

Saturation Mail Incentive Program

What is Standard Mail® Saturation Mail Volume Incentive Program?

The volume incentive program is open to all current Standard Mail® Saturation Mail mailers that meet U.S. Postal Service eligibility. The program offers per-piece credit to qualified mailers in two saturation mail volume incentive categories:

Total Market – Mailers demonstrate increased volume of Saturation mail letters and flats over the base year for their total market.

Market Specific – Mailers demonstrate increased volume, over the base year, of Saturation Enhanced Carrier Route mail destinating in specific USPS Sectional Center Facility(ies) (SCF). Mailers select in which SCF's they want to participate.

The volume base year is defined as the period covering May 11, 2008 to May 10, 2009. This time frame will be the basis against which new mail volume growth (May 11, 2009 to May 10, 2010) will be measured, and is why the program is for mailers with a history of saturation mailings.

What is the per-piece credit?

Mailers demonstrating an increase in saturation mail volume within the area selected and approved will qualify for a per-piece credit to the postage paid on the incremental volume recorded during the established program period.

Standard Mail® Saturation Mail Incentive Per-piece credit	Regular	Nonprofit
Letters	\$0.037	\$0.022
Flats	\$0.040	\$0.024

Who is eligible to Apply?

Mailers applying for eligibility in the two Saturation incentive programs must be a current Standard Mail® Saturation mailer with at least a two year Standard Mail® Saturation mail history.

Mailers who participate in the program must meet the following requirements:

All participants must provide evidence of a two-year Standard Mail Saturation Mail mailing history for each market in which they want to participate (Total Market or for each Specific Market) :

- One mailing in 2007
- Six mailings in 2008

Market Specific participants must provide mailing documentation verifying their Standard Mail® Saturation Mail volumes for the period January 1, 2007 through the duration of their participation in the program.

Mailers requesting eligibility for Market Specific incentives must also submit mailing documentation electronically to the Postal Service using a U.S. Postal Service approved method at the time of application and for the duration of their participation in the program

Participants must have in place a functioning Centralized Account Payment System (CAPS) prior to close of program period

