



Preparing for the 2021 Postal Rate Changes

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Housekeeping

- Everyone is on mute. We are recording the webinar.
- Please use the "Chat" box.
- Slides will be sent out afterwards.
- Please laugh at my jokes.



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Overview

- Rates effective - January 24, 2021
- Shipping Services
- Market Dominant Products
- Seamless Acceptance
- 2021 Mailing Promotions
- PRC Ruling
- Implementation Checklist



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January 24, 2021

- Rates go into effect on Sunday, January 24
- Mail is now 24 x 7, 365 days a year
- Opportunity to test meters, software

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Shipping Services

- Priority Mail Express
- Priority Mail
- Parcel Select
- Parcel Return Service
- First-Class Package Service
- First-Class Mail Retail Parcels
- Retail Ground
- International

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Shipping Services: Priority Mail Express

Retail Pricing

Type	Current Rates	New Rates	Per Piece Change	% Change
Flat Rate Envelope	\$ 26.35	\$ 26.35	\$ -	0.0%
Legal FR Envelope	\$ 26.50	\$ 26.50	\$ -	0.0%
Padded FR Envelope	\$ 26.95	\$ 26.95	\$ -	0.0%
Up to 0.5 Lb (Zone 1)	\$ 26.35	\$ 26.35	\$ -	0.0%

Commercial Base

Type	Current Rates	New Rates	Per Piece Change	% Change
Flat Rate Envelope	\$ 22.75	\$ 22.75	\$ -	0.0%
Legal FR Envelope	\$ 22.95	\$ 22.95	\$ -	0.0%
Padded FR Envelope	\$ 23.25	\$ 23.25	\$ -	0.0%
Up to 0.5 Lb (Zone 1)	\$ 22.75	\$ 22.75	\$ -	0.0%

Additional Fees:

Sunday Delivery –\$12.50

10:30am Delivery - \$5.00

Commercial

Non-IMpb Comply - \$0.25

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Shipping Services: Priority Mail Retail

Type	Current Rates	New Rates	Per Piece Change	% Change
Flat Rate Envelope	\$ 7.75	\$ 7.95	\$ 0.20	2.6%
Legal FR Envelope	\$ 8.05	\$ 8.25	\$ 0.20	2.5%
Padded FR Envelope	\$ 8.40	\$ 8.55	\$ 0.15	1.8%
Small FR Box	\$ 8.30	\$ 8.45	\$ 0.15	1.8%
Medium FR Box	\$ 15.05	\$ 15.50	\$ 0.45	3.0%
Large FR Box	\$ 21.10	\$ 21.90	\$ 0.80	3.8%
APO/FPO/DPO				
Large Flat Rate Box	\$ 19.60	\$ 20.40	\$ 0.80	4.1%
Up to 1 Lb (Zone 1 & 2)	\$ 7.50	\$ 7.70	\$ 0.20	2.7%

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Shipping Services: Priority Mail Commercial Base

Type	Current Rates	New Rates	Per Piece Change	% Change
Flat Rate Envelope	\$ 7.15	\$ 7.40	\$ 0.25	3.5%
Legal FR Envelope	\$ 7.45	\$ 7.70	\$ 0.25	3.4%
Padded FR Envelope	\$ 7.75	\$ 8.00	\$ 0.25	3.2%
Small FR Box	\$ 7.65	\$ 7.90	\$ 0.25	3.3%
Medium FR Box	\$ 13.20	\$ 13.75	\$ 0.55	4.2%
Large FR Box	\$ 18.30	\$ 19.30	\$ 1.00	5.5%
APO/FPO/DPO				
Large Flat Rate Box	\$ 16.80	\$ 17.80	\$ 1.00	6.0%
Up to 1 Lb (Zone 1 & 2)	\$ 7.02	\$ 7.16	\$ 0.14	2.0%

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Market Dominant

- First-Class Mail
- USPS Marketing Mail
- Periodicals
- Package Services
- Extra Services

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Market Dominant: First Class Mail Retail

Type	Current Rates	New Rates	Per Piece Change	% Change
Retail Single Piece	\$ 0.55	\$ 0.55	\$ -	0.0%
Two Ounce	\$ 0.70	\$ 0.75	\$ 0.05	7.1%
Flats - One Ounce	\$ 1.00	\$ 1.00	\$ -	0.0%
Postcards	\$ 0.35	\$ 0.36	\$ 0.01	2.9%

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Market Dominant: First Class Mail Commercial

Type	Current Rates	New Rates	Per Piece Change	% Change
Retail Single Piece	\$ 0.550	\$ 0.550	\$ -	0.0%
Metered Single Piece	\$ 0.500	\$ 0.510	\$ 0.010	2.0%
Mixed AADC LTR	\$ 0.439	\$ 0.450	\$ 0.011	2.5%
AADC LTR	\$ 0.419	\$ 0.428	\$ 0.009	2.1%
5-Digit LTR	\$ 0.389	\$ 0.398	\$ 0.009	2.3%
Mixed AADC Flat	\$ 0.736	\$ 0.794	\$ 0.058	7.9%
3-Digit Flat	\$ 0.597	\$ 0.638	\$ 0.041	6.9%
5-Digit Flat	\$ 0.450	\$ 0.480	\$ 0.030	6.7%

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Market Dominant: USPS Marketing Mail Commercial Letters

Type	Current Rates	New Rates	Per Piece Change	% Change
Mixed AADC Origin	\$ 0.287	\$ 0.291	\$ 0.004	1.4%
5-Digit Origin	\$ 0.251	\$ 0.256	\$ 0.005	2.0%
5-Digit DNDC	\$ 0.227	\$ 0.234	\$ 0.007	3.1%
5-Digit DSCF	\$ 0.220	\$ 0.228	\$ 0.008	3.6%
HD DSCF	\$ 0.172	\$ 0.184	\$ 0.012	7.0%
Saturation Origin	\$ 0.186	\$ 0.190	\$ 0.004	2.2%
Saturation DNDC	\$ 0.164	\$ 0.170	\$ 0.006	3.7%
Saturation DSCF	\$ 0.158	\$ 0.165	\$ 0.007	4.4%

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Market Dominant: Periodicals

- Outside County – 1.47% increase
- Inside County – 1.20% increase
- Smaller, low volume, lightweight pubs may see larger average increase
- Larger circulation publications will see increases ranging from 0.4% to 6%

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Market Dominant: Extra Services

- Average increase of 1.46%
- PO Boxes – 0.89%
- Certified Mail – 1.41%
- Return Receipt – 0.91%
- Address Correction Service – 2.29%
- Certificate of Mailing – 2.76%

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Seamless Acceptance

- Existing incentive discounts for Full-Service IMb
 - First-Class Mail and USPS Marketing Mail - \$0.003 per piece
 - BPM Flats and Periodicals - \$0.001 per piece
- Additional incentive for Seamless Acceptance - \$0.001 per piece
 - Incentive is based on Mailer's Customer Registration ID (CRID)
- Can be combined with Full-Service Incentive
 - First-Class Mail and USPS Marketing Mail - \$0.004 per piece (max)
 - BPM Flats and Periodicals - \$0.002 per piece (max)

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Postage Statements

- First-Class Mail and First-Class Package Service (PS Form 3600-FCM)
- Priority Mail (PS Form 3600-PM)
- USPS Marketing Mail—Easy Nonautomation Letters/Flats (PS Form 3602-EZ)
- Nonprofit USPS Marketing Mail (PS Form 3602-N)
- Nonprofit USPS Marketing Mail—Easy Nonautomation Letters or Flats (PS Form 3602-NZ)
- USPS Marketing Mail (PS Form 3602-R)
- Package Services (PS Form 3605-R)
- Periodicals (PS Form 3541)
- International Mail (PS Form 3700)

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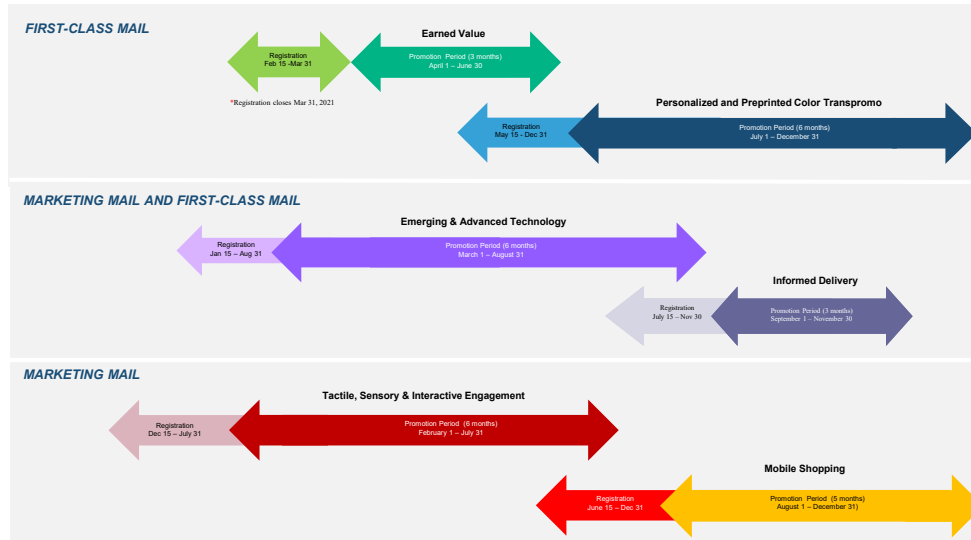
USPS Promotions

- Tactile, Sensory and Interactive Mailpiece Engagement Promotion
- Emerging and Advanced Technology Promotion
- Earned Value Reply Mail Promotion
- Personalized Color Transpromo Promotion
- Mobile Shopping Promotion
- Informed Delivery Promotion

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USPS Promotions

JAN - FEB - MAR APRIL - MAY - JUNE JUL - AUG - SEP OCT - NOV - DEC



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PRC Order 5763

- Issued 11/30/20; Published 12/15/2020
- 3 separate filings with Appeals Court
- Potential changes for additional rate authority & increases based on:
 - Density / Retirement
 - Non-compensatory products & classes
- USPS filed mandatory calculations 12/31/20

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Implementation Checklist

Complete as soon as possible:

- Announcement to customers (internal/external)
 - Explanation on impact to business
 - Plan to mitigate rate increase
- Meet with local postal representatives
- Meet with meter/software vendors
 - Dates for update release
 - Testing plans
- Meet with mail center employees
 - Provide training on new rates and forms
 - Review schedule for updates and transition



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Implementation Checklist

Complete end-of-day, January 22 or 23, 2021

Upload updates for meters and software

- Test all updates
- Post reminders of new rates
- Replace all printed/electronic forms

Complete on January 24 and 25, 2021:

- Announcement to customers (internal/external)
- Meet with mail center employees
- Test meters and forms
- Implement quality checks throughout day
- Have manager/supervisor accompany mail to USPS



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USPS Resources

- Postal Explorer (pe.usps.com)
- PostalPro (postalpro.usps.com) *Industry Alerts
- Federal Register notices
- DMM Advisory(dmmadvisory@usps.com)
- PCC Insider (pccinsider@usps.com)
- [PCC Voice](#) on LinkedIn

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Success: Today & Tomorrow

- Know Your Mail
 - Content
 - Characteristics
 - Categories and quantity
- Continuous review
 - Weekly
 - Monthly
 - Quarterly
- USPS – Use your local resources



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Questions?

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