



DLS Creative Mail Guidelines

General Information:

- If you choose not to use DLS's permit accounts, you can obtain a mailing permit and submit an annual mailing fee for each class of mail you wish to use (First-Class Bulk Mail and Nonprofit Bulk Mail)
- Pay postage by way of several convenient methods: precanceled stamps, metered postage or permit imprint.
- Supply an Excel sheet that is properly formatted with addresses or have DLS Discovery purchase a targeted mailing list for you.

Mail Categories:

EDDM Mail | First-Class Mail® | Standard Bulk & Nonprofit Bulk Mail | USPS Marketing Mail™ (Bulk) Nonprofit

Every Door Direct Mail® (EDDM)®

* EDDM will never go out on Thursday (redplum advertisement or "advo" day).

Estimated delivery time is 2-3 business days

EDDM® (BMEU)

- Classes include: Standard Flats, Letters
- Weight Limit: 15.994 Ounces
- Piece minimum: 200 | No maximum
- Marketing Mail Pricing: \$0.164 - \$0.225 per piece

EDDM® Retail

- Classes include: Standard Flats
 - Weight Limit: 3.3 Ounces
 - Piece minimum: 200 | Maximum 5,000 pieces
 - Marketing Mail Pricing: \$0.191 per piece
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First-Class Mail®

TO USE DLS FIRST CLASS BULK PERMIT

- You will need to be established at the Hares Corner Post office and provide us with your #CRID

Standard First-Class | parcels 13 ounces or less

* Most common items: postcards, letters, small/large envelopes, small packages

- First Class Mail should be used for time sensitive mail pieces
- Estimated delivery time is 1-3 business days starting with the date postmarked
- Custom dates or times is unachievable
- Prices may vary depending on the weight, size and shape

Presorted (Bulk) First Class | 500+ parcel pieces

- Presorted bulk mail produces a 20% lower postage rate
- Estimated delivery time is 1-3 business days starting with the date postmarked



DLS Creative Mail Guidelines

Standard Bulk & Nonprofit Bulk Mail

TO USE DLS NONPROFIT PERMIT

- In order to utilize the benefits of the DLS Nonprofit permit account you must first be established as an authorized nonprofit organization at the Hares Corner Post office.
- After being established as a nonprofit via USPS regulations, you will receive the following information that will need to be provided to DLS in order to receive the postal discounts:
 1. NPA (Nonprofit Authorization) Number
 2. CRID#
- In order for your mailing to qualify for postage savings, there must be a total of 200+ valid pieces of mail

Standard (Bulk) Mail | < 16 ounce, minimum qty: 200 or 50lbs of mail

Standard Mail are printed pieces identical in content sent out at mass distribution

- Standard Bulk Mail should not be used for time sensitive mail pieces
- Standard Bulk Mail is processed by the USPS on a "time available" basis. Standard mail is not forwarded or returned if undeliverable unless a special endorsement is used.
- Local delivery time 5 business days or less
- Nationwide delivery time is between 2 to 3 weeks.
- Standard Mail should not be used for time-sensitive mail. As with Presorted First-class, to receive the lower postage rate, the addresses must be NCOA updated, CASS certified, and put into presort order.
- Standard Mail is the least expensive option; approximately 32 percent less than the price of first class. Standard mail postage rates apply to mail up to 3.3 ounces. Mail heavier than 3.3 ounces will have a small weight surcharge.

USPS Marketing Mail™ (Bulk) Nonprofit | Qualified Reduced Rate Postage

- Organizations wishing to mail as Nonprofit Standard Mail must first be authorized by USPS by completing a PS Form 3624 (Application to Mail at Nonprofit USPS Marketing Mail Price)
- Nonprofit USPS Marketing Mail should not be used for time sensitive mail pieces
- Nonprofit USPS Marketing Mail must be delivered where the nonprofit authorization number is registered
- Local delivery time is 4-5 business days
- Nationwide delivery time is 7-14 business days