19 to 20.
- 9 single country rate groups: Canada, Mexico, United Kingdom, Japan, Germany, France, Brazil, China, \& Russia
- 2 two-country rate groups: Australia + New Zealand \& Korea + Hong Kong
- Several additional multi-country country groups


## Competitive Products 2021 Price Change

| Competitive Prices | Jan. 2021 |
| :--- | :---: |
| Product | \% Change |
| Priority Mail |  |
| Priority Mail Commercial | $4.2 \%$ |
| Priority Mail Retail | $3.0 \%$ |
| Priority Mail Express |  |
| Priority Mail Express Commercial | $2.5 \%$ |
| Priority Mail Express Retail | $1.0 \%$ |
| First-Class Package Service |  |
| First-Class Package Service Commercial | $6.5 \%$ |
| First-Class Package Service Retail | $4.8 \%$ |
| USPS Retail Ground | $3.0 \%$ |

## Competitive Products 2021 Price Change

| Competitive Prices | Jan. 2021 |
| :--- | :---: |
| Product | \% Change |
| Parcel Select (Non-Lightweight) |  |
| DDU | $4.9 \%$ |
| DSCF | $10.7 \%$ |
| DNDC | $9.7 \%$ |
| Parcel Select Ground (End-to-End) | $1.3 \%$ |
| Parcel Select Lightweight (PSLw) | $20.0 \%$ |
| Parcel Return Service (PRs) | $4.9 \%$ |

- Continuing DIM weight pricing for Parcel Select over 1 cubic foot, using a divisor of 166.

Timeline
Market Dominant



## Resources

## Online

Postal Explorer- pe.usps.com

- Current and new prices, in Excel and CSV formats, and draft Notice 123 (Pricelist)
- Federal Register notices detailing the price and classification changes
- Domestic Mail Manual \& International Mail Manual

DMM ${ }^{\oplus}$ Advisory - on Postal Explorer, also special e-mail updates



[^0]:    * Additional ounce for Flats remains at 20 cents.

[^1]:    Earned Value promotion will no longer have a mailer-specific volume threshold

