

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
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 pay postage through a permit imprint advance deposit account at the time of application

- Permit imprint advance deposit account used for payment of postage must be established at postal facility having *Postal One!*® capability

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

How to Apply:

- Mailers interested in participating in the Standard Mail® Saturation Mail Incentive program must apply between **February 11, 2009 and June 11, 2009**.
- To apply, mailers must complete

- Saturation Mail Incentive Application
- Saturation Mail Incentive Program Application Data spreadsheet verifying saturation mailing history and volume data.

The image displays three documents related to the Saturation Mail Incentive program:

- Saturation Incentive Program:** A spreadsheet titled 'Saturation Incentive Program' with a sub-header 'Multiple Information - Tab 1 of 2 to be completed by Total Market Applicants - Tab 1'. It contains columns for 'Applicant Information' and 'On Application'.
- Total Market Applications:** A spreadsheet titled 'Total Market Applications' with a sub-header 'Evidence of Saturation Mailing - Calendar Year 2007'. It contains columns for 'Customer Info', 'On Application', and 'Postal Verification'.
- Saturation Mail Incentive Letter of Agreement:** A document titled 'Saturation Mail Incentive Letter of Agreement' addressed to the District Manager, Business Mail Entry. It contains terms and conditions for participation in the program, including requirements for volume increases and application completion.

Application and spreadsheet are available from District Manager, Business Mail Entry, and on RIBBs at <http://ribbs.usps.gov/>

- Requests must be completed and submitted by an authorized official of the business or nonprofit entity that owns the mail
 - Requests must be from mailers (owner of the mail); Printers and Mailing Agents may not request participation for their customers
 - Franchisees that are not separate business entities may not apply independently of parent organization
- Completed application and spreadsheet should be returned to the District Manager, Business Mail Entry