

MTAC Workgroup 129 Meeting Notes
January 20, 2010

This was the final telecon planned for MTAC 129. Wanda and Greg had prepared a draft of the final recommendations document, forwarded to the team in early January and asked that feedback, suggestions or revisions be sent to them for consideration and discussion during this meeting.

Several people submitted revisions electronically and those were incorporated into the document. The team went through each recommendation and made clarifications and minor edits. It was decided that several items still required some follow-up and the following action items were assigned -

- 4.1.1 and 4.1.2 – Greg will follow up with Sam Pulcrano and Karen Tucker to see if any timelines have been established for these items
- 5.3.1 – UAA Tool Task Group will try to get some additional input from NCSC and will forward a “final” version to Greg and Wanda.
- 6.3 – Wanda and Greg will draft an update on the recommendation to include return address location in the DMM
- 6.6 – Greg will follow up with Dave Mastervich on the recommendation related to ride-alongs. “Create a volume discount on a ride-along that the ad agencies could sell to numerous publications.” Issue 49

USPS Manager, Periodicals, Catalogs and Saturation Segment states that Marketing Mail/Periodicals is evaluating price reductions for ride-alongs. A decrease in the ride-along price or changes to the Periodicals content rules allowing ride-alongs to be charged in advertising pound rates are two options being analyzed. Tiered pricing and volume discounts have been evaluated in the past year. In conversations with the industry, it was determined that a price decrease would not generate the additional revenue needed to make up the loss of revenue on existing ride-alongs, therefore these two options are not being actively considered.

Once final revisions have been made, Wanda and Greg will circulate the final draft to the team once more for any urgent last minute edits. They will be presenting the final recommendations at the next MTAC Meeting in Washington, DC on February 17-18.

Wanda and Greg thanked everyone on the call for all the extremely valuable input and work they provided to the team.