

The
Johnson & Quin
Direct Mailer's
Deskside
Companion

RATES, Weights, & UPDATES & More

USPS 2025 Postage Rates

Effective July 14, 2024

USPS Marketing Mail (Standard) - Commercial Letters

3.5 oz or less

Entry Point	Carrier Route ₁				Automation ₁		
	Saturation	High Density Plus	High Density	Basic Carrier Route	5-Digit	AADC	Mixed AADC
None	0.237	0.264	0.338	0.610	0.345	0.380	0.402
DNDC	0.213	0.240	0.314	0.586	0.321	0.356	0.378
DSCF	0.210	0.237	0.311	0.583	0.318	0.353	-

1. Subtract \$0.005 for each letter that complies with the full-service Intelligent Mail option requirements.
2. Subtract an additional \$0.003 for mail that complies with SCF Containerization requirements.

First-Class Mail - Commercial Letters and Postcards

Weight Not Over (ounces)	Automation ₁			Nonautomation Machinable		Residual
	5-Digit	AADC	Mixed AADC	AADC	Mixed AADC	From Auto or Presort Mailings
1	0.545	0.593	0.622	0.596	0.636	0.730
2	0.545	0.593	0.622	0.596	0.636	0.730
3	0.545	0.593	0.622	0.596	0.636	0.730
3.5	0.545	0.593	0.622	0.596	0.636	0.730
Postcard	0.384	0.406	0.419	-	-	-

1. Subtract \$0.005 for each automation letter/card that complies with the full-service Intelligent Mail option requirements.

USPS Marketing Mail (Standard) - Nonprofit Letters

3.5 oz or less

Entry Point	Carrier Route ₁				Automation ₁		
	Saturation	High Density Plus	High Density	Basic Carrier Route	5-Digit	AADC	Mixed AADC
None	0.148	0.168	0.171	0.443	0.173	0.208	0.230
DNDC	0.124	0.144	0.147	0.419	0.149	0.184	0.206
DSCF	0.121	0.141	0.144	0.416	0.146	0.181	-

1. Subtract \$0.005 for each letter that complies with the full-service Intelligent Mail option requirements.
2. Subtract an additional \$0.003 for mail that complies with SCF Containerization requirements.

USPS Marketing Mail (Standard) - Flats

4 oz or less

Entry Point	Carrier Route ₁				Automation ₁			
	Saturation	High Density Plus	High Density	Basic Carrier Route	5-Digit	3-Digit	AADC	Mixed AADC
None	0.299	0.342	0.419	0.502	0.687	0.864	0.971	1.041
DNDC	0.233	0.276	0.353	0.436	0.621	0.798	0.905	0.975
DSCF	0.229	0.272	0.349	0.432	0.617	0.794	0.901	-

1. Subtract \$0.005 for each letter that complies with the full-service Intelligent Mail option requirements.
2. Subtract an additional \$0.003 for mail that complies with SCF Containerization requirements.

Taming the Fractious Fraction

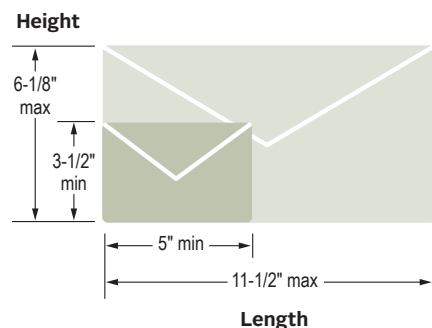
Decimal Equivalents for Quick Calculating

1/64	=	.015625
1/32	—	= .03125
3/64	=	.046875
1/16	—	= .0625
5/64	=	.078125
3/32	—	= .09375
7/64	=	.109375
1/8	—	= .125
9/64	=	.140625
5/32	—	= .15625
11/64	=	.171875
3/16	—	= .1875
13/64	=	.203125
7/32	—	= .21875
15/64	=	.234375
1/4	—	= .25
17/64	=	.265625
9/32	—	= .28125
19/64	=	.296875
5/16	—	= .3125
21/64	=	.328125
11/32	—	= .34375
23/64	=	.359375
3/8	—	= .375
25/64	=	.390625
13/32	—	= .40625
27/64	=	.421875
7/16	—	= .4375
29/64	=	.453125
15/32	—	= .46875
31/64	=	.484375
1/2	—	= .50
33/64	=	.515625
17/32	—	= .53125

It's a...

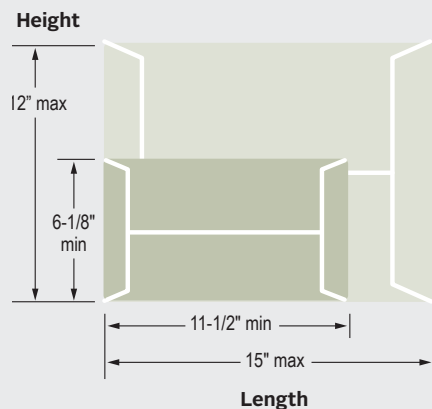
If...

Letter



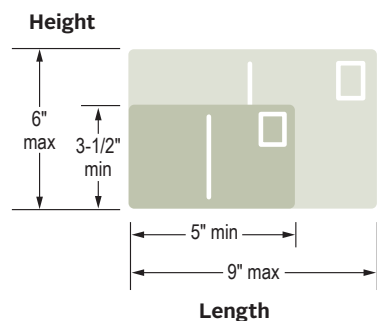
- ▶ It is at least 3 1/2" tall and 5" long.
- ▶ It is no more than 6 1/8" tall and 11 1/2" long.
- ▶ Its thickness is at least .007" but not more than 1/4" thick.
- ▶ Its length divided by its height (aspect ratio) falls between 1.3 and 2.5.
- ▶ Its address is parallel to its length.

Flat



- ▶ It is more than 6 1/8" high, 11 1/2" long or 1/4" thick.
- ▶ It does not exceed 12" high, 15" long or 3/4" thick. Usually pieces that exceed these dimensions will be considered machinable or irregular parcels.
- ▶ Its aspect ratio falls outside of acceptable letter ratios.

Card



- ▶ It is at least 3 1/2" tall and 5" long.
- ▶ It is no more than 6" tall and 9" long.
- ▶ It is a single thickness at least .007" thick and no more than .016" thick.
- ▶ It has an aspect ratio of between 1.3 and 2.5.
- ▶ Double cards may qualify for the card rate if one panel is a business reply or courtesy reply card. Seal with tabs or spot glue. Staples will disqualify for automation discounts.

Postal Optimization

Mailers are continually impacted by increases in postal costs. That's why it's critical to choose a provider with detailed knowledge of postal rates, presorting, and postal optimization methods. J&Q has provided companies with significant postage savings compared to previous service providers with our customized Hybrid Solution. Our postal experts optimize each mail file and use a combination of drop shipping and commingling to achieve the lowest postage and freight rates, while meeting in-home dates. In addition, high-speed color inkjet presses produce the mail allowing multiple versions to be combined in one production and postal processing run to lower costs.

NDC/SCF Destination Entry

Mail is delivered directly to the NDC's and SCF's to significantly reduce postal costs while achieving a customized in-home delivery window. The postal experts at J&Q will analyze your mail file to maximize postal discounts and savings. J&Q strives to achieve at least 90% SCF entry and 97% 5-Digit qualification for all Marketing Mail. This translates into less USPS handling and quicker in-home.

Commingling

This method combines individual mail pieces from multiple clients to get lower First-Class and Marketing Mail rates. J&Q's Hybrid Solution combines commingling with drop shipping to achieve the lowest overall postage rates for small to high volume mail programs. J&Q works closely with our commingling partner who processes the mail 5 days a week to ensure transit times do not exceed traditional Drop Ship schedules.

Intelligent Mail® Barcode Tracking & Reporting

Using the Full Service IMb, J&Q tracks the movement of mail and provides accurate in-home delivery reports. Our on-line platform provides numerous reports by first scan, last scan and delivery date, as well as drillable reports from a national view to a single piece. It also provides summary and detail reports for Informed Delivery campaigns.

35/64	= .546875
9/16	_____ = .5625
37/64	= .578125
19/32	_____ = .59375
39/64	= .609375
5/8	_____ = .625
41/64	= .640625
21/32	_____ = .65625
43/64	= .671875
11/16	_____ = .6875
45/64	= .703125
23/32	_____ = .71875
47/64	= .734375
3/4	_____ = .75
49/64	= .765625
25/32	_____ = .78125
51/64	= .796875
13/16	_____ = .8125
53/64	= .828125
27/32	_____ = .84375
55/64	= .859375
7/8	_____ = .875
57/64	= .890625
29/32	_____ = .90625
59/64	= .921875
15/16	_____ = .9375
61/64	= .953125
31/32	_____ = .96875
63/64	= .984375
1	_____ = 1.0000



Johnson & Quin, Inc.

7460 N. Lehigh Avenue
Niles, IL 60714-4099

Phone: 847.588.4800

Email: jqinfo@j-quin.com

Website: www.j-quin.com

Intelligent Mail® Barcode Placement Checklist

When barcode is included with address block, it must be in one of these positions:

- ▶ Above the address line containing the recipient's name
- ▶ Below the city, state, and ZIP code line
- ▶ Above or below the keyline information
- ▶ Above or below the optional endorsement line

Barcode position when included with address block:

- ▶ Right bar – at least ½" from right edge of the mail piece
- ▶ Left bar – less than 10 ½" from right edge, and at least ½" from left edge

- ▶ Top of each bar – less than 4" from bottom edge of mail piece
- ▶ Bottom line in address block including barcode – at least 5/8" from bottom edge of the mail piece

Clearance between barcode and address:

- ▶ .028" is the minimum clearance between the IMb and any line above or below the address block
- ▶ 5/8" is the maximum amount of space between the barcode and the top or bottom line of the address block

Envelope window placement:

- ▶ 1/8" (.125") is the minimum clearance between the left and right bars and any printing or window edge

- ▶ 1/28" is the minimum clearance between Intelligent Mail barcode and top and bottom edges of window

Tap-test the envelope and its contents to check for right, left and vertical movement in the window. Barcode clearances must be maintained no matter how much the addressing piece shifts within the envelope.

If the envelope window is covered or patched, does the covering meet the minimum USPS reflectance standards?



Johnson & Quin, Inc.
7460 N. Lehigh Avenue
Niles, IL 60714-4099

PHONE
847.588.4800

EMAIL
jqinfo@j-quin.com

WEBSITE
www.j-quin.com



Johnson & Quin is a full-service provider of direct mail production services and integrated marketing solutions. Through careful analysis, we can help you determine which postal solutions best fit your requirements, ensuring your mailings receive the lowest total postage costs including postage, fees and freight as well as timely in-home delivery.

For more information visit www.j-quin.com.