



# HOTLINE

December 2012

VOLUME 19, ISSUE 4

Wednesday, January 16<sup>th</sup>, 2013

10:00 a.m. to 1:00 p.m.

## Postage rates are increasing in January!

**Learn more about the new rates, and other helpful topics such as promotions, mobile barcodes, and information on the Intelligent Mail Barcode.**

**Please join us for this informative meeting!**

Further details below:

**New Postal Rates and Services:** On January 27<sup>th</sup>, new rates will be in effect for first class letters and post cards. Several new shipping services products will be available as well. Lori Luginbill of the USPS will be presenting on these topics and more.

**Intelligent Mail Barcode:** As of January 28<sup>th</sup>, the Postnet Barcode will no longer be valid to qualify for reduced rate postage. Attend this meeting for information on this change, as well as discussion of the difference between Basic and Full Service IMB, the components of the IMB and how to create reply materials with IMB. David Banowetz of Postal Presort will be presenting.

Join the Wichita PCC and your fellow mail professionals to learn more about these topics and enjoy networking opportunities. - Don't get left behind. **Space is limited! Sign up now!**

<b>Schedule:</b>	10:00	Registration
	10:30	Program
	12:00	Lunch
	1:00	Close

**Location:** Corporate Caterers, Comotara Banquet Hall, 2949 N Rock Rd, Suite 100

**Cost:** \$20.00, including lunch

**For Reservations,** call or email Tim Norman, [timothy.j.norman@usps.gov](mailto:timothy.j.norman@usps.gov), 946-4528, or Kelli Cunningham, [kelli.j.cunningham@usps.gov](mailto:kelli.j.cunningham@usps.gov), 946-4699.

Visit [www.pccwichita.com](http://www.pccwichita.com) for more information

**\*\*\*NEWS UPDATES\*\*\***

The Wichita Postal Customer Council newsletter, PCC Hotline, is published by the Wichita Postal Customer Council for all members of the Council and other business mailers in the Wichita area.

**Evelyn Tan-Todd**  
Postal Co-Chair

**David Banowetz**  
Industry Co-Chair

All members are invited to submit news for the PCC Hotline. Items should be sent to:

**Jeremy Biltz**  
jbiltz@sedgwick.gov  
[www.pccwichita.com](http://www.pccwichita.com)

Printing donated by Postal Presort, Inc.

**Revised Guide to Move Update**

The Move Update standard can reduce the number of mailpieces in a commercial mailing that require forwarding, returning or are recycled. With the standard, USPS periodically matches a mailer's address records with change-of-address orders it maintains.

The revised *Guide to Move Update* is now posted on [RIBBS](#) under "Important Links." Revisions include new subsections:

- Overview of the Change of Address Process
- What is a Postage Adjustment Factor (PAF)? Why is It Required?
- Non-US Mailers and NCOA
- NCOA MPE

The Quick Start Guide has been rewritten to emulate the [DMM Quick Service Guide](#). Also, the Move Update Questions and Answers section has been revised and clarified.

The *Domestic Mail Manual* (DMM) is available on *Postal Explorer* ([pe.usps.com](http://pe.usps.com)). To subscribe to DMM advisories, send an e-mail to [dmmadvisory@usps.com](mailto:dmmadvisory@usps.com) and indicate subscribe in the subject line.

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**ON THE MOVE**

The National Customer Support Center (NCSC) has moved. As of Dec. 1, the new address for the NCSC is:

NATIONAL CUSTOMER SUPPORT CENTER  
UNITED STATES POSTAL SERVICE  
225 N HUMPHREYS BLVD STE 501  
MEMPHIS TN 38188-1001

Telephone numbers for all NCSC personnel and program groups will remain the same. The NCSC works closely with mailers, vendors and postal groups to improve address quality across the mailing industry.

## **Balance Achieved**

In January, updated mailing standards for folded self-mailers will go into effect. The revised standards are a balanced response to design innovation in the marketplace and efficient processing for letter-size automation price mailpieces.

The Postal Service also has developed a quick reference guide that provides an overview of requirements and graphic illustrations for the primary self-mailer formats and optional creative elements. Local Business Mail Entry employees and mailpiece design analysts also can answer questions about the revised requirements. Key revisions include:

- The final fold must be on bottom. For oblong pieces, the final fold is on the lead edge.
- When using tabs as the sealing method, a minimum of two are required. Tab size may vary, based on design. Tabs cannot be placed on the bottom edge of oblong style pieces.
- New provisions for using glue as a sealing method have been adopted.
- New language also has been developed to account for a variety of optional creative elements (attachments, loose enclosures, perforations, die-cuts, etc.) that may be part of the design.

The revised standards allow for more innovation and creativity. The requirements also take into account USPS automation to reduce the chances of mailpiece damage.

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## **New First Class Pricing**

Highlights of the new single-piece First-Class Mail pricing, effective Jan. 27, 2013 include:

- Letters (1oz.) — 1-cent increase to 46 cents
- Letters additional ounces — unchanged at 20 cents
- Letters to all international destinations (1oz.) — \$1.10
- Postcards — 1-cent increase to 33 cents

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## **Shipping Services**

Several new Shipping Services products will be available in January. Free tracking will be offered to all competitive packages, including retail Priority Mail and Parcel Post (recently renamed Standard Post). Also new, customers shipping Critical Mail letters and flats will now have the option of receiving a signature upon delivery as part of the service offering.

A large variety of flat-rate boxes and envelopes for Express Mail and Priority Mail, including the padded and legal-sized flat rate envelopes will continue to be offered by the Postal Service. New domestic retail pricing for Priority Mail Flat Rate products include:

- Small box — \$5.80
- Medium box — \$12.35
- Large box — \$16.85
- Large APO/FPO box — \$14.85
- Regular envelope — \$5.60
- Legal envelope — \$5.75
- Padded envelope — \$5.95



FIRST-CLASS MAIL  
POSTAGE & FEES  
PAID  
USPS  
PERMIT NO. G-10

PO Box 9111

Wichita KS 67277-0111

**National Postal Forum**

Did you miss the 2012 National Postal Forum in Orlando last April? Well don't worry, the next one is right around the corner. The 2013 National Postal Forum will be held in San Francisco, CA from March 17-20. The National Postal Forum is the premier educational event/experience and tradeshow available to mail professionals today. If your business or profession has anything to do with using mail, or any of the products and services available through the United States Postal Service... then this is the place you need to be as an exhibitor or attendee! For more information, visit [www.npf.org](http://www.npf.org).

Please make your reservations for the January 16<sup>th</sup> meeting with Tim or Kelli (see page 1)  
or send to:  
*WPCC, PO Box 9111, Wichita KS 67277-0111*

**PCC General Meeting on January 16<sup>th</sup>, 2013**  
At Corporate Caterers, Comotara Banquet Hall, 2949 N Rock Rd, Suite 100

Names \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Company: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone #: \_\_\_\_\_

Number Attending: \_\_\_\_\_ @ \$20.00 = \$ \_\_\_\_\_