

# WNY PCC NEWSLETTER

December 2018



Greater Rochester PCC



# Holiday marketing

USPS promotes direct mail options

Dec. 3 at 10:34 a.m.



*USPS wants business customers to use direct mail during the holidays.*

The Postal Service is encouraging business customers to use direct mail during the holidays.

Customers can find a local printer or use the USPS Affiliates Program to access a network of external direct mail marketing experts who can offer advice on how to use [Every Door Direct Mail](#) and other mail products to create effective holiday-themed marketing campaigns.

Direct marketing experts can also design eye-catching postcards, reply cards, greeting cards, newsletters, customized stamps and more



## Mark your Calendars:

Tuesday December 11<sup>th</sup> at 6PM. Cost: \$35.00. Dinner and Drawings!



Holiday Gathering at Curly's Grill 647 Ridge Road Lackawanna NY 14218.

A little business mixed with holiday cheer!  
We will be collecting scarves, hats, and gloves to donate to those less fortunate.

[Register Today!](#)

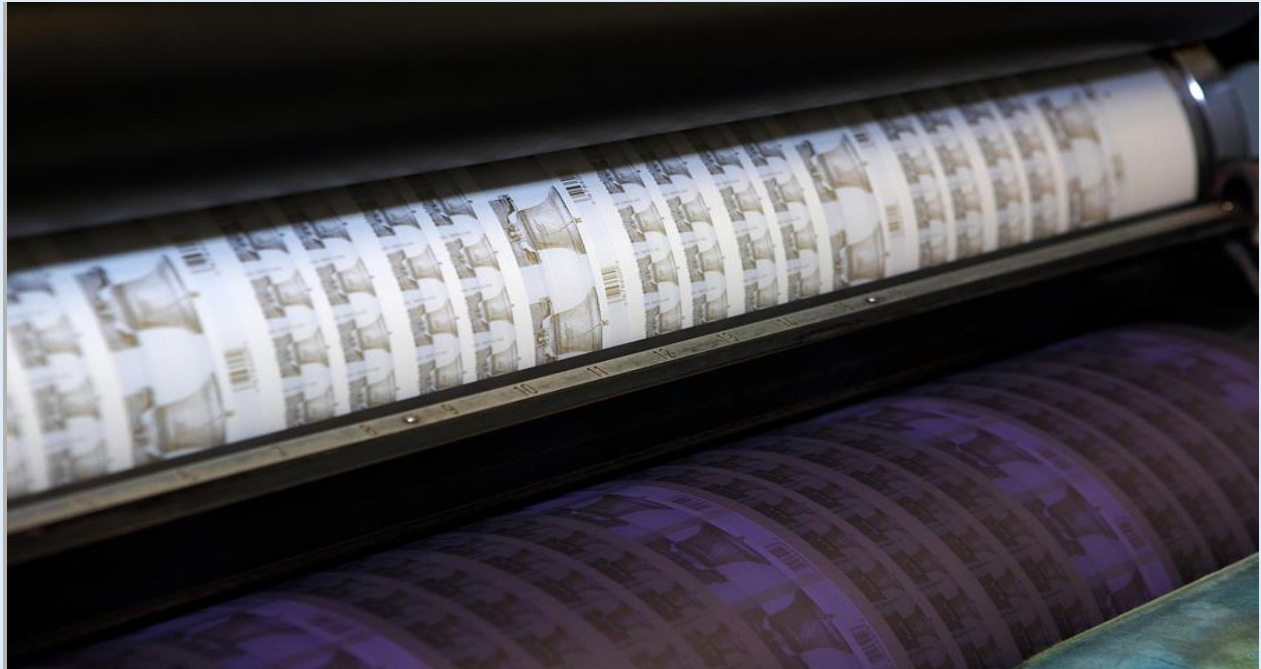




# New prices

Changes to take effect Jan. 27

Nov. 15 at 1:36 p.m.



*Regulators have approved the Postal Service's proposed price changes for 2019, including a 5-cent increase in the price of a First-Class Mail Forever stamp.*

The Postal Regulatory Commission (PRC) has approved the price changes that [USPS proposed in October](#).

The changes will raise Mailing Services product prices approximately 2.5 percent. Shipping Services price increases vary by product. For example, Priority Mail Express prices will increase 3.9 percent, while Priority Mail prices will increase 5.9 percent.

Here are the current and new prices, which will take effect Jan. 27:

- First-Class Mail single-piece letters (1 ounce): 50 cents (current), 55 cents (new)
- First-Class Mail letters (additional ounces): 21 cents (current), 15 cents (new)
- First-Class Mail letters (metered 1 ounce): 47 cents (current), 50 cents (new)
- First-Class Mail outbound international letters (1 ounce): \$1.15 (no change from current price)
- First-Class Mail domestic postcard stamps: 35 cents (no change from current price)
- Priority Mail small flat-rate box: \$7.20 (current), \$7.90 (new)
- Priority Mail medium flat-rate box: \$13.65 (current), \$14.35 (new)
- Priority Mail large flat-rate box: \$18.90 (current), \$19.95 (new)
- Priority Mail Army/Air Post Office and Fleet Post Office large flat-rate box: \$17.40 (current), \$18.45 (new)
- Priority Mail regular flat-rate envelope: \$6.70 (current), \$7.35 (new)
- Priority Mail legal flat-rate envelope: \$7 (current), \$7.65 (new)
- Priority Mail padded flat-rate envelope: \$7.25 (current), \$8 (new)

# 2019 Mailing Promotions

On November 13, 2018, the Postal Regulatory Commission issued Order No. 4875 approving the six proposed USPS Mailing Promotions for calendar year 2019 which are listed below.

The Promotions are offered to encourage mailers to try new things and continue utilizing mail as part of their multi-channel marketing mix. They are designed to help marketers engage their customers and increase ROI by using techniques like dynamic color print, mobile and barcode technologies. Promotions allow for an array of new technologies such as digital assistants and chatbots, as well as traditional mail techniques and leveraging new print production capabilities. The 2019 Promotions provide multiple opportunities to participate. Program requirements and other pertinent information are available on PostalPro at <https://postalpro.usps.com/promotions>.

## **Tactile, Sensory and Interactive Mailpiece Engagement Promotion**

Registration Period: December 15, 2018 – July 31, 2019

Promotion Period: February 1, 2019 – July 31, 2019

*Eligible: USPS Marketing Mail® letters and flats*

## **Emerging and Advanced Technology Promotion**

Registration Period: January 15, 2019 – August 31, 2019

Promotion Period: March 1, 2019 – August 31, 2019

*Eligible: First-Class Mail® & USPS Marketing Mail®*

## **Earned Value Reply Mail Promotion**

Registration Period: February 15, 2019 – March 31, 2019

Promotion Period: April 1, 2019 – June 30, 2019

*Eligible: BRM, CRM, and Share Mail*

## **Personalized Color Transpromo Promotion**

Registration Period: May 15, 2019 – December 31, 2019

Promotion Period: July 1, 2019 – December 31, 2019

*Eligible: First-Class Mail® (excludes all FCM single-piece-price mail)*

## **Mobile Shopping Promotion**

Registration Period: June 15, 2019 – December 31, 2019

Promotion Period: August 1, 2019 – December 31, 2019

*Eligible: USPS Marketing Mail® letters and flats*

## **Informed Delivery Promotion**

Registration Period: July 15, 2019 – November 30, 2019

Promotion Period: September 1, 2019 – November 30, 2019

*Eligible: First-Class Mail® & USPS Marketing Mail® letters and flats*

## National Postal Forum (NPF) 2019

We live in a high-tech world. The NPF is the ideal way to stay in sync with all the advances and trends that affect the rapidly progressing and changing mailing and shipping industry.

The NPF is the premier mailing and shipping conference that works directly with the US Postal Service to provide the most comprehensive educational and networking platform for meeting the needs of the industry. Offering 130+ educational workshops, providing US Postal Service Officer-led sessions and being the largest mailing and shipping industry trade show, the NPF is the ideal opportunity for the industry professional to learn, collaborate and grow their business.

This is also the only event that brings together all senior level US Postal Service executives, leaders of the mailing and shipping industry, as well as major industry supplier and shipping partners. You can't afford to miss this opportunity.

For information please visit [NPF.org](http://NPF.org).

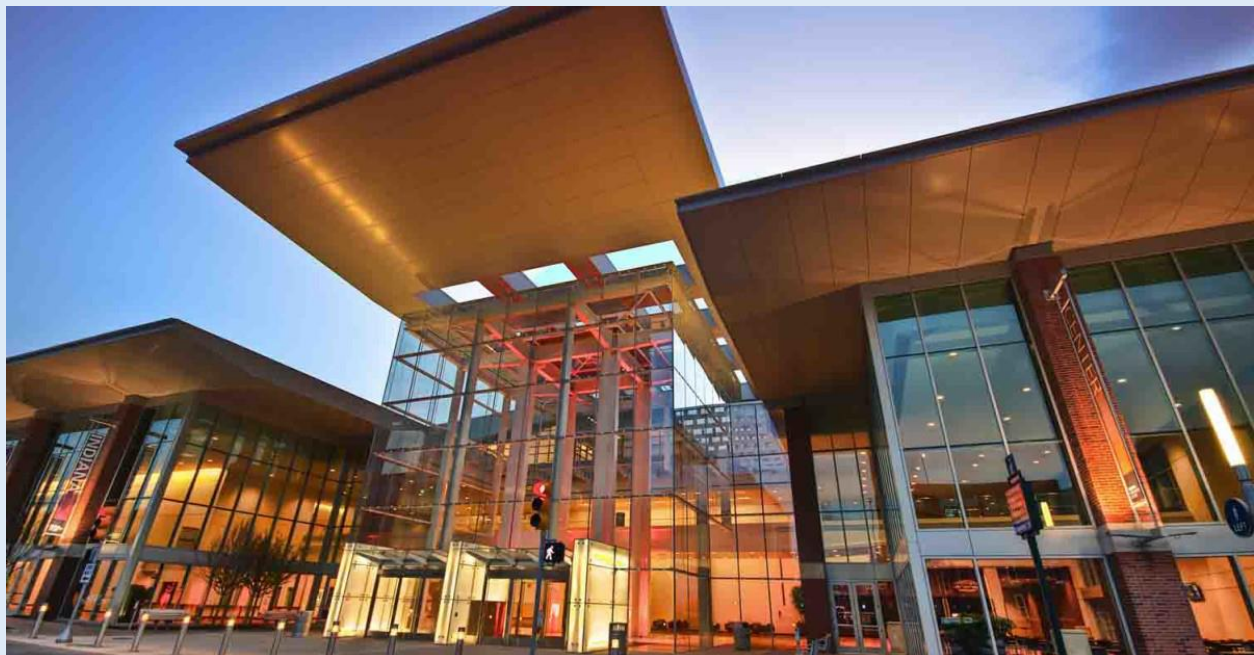
We hope to see you at:

**The Indianapolis Convention Center**

100 South Capitol Avenue

Indianapolis, IN 46225

**From: Sunday, May 5 to Wednesday, May 8, 2019**



## Contact Information

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## Online Resources

**Business Customer Gateway**  
<https://gateway.usps.com/eAdmin/view/signin>

**Zip Code**  
<https://tools.usps.com/go/ZipLookupAction!input.action?mode=0&refresh=true>

**Quick Service Guides**  
<http://pe.usps.gov/text/gsg300/q000.htm>

**Mail Service Updates**  
<http://about.usps.com/news/service-alerts/welcome.htm>

**PostalPro**  
<https://postalpro.usps.com/>

**National Customer Support Center**  
**1-800-238-3150**

Article suggestions or ideas for upcoming newsletters please email either PCC.