

243 Prices and Eligibility

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1.0 Prices and Fees

1.1 Price Application

Postage is based on the price that applies to the weight (postage) increment of each addressed piece.

1.2 USPS Marketing Mail Prices

USPS Marketing Mail prices are applied as follows:

- a. The appropriate minimum per piece price applies to USPS Marketing Mail automation or machinable letter-sized mailpiece that weighs 3.5 ounces (0.2188 pound) or less, Nonautomation nonmachinable letters that weigh 4.0 ounces (0.25 pounds) or less, flat-sized mailpieces that weigh 4.0 ounces (0.25 pound) or less and presorted Marketing Parcels and irregular parcels that weigh 3.3 ounces (0.2063 pound) or less.
- b. A price determined by adding the per piece charge and the corresponding per pound charge applies to any USPS Marketing Mail piece that weighs more than the following: Nonmachinable letters and flats that weigh more than 4.0 ounces, presorted Marketing Parcels and Irregular parcels that weigh more than 3.3 ounces, and machinable parcels 3.5 ounces or more.
- c. A regular or nonprofit per piece price applies to Customized MarketMail.

1.3 Regular and Nonprofit USPS Marketing Mail and Customized MarketMail Prices

For prices, see [Notice 123–Price List](#).

1.4 Fees

1.4.1 Presort Mailing Fee

An annual mailing fee must be paid each 12-month period at each Post Office of mailing. Payment of this fee is waived for mailers who present only full-service automation mailings (under [705.23.0](#)) containing 90% or more pieces qualifying



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for full-service prices. For mail manifested using the Electronic Verification System (eVS) under [705.2.9](#), only one annual mailing fee, paid at the Post Office of account where the permit imprint account is held, is required regardless of the number of Post Offices of mailing. A mailer paying this fee may enter clients' mail as well as the mailer's own. The mailer whose permit imprint appears on pieces in a mailing paid with a permit imprint must show that permit number on the postage statement and must pay the annual mailing fee for that permit; this fee is in addition to the one-time fee for an application to use permit imprints. The fee may be paid in advance only for the next 12 months and only during the last 60 days of the current service period. The fee charged is that which is in effect on the date of payment (see [Notice 123—Price List](#)).

1.4.2 Weighted Fee

For return of pieces bearing the ancillary service markings "Address Service Requested" and "Forwarding Service Requested." Weighted fee equals single-piece First-Class Mail, First-Class Package Service — Retail, or Priority Mail price multiplied by 2.472.

1.5 Computing Postage for USPS Marketing Mail

1.5.1 Weight

To compute the total weight of the addressed pieces in a mailing or mailing segment for:

- a. Identical-weight pieces, multiply the computed average weight of a single piece by the corresponding number of pieces; do not round the product.
- b. Nonidentical-weight pieces, add the actual weight of the individual pieces or weigh the entire mailing in bulk; do not round either result.

1.5.2 Determining Single-Piece Weight

To determine single-piece weight in a mailing of identical-weight pieces, weigh a sample group of at least 10 randomly selected pieces and divide the total sample weight by the number of pieces in the sample. To determine single-piece weight in a mailing of nonidentical-weight pieces, weigh each piece individually. Express all single-piece weights in decimal pounds, rounded off to four decimal places.

1.5.3 Net Postage

Postage is computed at the applicable prices on the entire mailing to be mailed at one time. The net postage price is either the applicable minimum per piece price or the piece/pound price, as adjusted for any discounts and surcharges.

1.5.4 Per Piece and Per Pound Charges

The per piece charge is computed based on the total number of addressed pieces for each price category claimed. The minimum price may apply to each piece as detailed in [1.2](#). Otherwise, the per piece charge must be added to the per pound charge to determine total postage. Where applicable, the per pound charge is computed based on the total weight of the addressed pieces for each price category claimed, and is added to the per piece charge to determine total

postage. For example, a quantity of pieces weighing 100.25 pounds is charged 100.25 times the applicable price per pound, based on the price claimed, plus one unit of the applicable per piece charge for each addressed piece.

1.5.5 Computing Affixed Postage for Piece/Pound Price Mailpieces

[3-4-19] To compute postage to be affixed to each piece/pound price piece, multiply the weight of the piece (in pounds) by the applicable price per pound; add the applicable per piece charge and any surcharge; and round the sum up to the next tenth of a cent. See [244.2.0](#) for affixing postage.

1.5.6 Permit Imprint

In any permit imprint mailing:

- a. For each price or price category, multiply the number of addressed pieces by the corresponding price per piece and (if applicable) multiply the *unrounded* total weight of the pieces by the corresponding price per pound; round off each product to four decimal places.
- b. Add the per piece and per pound charges and round off the total postage to the nearest whole cent.

2.0 Content Standards for USPS Marketing Mail

2.1 General

USPS Marketing Mail consists of mailable matter that is neither mailed nor required to be mailed as First-Class Mail and that is not authorized to be mailed as Periodicals (unless permitted or required by standard) and that weighs less than 16 ounces.

2.2 Personal Information

Personal information may not be included in a USPS Marketing Mail mailpiece unless all of the following conditions are met:

- a. The mailpiece contains explicit advertising for a product or service for sale or lease or an explicit solicitation for a donation.
- b. All of the personal information is directly related to the advertising or solicitation.
- c. The exclusive reason for inclusion of all of the personal information is to support the advertising or solicitation in the mailpiece.

2.3 Bills and Statements of Account

Mail containing bills or statements of account as defined in [233.2.2](#) may not be entered as USPS Marketing Mail except under the conditions described in [2.5.2](#).

2.4 Handwritten and Typewritten Matter

Mail containing handwritten or typewritten matter may not be entered as USPS Marketing Mail except under the conditions described in [2.6](#).



2.5 Attachments and Enclosures

2.5.1 Invoice

An invoice, whether it also serves as a bill, may be placed either inside a USPS Marketing Mail piece or in an envelope marked “Invoice Enclosed” and attached to the outside of the piece if the invoice relates solely to the matter with which it is mailed. The invoice may show this information:

- a. Names and addresses of the sender and addressee.
- b. Names and quantities of the articles enclosed, descriptions of each (e.g., price, tax, style, stock number, size, and quality, and, if defective, nature of defects).
- c. Order or file number, date of order, date and manner of shipment, shipping weight, postage paid, and initials or name of packer or checker.

2.5.2 Incidental First-Class Mail Attachments and Enclosures

Incidental First-Class Mail matter may be enclosed in or attached to USPS Marketing Mail merchandise (including books but excluding merchandise samples) without payment of First-Class Mail postage. Incidental First-Class Mail matter may not be enclosed in or attached to matter mailed as Customized MarketMail under [705.1.0](#). An incidental First-Class Mail attachment or enclosure must be matter that, if mailed separately, would require First-Class Mail postage, is closely associated with but secondary to the host piece, and is prepared not to encumber postal processing. An incidental First-Class Mail attachment or enclosure may be a bill for the product or publication, a statement of account for past products or publications, or a personal message or greeting included with a product, publication, or parcel. Postage at the USPS Marketing Mail or Package Services price for the host piece is based on the combined weight of the host piece and the incidental First-Class Mail attachment or enclosure.

2.5.3 Nonincidental First-Class Mail Enclosures

Letters or other pieces of nonincidental First-Class Mail, subject to postage at First-Class Mail prices, may be enclosed with USPS Marketing Mail pieces (except matter mailed as Customized MarketMail under [705.1.0](#)). Postage for the First-Class Mail enclosure must be placed on the outside of the piece. It may be affixed separately or added to the postage for the host piece. The endorsement “First-Class Mail Enclosed” must be placed on the piece, below the postage and above the address.

2.5.4 Nonincidental First-Class Mail Attachments

Letters or other pieces of nonincidental First-Class Mail may be placed in an envelope and securely attached to the address side of a USPS Marketing Mail piece (except matter mailed as Customized MarketMail under [705.1.0](#)), or of the principal piece, as applicable. Combination envelopes or containers with separate parts for the two classes of mail may be used. The names and addresses of the sender and addressee must be placed on both the principal piece and the attachment. Alternatively, the sender’s name and address must be placed on one part and the addressee’s name and address on the other. If the piece is a combination container with inseparable parts or compartments, the

names and addresses may appear on only one part. The applicable USPS Marketing Mail postage for the USPS Marketing Mail matter must be prepaid and placed in the upper right corner of the address space. Postage at the applicable First-Class Mail price must be paid for and affixed to the First-Class Mail attachment, unless other payment methods are permitted by standard.

2.5.5 Attachment of Other USPS Marketing Mail Matter

USPS Marketing Mail letters and flats may bear one repositionable note per mailpiece under [202.7.0](#). A USPS Marketing Mail letter or flat may bear a label, a sticker, or a release card eligible as USPS Marketing Mail matter, when affixed under [2.5.5](#), [2.5.6](#) and [2.5.7](#). USPS Marketing Mail letters, flats, and parcels also may bear other attachments eligible as USPS Marketing Mail matter if these additional conditions are met:

- a. The piece bearing the attachment is claimed as Customized MarketMail (CMM) under [243.9.1](#) or as Enhanced Carrier Route, except as allowed for labels, stickers and release cards under [2.5.6](#) and [2.5.7](#). The face of the attachment may bear only the price markings and endorsements permitted for the price claimed for the host piece.
- b. At the time of mailing, the piece shows only one complete delivery address. If the attachment is a reply card, the address for returning the piece is not visible.
- c. CMM host pieces are any size permitted under [245.13.0](#). Enhanced Carrier Route host pieces are larger than 6 by 11 inches.
- d. The attachment is not larger than the host piece and does not extend beyond the host piece. An attachment affixed to a CMM piece may not be greater than 1/4 inch thick at its thickest point.
- e. Each piece in the mailing bears the attachment, and the attachment is of identical size, weight, and positioning on the host piece. Different wording or designs may be used.
- f. The attachment does not interfere with processing or delivery. Folded or multipage attachments must be secured to prevent opening during handling.
- g. Letters and flats, with attachments that have been approved in writing by the Pricing and Classification Service Center, are eligible for mailing under the conditions specified in the approval letter.

2.5.6 Letter-Size Pieces with Labels, Stickers, or Release Cards

Automation letters and Enhanced Carrier Route letters with an attached label, sticker, or release card eligible as USPS Marketing Mail matter must meet the standards in [201.3.13](#).

2.5.7 Flat-Size Pieces with Labels, Stickers or Release Cards

Flats with an attached label, sticker, or release card eligible as USPS Marketing Mail matter must meet the standards in [201.4.8](#).



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2.6 Written Additions

Markings that have the character of personal correspondence require, with certain exceptions, additional postage at the First-Class Mail prices. The following written additions and enclosures do not require additional First-Class Mail postage:

- a. The sender's and the addressee's names, occupations, and addresses, preceded by "From" or "To," and directions for handling.
- b. Marks, numbers, names, or letters describing the contents.
- c. Words or phrases such as "Do Not Open Until Christmas" and "Happy Birthday, Mother."
- d. Instructions and directions for the use of the item mailed.
- e. A manuscript dedication or inscription not having the nature of personal correspondence.
- f. Marks to call attention to words or passages in the text.
- g. Corrections of typographical errors in printed matter.
- h. Manuscripts accompanying related proof sheets and corrections of proof sheets including corrections of typographical and other errors, changes in the text, insertions of new text, marginal instructions to the printer, and corrective rewrites of parts.
- i. Handstamped imprints, unless the added material is in itself personal or converts the original matter to a personal communication.
- j. Matter mailable separately as USPS Marketing Mail printed on the wrapper, envelope, tag, or label.

3.0 Basic Eligibility Standards for USPS Marketing Mail

3.1 Description of Service

3.1.1 Service Description

USPS Marketing Mail (formerly Standard Mail) may receive deferred handling. The USPS does not guarantee the delivery of USPS Marketing Mail within a specified time.

3.1.2 Minimum Quantity

USPS Marketing Mail provides economical prices for mailings of 200 or more pieces or 50 or more pounds of mail.

3.2 Defining Characteristics

3.2.1 Mailpiece Weight

All USPS Marketing Mail pieces must weigh less than 16 ounces. Flat-size pieces that do not meet the standards in [201.4.3](#) through [201.4.4](#) must be prepared as parcels and pay parcel prices. The following weight limits also apply to pieces mailed at USPS Marketing Mail letter prices:

- a. Pieces mailed at automation or machinable letter prices may weigh up to 3.5 ounces. Automation or machinable letter-size pieces weighing more than 3.5 ounces are mailable at the nonautomation, nonmachinable letter prices.
- b. Pieces mailed at automation carrier route (saturation, high density, high density plus, and basic) letter prices may weigh up to 3.5 ounces. Automation carrier route letters weighing more than 3.5 ounces are mailable at the applicable nonautomation carrier route letter prices.

3.2.2 USPS Marketing Mail Marketing Parcels

All USPS Marketing Mail Marketing parcels (regular and nonprofit) must bear an alternate addressing format and cannot be used for "fulfillment purposes" (i.e. the sending of items specifically purchased or requested by the customer of a mailer). The alternate address format must be on the same line as the addressee's name or on the address line directly above or below the addressee's name. USPS Tracking is the only extra service available for USPS Marketing Mail Marketing parcels.

3.2.3 Nonprofit USPS Marketing Mail Machinable and Irregular Parcels

Nonprofit USPS Marketing Mail parcels that do not qualify as Marketing parcels may be prepared and mailed as machinable or irregular parcels.

3.2.4 Preparation Requirements

USPS Marketing Mail is subject to specific volume, marking, and preparation requirements.

3.2.5 Inspection of Contents

USPS Marketing Mail is not sealed against postal inspection. Regardless of physical closure, the mailing of articles at USPS Marketing Mail prices constitutes consent by the mailer to postal inspection of the contents.

3.2.6 Forwarding Service

The price of USPS Marketing Mail typically does not include forwarding service. Forwarding service is available under [507.1.5](#).

3.2.7 Return Service

The price of USPS Marketing Mail does not include return service. Return service is available under [507.1.5](#) for an additional fee.

3.2.8 Extra Services

See information regarding available extra services under [503](#).

3.2.9 Periodicals

Authorized Periodicals may not be entered as USPS Marketing Mail unless permitted by standard.



3.2.10 Identical Pieces

The contents of printed matter in a USPS Marketing Mail mailing must be identical to a piece sent to at least one other addressee. USPS Marketing Mail may include the addressee's name and address but may not transmit personal information except as permitted under [2.2](#).

3.3 Additional Basic Standards for USPS Marketing Mail

Each USPS Marketing Mail mailing is subject to these general standards:

- a. All pieces in a mailing must be of the same processing category, except that irregular and machinable parcels may be combined in 5-digit scheme and 5-digit sacks or on 5-digit scheme and 5-digit pallets.
- b. Each mailing must contain at least 200 pieces or 50 pounds of pieces. See [3.6](#), for volume requirement eligibility unique to Presorted USPS Marketing price mailings. Other volume standards also can apply, based on the price claimed.
- c. All pieces in an automation mailing must be eligible for an automation price. Separate automation and Presorted price mailings of flats that are reported on the same postage statement must be cosacked under [705.9.0](#). Separate automation, Presorted, and Enhanced Carrier Route mailings of flats may be co-containerized under [705](#).
- d. All pieces in a mailing must be sorted together and marked under the standards for the price claimed.
- e. Each letter and flat piece must bear the addressee's name and delivery address, including the correct ZIP Code or ZIP+4 code, except as allowed when using alternative addressing formats under [602.3.0](#) or detached address labels under [602.4.0](#).
- f. Each Marketing parcel must bear an alternative addressing format subject to [602.3.0](#). Nonprofit USPS Marketing Mail machinable or irregular parcels must bear the addressee's name and complete delivery address, or may use an alternative addressing format. Detached address labels may be used subject to [602.4.0](#).
- g. Postage must be paid under [244.1.0](#) through [244.3.0](#) with precanceled stamps, meter stamps, or permit imprint.
- h. A postage statement, completed and signed by the mailer, using the correct USPS form or an approved facsimile, must be submitted with each mailing. In addition, mailings must be documented under [244.4.0](#) and the standards for the price claimed.
- i. Each piece must meet the standards for any other price or discount claimed.
- j. Any barcode on a mailpiece must be correct for the delivery address and meet the standards in [202.5.0](#), [602.9.0](#), and [204.1.0](#).
- k. Mailings must be deposited at a business mail entry unit of the Post Office where the postage permit or license is held and the annual mailing fee paid, unless deposit elsewhere is permitted by standard.

3.4 IMpb Standards

All USPS Marketing Mail parcels, except USPS Marketing Mail Marketing parcels mailed as product samples, except those using detached address labels (DAL) and those bearing simplified addresses, must bear a correct Intelligent Mail package barcode (IMpb) prepared under [202.2.0](#) and [204.2.0](#). USPS Marketing Mail parcels may optionally use an IMb in lieu of an IMpb when parcels which are presorted and containerized in 5-digit sacks or other approved containers prepared to the 5-digit level, provided each parcel bears a unique IMb that cannot be reused for 45 days. In situations where the IMb is used in lieu of the IMpb, a Mail.dat or Mail.XML file will be accepted in lieu of a Shipping Service File.

3.5 Merging Similar USPS Marketing Mailings

Mailings are subject to the general definitions and conditions in [245.1.0](#). Generally, mailers may merge similar USPS Marketing Mail matter into a single mailing. Differences in text, address labels, and address lists or list key numbers do not prohibit the mailer from merging and sorting pieces together. Pieces with different methods of postage payment may be combined in the same mailing only if authorized by Business Mailer Support (BMS). Pieces of nonidentical weight, if merged in the same mailing, must bear the correct postage when mailed, unless otherwise authorized by BMS.

3.6 Residual Volume Requirement

Pieces in an Enhanced Carrier Route price mailing that has separately met a 200-piece or 50-pound minimum quantity requirement may be counted toward the minimum quantity requirement for a Presorted price mailing, provided that the Enhanced Carrier Route price mailing and the Presorted price mailing are part of the same mailing job. Likewise, pieces in an automation price mailing that has separately met a 200-piece or 50-pound minimum quantity requirement may be counted toward the minimum quantity requirement for a Presorted price mailing, provided that the automation price mailing and the Presorted mailing are part of the same mailing job. Pieces mailed at Presorted USPS Marketing Mail prices must not be counted toward the minimum volume requirements for an Enhanced Carrier Route price or an automation price mailing.

3.7 Residual Mail Subject to First-Class Mail First-Class Package Services — Retail or Priority Mail Prices

Pieces prepared as USPS Marketing Mail (i.e., that bear USPS Marketing Mail price markings, ACS codes, etc.) that do not qualify for Enhanced Carrier Route, automation, or Presorted USPS Marketing Mail prices are subject to the single-piece First-Class Mail, First-Class Package Services — Retail, or Priority Mail prices as applicable for the weight of the mailpiece. Metered pieces weighing over 13 ounces but less than 16 ounces that do not qualify for USPS Marketing Mail prices and any pieces that do not qualify for USPS Marketing Mail prices for which First-Class Mail, First-Class Package Services — Retail, or Priority Mail service is desired must be re-enveloped or otherwise prepared so that they do not bear USPS Marketing Mail markings, endorsements, and ACS codes and must bear the proper First-Class Mail, First-Class Package Services — Retail, or Priority Mail price markings and ACS codes. Mailers who have pieces (other than metered pieces weighing over 13 ounces but less than



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16 ounces) that do not qualify for USPS Marketing Mail prices but that are prepared as USPS Marketing Mail and who do not desire to receive First-Class Mail, First-Class Package Services — Retail, or Priority Mail service for those pieces may enter their mailpieces “as is” (i.e., bearing the USPS Marketing Mail markings and endorsements), provided the requirements in [244.1.0](#), are met.

3.8 ZIP Code Accuracy

The ZIP Code accuracy standard is a means of ensuring that the 5-digit ZIP Code in the delivery address correctly matches the delivery address information. For the purposes of this standard, *address* means a specific address associated with a specific 5-digit ZIP Code. Each address in a mailing at USPS Marketing Mail flats prices must meet the ZIP Code accuracy requirements in [602.6.0](#).

3.9 Move Update Standard

The Move Update standard requires the periodic matching of a mailer's address records with customer-filed change-of-address orders maintained by the USPS. See [602.5.0](#) for Move Update standards.

4.0 Price Eligibility for USPS Marketing Mail

4.1 General Information

All USPS Marketing Mail prices are presorted prices (including all nonprofit prices). These prices apply to mailings meeting the basic standards in [2.0](#) through [4.0](#) and the corresponding standards for Presorted prices, Enhanced Carrier Route prices, and automation prices under [5.0](#) through [8.0](#), or Customized MarketMail prices under [243.9.0](#). Except for Customized MarketMail pieces, destination entry discount prices are available under [246.2.0](#) through [246.6.0](#). Nonprofit prices may be used only by organizations authorized by the USPS under [703.1.0](#). Not all processing categories qualify for every price. Except for Product Samples, pieces are subject to either a single minimum per piece price or a combined piece/pound price, depending on the weight of the individual pieces in the mailing. Product Samples prices are available under [8.0](#).

4.2 Minimum Per Piece Prices

The minimum per piece prices (the minimum postage that must be paid for each piece) apply as follows:

- a. **Basic Requirement.** Automation and automation compatible letters mailed at Regular, Enhanced Carrier Route, Nonprofit, and Nonprofit Enhanced Carrier Route prices are subject to minimum per piece prices when they weigh no more than 3.5 ounces (0.2188 pound). Nonautomation letters and flats mailed at Regular, enhanced Carrier Route, Nonprofit and Nonprofit Enhanced Carrier Route prices are subject to minimum per piece prices when they weigh no more than 4 ounces (0.25 pound).

- b. In applying the minimum per piece prices, a mailpiece is categorized as either a letter or a nonletter, based on whether the piece meets the letter-size standard in [201.1.1.1](#), without regard to placement of the address on the piece, except under these conditions:
 1. If the piece meets both the definition of a letter in [201.1.1.1](#) and the definition of an automation flat in [201.6.0](#), the piece may be prepared and entered at an automation flat price.
 2. If the piece is prepared for automation letter prices, address placement is used to determine the length when applying the size standards and aspect ratio requirements to qualify for automation letter prices under [201.3.0](#). For this purpose, the length is considered to be the dimension parallel to the address.
 3. Pieces mailed as *Customized MarketMail* under [9.0](#) must pay the prices in [1.2](#) and must not exceed 3.3 ounces.
- c. Individual prices. There are separate minimum per piece prices for each subclass (Regular, Enhanced Carrier Route, Nonprofit, and Nonprofit Enhanced Carrier Route) and within each subclass for the type of mailing and the level of presort within each mailing. DNDC prices are not available for ZIP Code ranges 006-009, 967-969, and 995-999, as indicated in labeling list [L601](#). Except for Customized MarketMail pieces, discounted per piece prices also may be claimed for destination network distribution center (DNDC), destination sectional center facility (DSCF), and destination delivery unit (DDU) under [246](#). DDU prices are available only for mail entered at Enhanced Carrier Route or Nonprofit Enhanced Carrier Route prices. There are also separate prices for Marketing parcels, Nonprofit machinable parcels, and Nonprofit irregular parcels. Under Marketing parcels, there are separate prices for Product Samples. See [1.0](#) for individual per piece prices.

4.3 Piece/Pound Prices

Letters that exceed 4 ounces are subject to a two-part piece/pound price that includes a fixed charge per piece and a variable pound charge based on weight. Flats that exceed 4 ounces are subject to a two-part piece/pound price that includes a fixed charge per piece and a variable pound charge based on weight.

4.4 Extra Services for USPS Marketing Mail

4.4.1 Available Services

Only the following extra services may be used with USPS Marketing Mail parcels, with restrictions as noted in [4.4.2](#):

- a. Bulk insurance.
- b. Return receipt for merchandise.
- c. USPS Tracking (electronic option only).
- d. Certificate of mailing, as provided in [503.4.0](#).



243.4.4.2

4.4.2 Ineligible Matter

Extra services (other than certificate of mailing service) may not be used for any of the following types of USPS Marketing Mail:

- a. Pieces entered as letters or flats.
- b. Machinable parcels mailed using Bulk Parcel Return Service.
- c. Pieces mailed with detached address labels under [602.4.0](#).
- d. Pieces mailed at Product Sample prices.
- e. Pieces mailed as Customized MarketMail.

4.4.3 Additional Preparation Requirements

An eligible mailpiece with an extra service must bear a return address under [602.1.0](#), and an ancillary service endorsement under [507.1.0](#) under the following conditions:

- a. Pieces with bulk insurance or return receipt for merchandise must bear an endorsement that returns any undeliverable-as-addressed piece to the sender. Required endorsements are “Address Service Requested,” “Forwarding Service Requested,” or “Return Service Requested.”
- b. Except for USPS Marketing Mail Marketing parcels, pieces with USPS Tracking must bear one of the required endorsements in [4.4.3a](#) or “Change Service Requested.” USPS Marketing Mail Marketing parcels with required alternative address formats may be mailed with USPS Tracking, but must not bear an ancillary service endorsement (see [602.3.1.2](#)).

5.0 Additional Eligibility Standards for Nonautomation USPS Marketing Mail Letters, Flats, and Presorted USPS Marketing Mail Parcels

5.1 Basic Standards

All pieces in a Regular USPS Marketing Mail or Nonprofit USPS Marketing Mail nonautomation price mailing must:

- a. Meet the basic standards for USPS Marketing Mail in [2.0](#) through [4.0](#).
- b. Except as provided in [3.6](#), be part of a single mailing of at least 200 addressed pieces or 50 pounds of pieces qualifying for Presorted USPS Marketing Mail. Regular and Nonprofit mailings must meet separate minimum volumes.
- c. Bear a delivery address that includes the correct ZIP Code or ZIP+4 code and that meets these address quality standards:
 1. The ZIP Code accuracy standard in [3.8](#).
 2. If an alternative addressing format is used, the additional standards in [602.3.0](#).
 3. If merchandise samples are prepared with detached address labels, the additional standards in [602.4.0](#).

- d. Be marked, sorted and documented as specified in [245](#), [705.8.0](#), or [705.14.0](#).

5.2 Weight Standards for Machinable Letter Pieces

Maximum weight limit for machinable nonautomation USPS Marketing mail letters is 3.5 ounces (0.2188 pound).

5.3 Price Application

Nonautomation prices for Regular and Nonprofit USPS Marketing Mail apply to mailpieces that meet the eligibility standards in [2.0](#) through [4.0](#), and the preparation standards in [245](#) or [705](#). Prices for Nonprofit parcels not qualifying as Marketing parcels apply separately to machinable parcels and irregular parcels. When parcels are combined (except for Product Samples, which cannot be combined with other parcels) under [245.11.0](#), [705.6.0](#), or [705.21.0](#), all pieces are eligible for the applicable prices when the combined total meets the eligibility standards.

5.4 Machinable Price Application - Letters

Machinable letters are subject only to AADC and mixed AADC prices.

5.4.1 AADC Price

The AADC price applies to qualifying letter-size machinable pieces (see [201.1.0](#)) placed in origin/entry AADC trays (regardless of quantity), to quantities of 150 or more pieces prepared in AADC trays for a single AADC, and to pieces placed in mixed AADC trays in lieu of overflow AADC trays.

5.4.2 Mixed AADC Price

The mixed AADC price applies to qualifying letter-size machinable pieces that the mailer prepares in mixed AADC trays, except for pieces placed in mixed AADC trays in lieu of overflow AADC trays (see [245.5.3.2](#)).

5.5 Nonmachinable Price Application - Letters

Nonmachinable prices in [1.0](#) apply only to USPS Marketing Mail letter-size pieces (including card-size pieces) that meet the criteria in [201.2.1](#) for nonmachinable letters. Nonmachinable saturation or high density letter-size pieces are subject to the applicable saturation or high density nonautomation letter prices.

5.5.1 5-Digit Price

The 5-digit price applies to letter-size pieces subject to nonmachinable prices in quantities of 150 or more pieces for a 5-digit ZIP Code prepared in 5-digit trays (and overflow pieces in 3-digit or ADC trays) under [245.5.0](#).

5.5.2 3-Digit Price

The 3-digit price applies to letter-size pieces subject to nonmachinable prices in quantities of 150 or more pieces for a 3-digit ZIP Code prepared in 3-digit trays (and overflow pieces in ADC or MADC trays) under [245.5.0](#).

5.5.3 ADC Price

The ADC price applies to letter-size pieces subject to nonmachinable prices in 3-digit origin/entry trays and to pieces in quantities of 150 or more for an ADC prepared in ADC trays (and overflow pieces in MADC trays) under [245.5.0](#).



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5.5.4 Mixed ADC Price

The mixed ADC price applies to letter-size pieces that are subject to the nonmachinable prices and prepared in mixed ADC trays.

5.6 Nonautomation Price Application – Flats

5.6.1 5-Digit Prices for Flats

The 5-digit price applies to flat-size pieces:

- a. In a 5-digit/scheme bundle of 10 or more pieces, or 15 or more pieces, as applicable; properly placed in a 5-digit/scheme sack containing at least 125 pieces or 15 pounds of pieces.
- b. When palletized under [705.8.0](#) and [705.10.0](#) through [705.13.0](#), in a 5-digit/scheme bundle of 10 or more pieces, or 15 or more pieces, as applicable.
- c. In a 5-digit bundle of 10 or more pieces, or 15 or more pieces, as applicable; properly placed in a merged 5-digit/scheme or 5-digit sack under [705.10.0](#).
- d. In an FSS bundle of 10 or more pieces properly placed in sack of at least 125 pieces or 15 pounds of pieces or on a pallet under [705.14.0](#).

5.6.2 3-Digit Prices for Flats

The 3-digit price applies to flat-size pieces:

- a. In a 5-digit/scheme bundle of 10 or more pieces, or 15 or more pieces, as applicable, or in a 3-digit/scheme bundle of 10 or more pieces; properly placed in a 3-digit sack of at least 125 pieces or 15 pounds of pieces.
- b. When palletized under [705.8.0](#) and [705.10.0](#) through [705.13.0](#), in a 3-digit/scheme bundle of 10 or more pieces.
- c. In an FSS bundle of 10 or more pieces properly placed in sack of at least 125 pieces or 15 pounds of pieces or on a pallet under [705.14.0](#).

5.6.3 ADC Prices for Flats

ADC prices apply to flat-size pieces:

- a. In a 5-digit/scheme, 3-digit/scheme, or ADC bundle of 10 or more pieces properly placed in an ADC sack of at least 125 pieces or 15 pounds of pieces.
- b. In an optional 3-digit/scheme origin/entry sack.
- c. When palletized under [705.8.0](#) and [705.10.0](#) through [705.13.0](#), in an ADC bundle of 10 or more pieces; properly placed on an ADC pallet.

5.6.4 Mixed ADC Prices for Flats

Mixed ADC prices apply to flat-size pieces in bundles that do not qualify for 5-digit, 3-digit, or ADC prices; placed in mixed ADC sacks or on ASF, NDC, or mixed NDC pallets under [705.8.0](#).

5.7 Prices for Machinable Parcels

5.7.1 5-Digit Price

The 5-digit price applies to qualifying machinable parcels that are dropshipped to a DNDC (or ASF when claiming DNDC prices), DSCF, or DDU and presented:

- a. In a 5-digit/scheme (L606) sack containing at least 10 pounds of pieces.
- b. On a 5-digit/scheme (L606) pallet, according to standards in 705.8.10.
- c. As one or more parcels that mailers drop ship to a DDU under 246.5.2.3.
- d. In 5-digit/scheme containers prepared under 705.21.0.

5.7.2 NDC Price

The NDC price applies to qualifying machinable parcels as follows under either of the following conditions:

- a. When dropshipped to an ASF or NDC and presented:
 1. In an ASF or NDC sack containing at least 10 pounds of parcels, or
 2. On an ASF or NDC pallet, according to standards in 705.8.10, or
 3. In a NDC/ASF container prepared under 705.21.0.
- b. When presented at the origin acceptance office on an ASF or a NDC pallet containing at least 200 pounds of pieces.

5.7.3 Mixed NDC Price

The mixed NDC price applies to machinable parcels that are not eligible for 5-digit or NDC prices. Place machinable parcels at mixed NDC prices in origin NDC sacks or on origin NDC pallets, then in mixed NDC sacks or on mixed NDC pallets. See 245.11.3 and 705.8.10.

5.8 Prices for Irregular Parcels and Marketing Parcels

5.8.1 5-Digit Price

5-digit prices apply to irregular parcels and to Marketing parcels that are dropshipped to a DNDC (or ASF when claiming DNDC prices), DSCF, or DDU and presented:

- a. In a 5-digit/scheme (L606) sack containing at least 10 pounds of pieces.
- b. On a 5-digit/scheme (L606) pallet, according to 705.8.10.
- c. As one or more parcels that mailers drop ship to a DDU under 246.5.2.2.
- d. In 5-digit/scheme containers prepared under 705.21.0.

5.8.2 SCF Price

SCF prices apply to irregular parcels and to Marketing parcels that are dropshipped and presented to a DSCF or DNDC:

- a. In an SCF sack containing at least 10 pounds of parcels.
- b. On an SCF pallet, according to 705.8.10.
- c. In SCF containers prepared under 705.21.0.



5.8.3 NDC Price

NDC prices apply to irregular parcels and to Marketing parcels as follows under either of the following conditions:

- a. When dropshipped to an ASF or NDC and presented:
 1. In an ASF or NDC sack containing at least 10 pounds of parcels, or
 2. On an ASF or NDC pallet, according to standards in [705.8.10](#), or
 3. In a NDC/ASF container prepared under [705.21.0](#).
- b. When presented at the origin acceptance office on an ASF or a NDC pallet containing at least 200 pounds of pieces.

5.8.4 Mixed NDC Price

Mixed NDC prices apply to irregular parcels and to Marketing parcels in origin NDC or mixed NDC containers that are not eligible for 5-digit, SCF, or NDC prices. Place parcels at mixed NDC prices in origin NDC or mixed NDC sacks under [245.11.4.3](#) or on origin NDC or mixed NDC pallets under [705.8.10](#).

6.0 Additional Eligibility Standards for Enhanced Carrier Route USPS Marketing Mail Letters and Flats

6.1 General Enhanced Carrier Route Standards

6.1.1 Optional Preparation

Preparation to qualify for any Enhanced Carrier Route price is optional and need not be performed for all carrier routes in a 5-digit area. An Enhanced Carrier Route mailing may include pieces at basic, high density, high density plus, and saturation Enhanced Carrier Route prices.

6.1.2 Basic Eligibility Standards

All pieces in an Enhanced Carrier Route or Nonprofit Enhanced Carrier Route USPS Marketing Mail mailing must:

- a. Meet the basic standards for USPS Marketing Mail in [2.0](#) through [4.0](#).
- b. Be part of a single mailing of at least 200 pieces or 50 pounds of pieces of Enhanced Carrier Route USPS Marketing Mail. Regular and Nonprofit mailings must meet separate minimum volumes.
- c. Be sorted to carrier routes (except under [705.14.0](#)), marked, and documented under [245.9.0](#), [705.8.0](#) or [705.14.0](#).
- d. Bear a delivery address that includes the correct ZIP Code, ZIP+4 code, or numeric equivalent to the delivery point routing code and that meets these address quality standards:
 1. The carrier route accuracy standard in [6.2](#).
 2. The address matching and coding standards in [7.6](#), and [602.9.0](#).

3. If an alternative addressing format is used, the additional standards in [602.3.0](#).
4. If flat-size pieces are prepared with detached address labels, the additional standards in [602.4.0](#).
- e. Meet the applicable sequencing requirements in [6.3](#) through [6.7](#) and in [245](#).
- f. Meet the applicable documentation and postage payment standards in [244](#), and [1.5](#).
- g. Letters must meet the requirements for automation compatibility in [201.3.0](#) and bear an accurate Intelligent Mail barcode encoded with the correct delivery point routing code matching the delivery address and meeting the standards in [202.5.0](#) and [204.1.0](#) except as provided in [6.1.2h](#). Pieces prepared with a simplified address format are exempt from the automation-compatibility and barcode requirements. Letters entered under the full-service Intelligent Mail automation option also must meet the standards in [705.23.0](#).
- h. All saturation and high density letters over 3.5 ounces, and saturation (other than pieces with a simplified address) and high density letter-size pieces not meeting the standards [6.1.2g](#) must pay the applicable nonautomation saturation or high density prices.
- i. Enhanced Carrier Route price mail may not be more than 12 inches high, 15 inches long, or 3/4-inch thick. *Exception:* Merchandise samples with detached address labels (DALs) may exceed these dimensions if the labels meet the standards in [602.4.0](#).

6.1.3 Full-Service Intelligent Mail Eligibility Standards

In addition to other requirements in [6.0](#), flats eligible for the full-service Intelligent Mail option must:

- a. Be flat-size under [201.4.0](#).
- b. Be part of a basic carrier route, high density, or high density plus carrier route mailing under [6.3](#) or [6.4](#).
- c. Bear an accurate Intelligent Mail barcode encoded with the correct delivery point routing code matching the delivery address and meeting the standards in [202.4.0](#), and [204.1.0](#). Flats with Intelligent Mail barcodes entered under the full-service automation option also must be part of mailings that meet the standards in [705.23.0](#).

6.2 Carrier Route Accuracy Standard

Addresses used on pieces claiming any Enhanced Carrier Route prices must meet the carrier route accuracy standard in [602.7.0](#).



6.3 Basic Price Enhanced Carrier Route Standards

6.3.1 Sequencing

All pieces mailed at basic prices must be prepared in walk sequence or in line-of-travel (LOT) sequence according to LOT schemes prescribed by the USPS (see [245.9.9](#) and [245.9.10](#)), except when prepared in FSS bundles under [705.14.0](#).

6.3.2 Basic Price Eligibility - Letters

Basic prices apply to each piece sorted under [245.6.0](#) or [705.8.0](#) in a full carrier route tray, in a carrier route bundle of 10 or more pieces, or in groups of 10 or more pieces placed in a 5-digit carrier routes or a 3-digit carrier routes tray.

6.3.3 Basic Price Eligibility - Flats

Basic prices apply to each piece in a carrier route bundle of 10 or more pieces that is:

- a. Palletized under [705.8.0](#), [705.10.0](#), [705.12.0](#), [705.13.0](#) or [705.14.0](#) (FSS scheme bundles on a FSS facility pallet or prior eligibility to inclusion in FSS scheme pool).
- b. Placed in a carrier route sack containing at least 125 pieces or 15 pounds of pieces.
- c. Placed in a merged 5-digit scheme, 5-digit scheme carrier routes, merged 5-digit, or 5-digit carrier routes sack.
- d. Entered at a destination delivery unit as unsacked bundles, according to preparation standards in [245.2.0](#) and entry standards in [246.5.0](#).

6.3.4 Basic Carrier Route Bundles on a 5-digit Pallet (Basic-CR Bundles/Pallet) Price Eligibility-Flats

Basic – CR Bundles/Pallet prices apply to each piece in a carrier route bundle of 10 or more pieces that are palletized under [705.8.0](#) on a 5-digit carrier route or 5-digit scheme carrier route pallet entered at an Origin (None), DNDC, DSCF, or DDU entry or palletized under [705.14.0](#) on a FSS scheme pallet (in a FSS Scheme bundle).

6.4 High Density and High Density Plus (Enhanced Carrier Route) Standards - Letters

6.4.1 Additional Eligibility Standards for High Density and High Density Plus Prices

In addition to the general eligibility standards in [6.1](#), high density and high density plus letter-size mailpieces must be in a full carrier route tray or in a carrier route bundle of 10 or more pieces placed in a 5-digit carrier routes or 3-digit carrier routes tray. High density and high density plus prices for barcoded letters apply to each piece that is automation-compatible according to [201.3.0](#), and has an accurate delivery point Intelligent Mail barcode (IMb) encoded with the correct delivery point routing code matching the delivery address and meeting the standards in [202.5.0](#) and [204.1.0](#). Pieces that are not automation-compatible or not barcoded with an IMb under [202.5.0](#) are mailable only at the applicable high density or high density plus nonautomation letter prices.

6.4.2 Basic Eligibility Standards for High Density and High Density Plus Prices for Letters

All pieces mailed at high density or high density plus prices must be prepared in walk sequence according to schemes prescribed by the USPS (see [245.9.8](#) through [245.9.9](#)). Multiple pieces per delivery address can count toward both density standards. Specific density requirements are as follows:

- a. Pieces mailed at high density prices must be sorted together in sequence in quantities of at least 125 pieces for each carrier route.
- b. Pieces mailed at high density plus prices must be sorted together in sequence in quantities of at least 300 pieces for each carrier route.

6.5 High Density and High Density Plus (Enhanced Carrier Route) Standards - Flats

6.5.1 Basic Eligibility Standards for High Density and High Density Plus Prices

All flat-size pieces mailed at high density prices must:

- a. Be prepared in walk sequence according to schemes prescribed by the USPS (see [245.9.9](#)), except when prepared in FSS bundles under [705.14.0](#).
- b. Meet the density requirement of at least 125 pieces for each carrier route. For high density plus prices, the density requirement is at least 300 pieces for each carrier route. Multiple pieces per delivery address can count toward the density standards, except for pieces with simplified addresses as allowed under [602.3.0](#).

6.5.2 High Density and High Density Plus Prices for Flats

High density or high density plus prices apply to each piece meeting the density standards in [6.5.1](#) or in a carrier route bundle of 10 or more pieces that is:

- a. Palletized under [705.8.0](#), [705.10.0](#), [705.12.0](#), [705.13.0](#) or [705.14.0](#) (eligibility prior to inclusion in FSS scheme bundles).
- b. Placed in a merged 5-digit scheme, 5-digit scheme carrier routes, merged 5-digit, or 5-digit carrier routes sack.
- c. Placed in a carrier route sack containing at least 125 pieces or 15 pounds of pieces for high density prices.
- d. Placed in a carrier route sack containing at least 300 pieces for high density plus prices.
- e. Placed in a FSS facility or scheme sack containing at least 125 pieces or 15 pounds of high density priced pieces or at least 300 pieces of high density plus priced pieces (pieces must qualify for price prior to inclusion in FSS bundle).

6.6 Saturation ECR Standards - Letters

6.6.1 Additional Eligibility Standards for Saturation Prices

In addition to the eligibility standards in [6.1](#), saturation letter-size mailpieces must be in a full carrier route tray or in a carrier route bundle of 10 or more pieces placed in a 5-digit (or 3-digit) carrier routes tray. Except for pieces with a



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simplified address, pieces that are not automation-compatible or not barcoded with an Intelligent Mail barcode under [202.5.0](#) are mailable only at nonautomation saturation letter prices.

6.6.2 Saturation Prices for Letters

All pieces mailed at saturation prices must:

- a. Be prepared in walk sequence according to schemes prescribed by the USPS (see [245.9.8](#) through [245.9.9](#)).
- b. Meet the density requirement of at least 90% or more of the active residential addresses or 75% or more of the total number of active possible delivery addresses on each carrier route receiving this mail. Pieces bearing a simplified address must meet the coverage standards in [602.3.0](#). Multiple pieces per delivery address do not count toward this density standard.

6.7 Saturation Enhanced Carrier Route Standards - Flats

6.7.1 Basic Eligibility Standards for Saturation Prices

All pieces mailed at saturation prices must:

- a. Be prepared in walk sequence according to schemes prescribed by the USPS (see [245.9.9](#)).
- b. Meet the density requirement of at least 90% or more of the active residential addresses or 75% or more of the total number of active possible delivery addresses on each carrier route receiving this mail. Pieces bearing a simplified address must meet the coverage standards in [602.3.0](#). Multiple pieces per delivery address do not count toward this density standard.

6.7.2 Saturation Prices for Flats

There are two different sets of saturation prices for USPS Marketing Mail flats; one for pieces with specific addresses and another for pieces with simplified (EDDM) addresses. Saturation prices apply to each piece in a carrier route bundle of 10 or more pieces that is:

- a. Palletized under [705.8.0](#), [705.10.0](#), [705.12.0](#), or [705.13.0](#).
- b. Placed in a carrier route sack containing at least 125 pieces or 15 pounds of pieces.
- c. Placed in a merged 5-digit scheme, 5-digit scheme carrier routes, merged 5-digit, or 5-digit carrier routes sack.

7.0 Eligibility Standards for Automation USPS Marketing Mail

7.1 Basic Eligibility Standards for Automation USPS Marketing Mail

All pieces in a Regular USPS Marketing Mail or Nonprofit USPS Marketing Mail automation mailing must:

- a. Meet the basic standards for USPS Marketing Mail in [2.0](#) through [4.0](#).

- b. Be part of a single mailing of at least 200 pieces or 50 pounds of pieces of automation price USPS Marketing Mail (Regular and Nonprofit mailings must meet separate minimum volumes).
- c. Be in the same processing category and meet the physical standards in [201.3.0](#).
- d. Bear a delivery address that includes the correct ZIP Code, ZIP+4 code, or numeric equivalent to the delivery point routing code and that meets these address quality standards:
 - 1. The address matching and coding standards in [7.6](#), and [602.9.0](#).
 - 2. If an alternative addressing format is used, the additional standards in [602.3.0](#).
- e. Bear an accurate Intelligent Mail barcode encoded with the correct delivery point routing code, matching the delivery address and meeting the standards in [202.5.0](#) and [204.1.0](#).
- f. Be marked, sorted and documented under [245.7.0](#) or [245.10.0](#).
- g. Meet the applicable documentation and postage payment standards in [1.5](#), and [244.1.0](#) through [244.3.0](#).

7.2 Eligibility Standards for Full-Service Automation USPS Marketing Mail

All pieces entered under the full-service Intelligent Mail automation option must:

- a. Bear a unique Intelligent Mail barcode.
- b. Be part of a mailing that meets the standards in [705.23.0](#).
- c. Be scheduled for an appointment through the Facility Access and Shipment Tracking (FAST) system when deposited as a DNDC or DSCF drop shipment.

7.3 Maximum Weight for Automation Letters

Maximum weight limit for automation price mail is 3.5 ounces (0.2188 pound). See [201.3.6](#), for pieces heavier than 3 ounces.

7.4 Price Application for Automation Letters

Automation prices apply to each piece that is sorted under [245.10.0](#), into the corresponding qualifying groups:

- a. Groups of 150 or more pieces in 5-digit/scheme trays qualify for the 5-digit price. Preparation to qualify for that price is optional. Pieces placed in full AADC trays under [245.7.5](#) in lieu of 5-digit/scheme overflow trays are eligible for 5-digit prices (see [245.7.5](#)).
- b. Groups of fewer than 150 pieces in origin/entry AADC trays qualify for the AADC price. Pieces placed in mixed AADC trays under [245.7.5](#) in lieu of AADC overflow trays also are eligible for AADC prices (see [245.7.5](#)).
- c. Pieces in mixed AADC trays qualify for the mixed AADC price, except for pieces prepared under [7.4b](#).



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7.5 Price Application for Automation Flats

Automation prices apply to each piece properly sorted into qualifying groups:

- a. The 5-digit price applies to flat-size pieces in a 5-digit/scheme bundle or pooled in a FSS scheme bundle of 10 or more pieces, or 15 or more pieces, as applicable;
- b. The 3-digit price applies to flat-size pieces in a 3-digit/scheme bundle or pooled in a FSS scheme bundle of 10 or more pieces.
- c. The ADC price applies to flat-size pieces in an ADC bundle of 10 or more pieces.
- d. The mixed ADC price applies to flat-size pieces in mixed ADC bundles (no minimum).

7.6 Address Standards for Barcoded Pieces

7.6.1 Basic Address Standards for Barcodes

To qualify for automation prices, addresses must be sufficiently complete to enable matching to the current USPS ZIP+4 Product when used with current CASS-certified address matching software. Standardized address elements are not required. Any barcode that appears on a mailpiece claimed at an automation price must be the correct barcode for the corresponding delivery address on the piece.

7.6.2 Numeric ZIP+4

A numeric ZIP+4 code must consist of five digits, a hyphen, and four digits.

7.6.3 Numeric Delivery Point Routing Code

A numeric equivalent to the delivery point routing code is formed by adding two digits directly after the ZIP+4 code.

7.6.4 Address Elements

Addresses must include the correct street number, predirectional, street name, suffix, and postdirectional that are input to obtain a match with the current USPS ZIP+4 Product.

7.6.5 Firm Name

An address must include a firm name when necessary to obtain a match with the finest level of ZIP+4 code in the USPS ZIP+4 Product. If an address contains a firm name assigned a unique ZIP+4 code in the USPS ZIP+4 Product, the unique ZIP+4 code must be used. If the firm name is not one assigned a unique ZIP+4 code in the USPS ZIP+4 Product and the apartment/suite number is included in the address, the ZIP+4 code for the range in which the apartment/suite number appears must be used in that address. If the firm name does not correspond to a firm name that has a unique ZIP+4 code assigned in the USPS ZIP+4 Product and the apartment/suite number is not included in the address, the ZIP+4 code for the building must be used.

7.6.6 Secondary Designator

If a secondary address designator (e.g., an apartment number) is shown in the address, the mailpiece must show the appropriate ZIP+4 code representing the range for that secondary address as contained in the current USPS ZIP+4

Product. If a secondary address designator is required to obtain an exact match with the finest level of ZIP+4 code in the USPS ZIP+4 Product but the information is not available, the alternative ZIP+4 code or ZIP+4 or delivery point barcode for the building must be used.

7.6.7 Rural and Highway Contract Routes

If a rural route or highway contract route box number is included in the address, the mailpiece must show the appropriate ZIP+4 code representing the range for that box number as contained in the current USPS ZIP+4 Product. If a rural route or highway contract route box number is required to obtain a match with the finest level of ZIP+4 code but is not available, the alternative ZIP+4 code or ZIP+4 or delivery point barcode for the rural route or highway contract route must be used. If used, the rural route or highway contract route box number must be placed on the line immediately above the city/state/ZIP Code line.

7.6.8 Post Office Box

A Post Office box address must contain a Post Office box number that can be exactly matched with the USPS ZIP+4 Product in effect.

8.0 Additional Eligibility Standards for Marketing Parcels Mailed as Product Samples

8.1 General Product Sample Standards

8.1.1 Basic Standards and Optional Preparation

Product Samples are a type of Marketing parcels. See [201.8.4.2](#) for physical standards and [243.3.0](#) for basic standards. Preparation to qualify for any Product Sample price is optional and need not be performed for all carrier routes in a 5-digit area. A Product Sample mailing may include pieces mailed at targeted prices and pieces mailed at saturation (Every Door) prices, but all pieces in a mailing must be identical in size and weight. All mailings of Product Samples must be entered under DNDC, DSCF, or DDU standards (see [246](#)). No origin office entry of Product Samples is allowed. See [705.18.0](#) for Priority Mail Express and Priority Mail Open and Distribute options.

8.1.2 Pricing for Product Samples

See [Notice 123–Price List](#) for price tables. DALs for Product Samples must be sorted to carrier routes, including delivery routes and Post Office Box sections. Product Sample mailings are subject to per piece prices and, when not entered at a DDU, are subject to carton/sack and/or pallet prices. Piece prices are different for parcels sorted to the targeted level ([8.3](#)) than for parcels sorted to the saturation level ([8.4](#)). Within each sortation level, piece prices are different for small parcels than for large parcels (see [201.8.4.2](#)). Prices for cartons (or sacks) and pallets are subject to the following conditions:

- a. A pallet charge applies to each pallet of Product Samples entered at a DNDC or DSCF, except 3-digit pallets properly entered at a DSCF.



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- b. A carton or sack charge applies to each carton or sack of Product Samples on a 3-digit pallet. Each carton must not exceed 40 pounds nor exceed a combined length and girth of 108 inches.

8.1.3 Basic Eligibility Standards

All parcels (or DALs, when used) in a mailing of Product Samples must bear an alternative addressing format. Parcels mailed at targeted prices must have an occupant address format or an exceptional address format under [602.3.0](#). Parcels mailed at saturation prices must bear a simplified address under [602.3.2](#). In addition, all Product Sample parcels must meet these conditions:

- a. Meet the basic standards for USPS Marketing Mail in [2.0](#) through [4.0](#).
- b. Be part of a single mailing of at least 200 pieces or 50 pounds of parcels mailed at Product Sample prices. Regular and Nonprofit mailings must meet separate minimum volumes.
- c. DALs, when used, must be sorted to carrier routes and documented under [245.12.0](#) and [705.8.0](#), as applicable.
- d. DALs used with parcels mailed at targeted prices must bear a delivery address that includes the correct ZIP Code, ZIP+4 code, or numeric equivalent to the delivery point barcode and that meets the carrier route accuracy standard in [6.2](#).
- e. DALs must meet the applicable sequencing requirements in [8.3](#) through [8.5](#) and in [245.12.6](#).

8.2 Carrier Route Accuracy Standard

The carrier route accuracy standard in [602.7.0](#) must be met for each address on detached address labels (DALs) used with Product Samples mailed at targeted prices.

8.3 Additional Standards for Targeted Product Samples

8.3.1 Sequencing

All parcels mailed at targeted prices must be accompanied with detached address labels (DALs) prepared in line-of-travel (LOT) walk sequence (see [245.12.6](#)). The combined weight of the DAL and associated sample must be less than 1 pound; there are no additional fees for use of DALs with pieces mailed at targeted prices.

8.3.2 Basic Preparation for Targeted Prices

Targeted prices apply to each parcel for a carrier route and prepared under [245.12.0](#). There are separate targeted prices for small parcels and for large parcels (see [201.8.4.2](#)). DALs must be in carrier route bundles and prepared under [245.12.0](#) and [602.4.0](#).

8.4 Additional Standards for Saturation (Every Door) Product Samples

8.4.1 Basic Eligibility Standards for Saturation Prices

All parcels in a mailing at saturation prices must bear simplified addresses (or be accompanied by DALs bearing simplified addresses), and the mailing must meet the saturation standards for simplified addressed pieces under [602.3.2](#). For DAL charges, see [Notice 123–Price List](#).

8.4.2 Basic Preparation for Saturation Prices

Saturation prices apply to each parcel in a carrier route or 5-digit/[L606](#) sack or carton of simplified addressed pieces, or as allowed in bundles on pallets under [245.12.0](#). If used, DALs must be in carrier route bundles and prepared under [245.12.0](#) and [602.4.0](#).

8.5 Saturation Enhanced Carrier Route Standards

8.5.1 Basic Eligibility Standards for Saturation Prices

All pieces mailed at saturation prices must:

- a. Be prepared in walk sequence according to schemes prescribed by the USPS (see [245.12.6](#)).
- b. Meet the density requirement of at least 90% or more of the active residential addresses or 75% or more of the total number of active possible delivery addresses on each carrier route receiving this mail. Pieces bearing a simplified address must meet the coverage standards in [602.3.0](#). Multiple pieces per delivery address do not count toward this density standard.

8.5.2 Saturation Price for Marketing Parcels

Saturation prices apply to each piece in a carrier route sack or carton containing at least 125 pieces or 15 pounds of pieces, or in a 5-digit carrier routes sack or carton. DALs must be in carrier route bundles of 10 or more pieces and prepared under [602.4.0](#).

9.0 Customized MarketMail

9.1 Basic Standards

Customized MarketMail (CMM) is an option for mailing nonrectangular or irregular-shaped Regular USPS Marketing Mail and Nonprofit USPS Marketing Mail pieces weighing 3.3 ounces or less that meet the physical characteristics and dimensional requirements in [201.9.0](#) and the mail preparation standards in [245.13.0](#). Other Regular and Nonprofit USPS Marketing Mail pieces measuring 3/4 inch thick or less and meeting the standards in [9.0](#) may be entered as CMM at the mailer's option. CMM must be entered at a destination delivery unit (DDU).

9.2 Eligibility Standards

All pieces in a CMM mailing must:

- a. Meet the basic content and eligibility standards for USPS Marketing Mail in [2.0](#) through [4.0](#) and, for Nonprofit USPS Marketing Mail, the additional standards in [703.1.0](#).



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- b. Be part of a mailing of at least 200 addressed pieces. All pieces must be identical in size, shape, and weight unless excepted under an approved postage payment system.
- c. Bear a complete delivery address using the addressing formats in [602.1.0](#) or the exceptional or occupant address formats in [602.3.0](#) with the correct ZIP Code or ZIP+4 code. These additional addressing standards apply:
 - 1. Detached address labels under [602.4.0](#) are not permitted.
 - 2. Ancillary service endorsements under [507.1.0](#) are not permitted.
 - 3. The ZIP Code accuracy standard in [3.8](#) must be met.
- d. Be marked, sorted, and documented as specified in [244](#) and [245.13.0](#).
- e. Be entered at the destination delivery unit appropriate to the delivery address on the mail, under [246.5.0](#), or as a mailing using Priority Mail Express or Priority Mail Open and Distribute under [705.18.5](#) and [705.18.5.13](#), or as a plant-verified drop shipment (PVDS) mailing under [705.17.0](#). There are no minimum volumes per destination.

9.3 Extra Services

CMM is not eligible for any extra service.