

LANE PRESS



USPS July 2024
Market Dominant
Postage Increase



USPS July 2024

Market Dominant Postage Increase Announced

On April 9, 2024, the United States Postal Service (USPS) filed with the Postal Regulatory Commission (PRC) RM-2024-2 to increase Market Dominant Mail postage for the second time this year. The increase is proposed to take effect on Sunday July 14, 2024.

The USPS has 7.752% of available rate authority to use on classes of mail that are covering their costs, which are First-Class, Package Services, and Marketing Mail. It also has 9.752% that can be applied to the non-compensatory class of Periodicals.

In terms of a timeline for the PRC to approve and finalize the new rates, comments may be submitted to the PRC from now until May 9, 2024. The PRC has until May 31, 2024, to consider comments, review the filing for compliance, and approve or remand the filing to meet a July 14 implementation date. The full filing can be found on the Postal Regulatory website: [July 2024 Rate filing.](#)



These rates are considered as proposed until the PRC approves the filing. Here are the proposed price changes by mail class:

Price Change Percentages

Class	Percent Change
First-Class Mail	7.755
USPS Marketing Mail	7.755
Periodicals	9.754
Package Services	7.755
Special Services	7.755

First-Class

Product	Percent Change
Single-Piece Letters/Postcards	7.674
Presort Letters/Postcards	7.629
Flats	9.684
Outbound Single-Piece First-Class Mail International	6.334
Inbound Letter Post	0.567
Total First-Class Mail	7.755

Marketing Mail

Product	Percent Change
Letters	6.958
Flats	11.708
Parcels	7.790
High Density / Saturation Letters	7.327
High Density / Saturation Flats and Parcels	7.903
Carrier Route	9.918
Every Door Direct Mail - Retail	9.852
Overall	7.755

Periodicals

Product	Percent Change
Outside County	9.758
Within County	9.701
Overall	9.754



Package Services

Product	Percent Change
Alaska Bypass Service	4.771
Bound Printed Matter Flats	5.696
Bound Printed Matter Parcels	5.806
Media Mail and Library Mail	9.867
Overall	7.755

USPS Incentives

!!!NEW!!! Catalog Incentives

The USPS is proposing a NEW incentive for catalogs. The incentive would be \$1 p/1000 pieces of Marketing Mail Letters and Flats and Bound Printed Matter Flats and Parcels that are identified as catalogs. The self-identification is completed within the uploaded eDoc postage statements based on the updated catalog definition below.

A qualifying catalog is:

- 12 or more pages long.
- Bound or fastened along one edge (e.g., stapled, glued, sewed, etc.); and
- Any shape (letter, flat, or parcel).

A qualifying catalog must also provide:

- An organized, illustrated, descriptive listing of the products or services offered for sale
- Prices or a method to determine prices;
- Fulfillment information and options (e.g., available shipping methods or pickup options); and
- Enough information to allow an order to be placed (e.g., an order form, mailing address, telephone number, web address, or means to access a web address such as a QR code).

First-Class and Marketing Mail Growth Incentive

The Postal Service is planning to continue the Mail Growth Incentive for both First-Class and Marketing Mail in 2025. It is proposed that mailers receive a 30% postage credit for qualifying volume more than FY24 baseline volume, or 1M pieces, whichever is higher. The incentive will again be given as postage credits to be issued quarterly after June, September, and December 2025.

2025 Promotions Announced



With the July filing, the USPS submitted the 2025 Promotions to give mailers more advance notice for planning purposes. There are five promotions proposed along with a new concept of two promo add-ons. USPS also intends to have all user guides posted to PostalPro well in advance of 2025.

Tactile, Sensory, and Interactive - 4%

- Promotion period February 1, 2025 - July 31, 2025
- Marketing Mail and First-Class Letters & Flats
- Gloss Stock alone will not qualify for promo in 2025



!!NEW!! - Integrated Technology - 3%

- Will again allow a mailer to choose their 6-month promo period
- Marketing Mail and First-Class Letters & Flats
- Will replace the Emerging and Advanced Technology promo
- Will no longer include Mobile Shopping

Reply Mail IMbA - 3% or 6% based on whether barcode is serialized

- Promotion period July 1, 2025 - December 31, 2025
- QBRM & High Volume QBRM

!!NEW!! - Continuous Contact - 3%

- Promotion period April 1, 2025 - September 30, 2025
- Marketing Mail Letters & Flats
- Mail multiplier

!!NEW!! - First-Class Mail Advertising Promotion - 3%

- Promotion period September 1, 2025 - December 31, 2025
- First-Class Letters & Flats
- Will replace the Personalized Color Transpromo and encourage Marketing in First-Class

The new concept for 2025 is a Promo Add-On. Mailers may take one or both Add-Ons at any time throughout the year as long as they are participating in another USPS Promotion.

Informed Delivery Add-On - 1%

- This is no longer a standalone promotion
- Marketing Mail and First-Class Letters & Flats
- Will continue to provide eDoc submitter incentive - 0.5%

Sustainability Add-On - 1%

- Discount for using sustainable mailing materials, could be envelope or letter
- Will require evidence of sustainability certification on the mail piece
- Marketing Mail and First-Class Letters & Flats



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