

**USPS MARKETING MAIL (STANDARD)**

Commercial Rates (\$)

**LETTERS**

3.5 oz or less	AUTOMATION				CARRIER ROUTE			
Entry Point	5-Digit	3-Digit	AADC	Mixed AADC	Saturation	High Density Plus	High Density	Basic
Local, Per Piece	0.345	–	0.380	0.402	0.237	0.264	0.338	0.610
DNDC	0.321	–	0.356	0.378	0.213	0.240	0.314	0.586
DSCF	0.318	–	0.353	–	0.210	0.237	0.311	0.583

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**FLATS**

4 oz or less	AUTOMATION				NON-AUTOMATION			
Entry Point	5-Digit	3-Digit	ADC	Mixed ADC	5-Digit	3-Digit	ADC	Mixed ADC
Local, Per Piece	0.687	0.864	0.971	1.041	0.770	0.917	0.981	1.072
DNDC	0.621	0.798	0.905	0.975	0.704	0.851	0.915	1.006
DSCF	0.617	0.794	0.901	–	0.700	0.847	0.911	–

**More than 4 oz** (Pound price only applies to weight exceeding 4 ounces)

Local, Per lb	1.234	1.234	1.234	1.234	1.234	1.234	1.234	1.234
DNDC, Per lb	0.786	0.786	0.786	0.786	0.786	0.786	0.786	0.786
DSCF, Per lb	0.756	0.756	0.756	–	0.756	0.756	0.756	–

**USPS MARKETING MAIL (STANDARD)**

Nonprofit Rates (\$)

**LETTERS & POSTCARDS**

3.5 oz or less	AUTOMATION				CARRIER ROUTE			
Entry Point	5-Digit	3-Digit	AADC	Mixed AADC	Saturation	High Density Plus	High Density	Basic
Local, Per Piece	0.173	–	0.208	0.230	0.148	0.168	0.171	0.443
DNDC	0.149	–	0.184	0.206	0.124	0.144	0.147	0.419
DSCF	0.146	–	0.181	–	0.121	0.141	0.144	0.416

**FIRST-CLASS MAIL**

Commercial & Retail Rates (\$)

1 oz or less	AUTOMATION				NON-AUTOMATION MACHINABLE		RETAIL	
	5-Digit	3-Digit	AADC	Mixed AADC	AADC	Mixed AADC	Single Piece (1 oz or less)	Each Additional oz
LETTERS (up to 3.5 oz)	0.545	–	0.593	0.622	0.596	0.636	0.73	0.28
FLATS	0.874	1.132	1.212	1.355	–	–	1.50	0.27 (up to 4 oz)
POSTCARDS	0.384	–	0.406	0.419	–	–	0.56	–

U.S. POSTAL RATES EFFECTIVE:

**7/14/24**



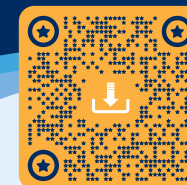
**POLARIS**  
DIRECT<sup>SM</sup>

**Get a FREE Postal Analysis!**

 [PolarisDirect.net](https://PolarisDirect.net)

 **603.626.5800**

 [info@polarisdirect.net](mailto:info@polarisdirect.net)



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# Looking to Achieve a Higher Response? Add Retargeting Mail to Your Marketing Mix!

When Retargeting Mail is added to a multi-channel campaign, marketers can expect up to a **20% lift in conversion rates**<sup>1</sup>. So, how can you add this extra touchpoint to your next campaign?

**Polaris Direct can help.** We offer a solution called **PostalLink** that seamlessly integrates technology with direct mail. When you add this layer to your campaign, you'll get:

- ★ Digital Retargeting Ads on Meta and Google
- ★ SocialMatch — Targeting Mail List Records with Meta Ads
- ★ LEADMatch — A List of Web Visitors' Physical Addresses
- ★ Mail Tracking and Informed Delivery
- ★ Call and Text Tracking

***These warm leads can be retargeted with a follow-up postcard.***

<sup>1</sup> USPSdelivers.com

## PLUS, SAVE 5% ON RETARGETING MAIL POSTAGE!

The 2024 USPS Retargeting Promotion offers 5% off postage for all Retargeting Mail sent from September 1 through November 30.

## Ready to Start Retargeting? Reach Out:

📞 603.626.5800

🖱️ [PolarisDirect.net](https://www.PolarisDirect.net)

