

Mailing classifications

There are two primary types of mailing available to consumers: **First Class** and **Standard**. We will break down these into more detail so you will understand the options and costs as well as being able to make an informed decision regarding the timing of mail delivery.

1. First Class: *(be sure to review the 1st class map)*

If you are concerned about time sensitivity or are late in scheduling – this may be the option for you. You must mail a minimum of 500 if wanting to mail First Class. Normal USPS estimated delivery time from our southeastern location is usually between 1-3 days nationally, with the west coast area being closer to 3-5 days. First class delivery is very consistent throughout the year, but may be delayed some during the peak mailing seasons such as Mother's day, Thanksgiving or Christmas. Mailing First Class automatically includes the forwarding or return of the mail if the recipient has moved. Sending something using First Class postage will fall into one of the 3 rate tiers listed below. *(postcards up to 4 x 6 must be mailed First Class, oversized postcards (those larger than 4 x 6) can be mailed either First Class or Standard. Letter size can also be mailed either way. (We will mail at the lowest possible rate that your mail piece qualifies for)*

- A. Automation rates:
 - Minimum quantity is 500
 - Meet the automation requirements of the USPS (bar coding etc...we take care of this)
 - Most cost effective way to mail in this class
- B. Non-Automation rates:
 - Minimum quantity is 500
 - Automation not possible (no bar code etc...)
 - Will add addition cost
- C. Full First Class rate:
 - No minimum
 - Adds substantial cost

2. Standard Class *(be sure to review the Standard rate map)*

USPS Standard rate (Bulk Mail) is a more cost effective way to mail, however it will have a longer delivery time. Normal USPS estimated delivery time from our southeast location is 4-6 days, but west coast can be up to 10 days. Standard mail is moderately consistent throughout the year, but will take longer during the peak mailing seasons such as Mother's day, Thanksgiving and Christmas. Standard mail will not be forwarded, nor returned for non delivery. You can mail any oversized post card (one larger than 4 x 6), a letter size or Self Tabbed mailer using Standard class postage and will fall into one of the 2 rate tiers listed below. *(we will mail at the lowest possible rate your mail piece qualifies for)*

- A. Automation Rates:
 - Minimum quantity is 200
 - Meets the automation requirements of the USPS (bar coding etc...we take care of this)
 - This is the most economical way for any class postage rate
- B. Non-Automation rates:
 - Minimum quantity is 200
 - No automation discounts – cost will be based on the qualification of the piece.
 - Adds additional cost, but still not as much as full First Class.