



April 25, 2011

## Postal Service “Adjusts” Rates, Announces Summer Sale

That tingle in your wallet explained...

**ProList, Inc. is an Industry Innovator** in data management and direct mail services solutions.

As announced in an earlier breathtaking issue, the Postal Service “adjusted” their rates at 12:01 a.m. this past Sunday. This is why we always suggest that our clients never mail on Sunday! The increase was relatively small, about 1.7% overall, with a fairly even distribution across all classes and categories. This increase went through without all of the apocalyptic fanfare that accompanied the exigent rate proposal last year. Presort vendors have generally increased their rates by similar percentages, so no one gets away free.

The cost of mailing a one ounce First-Class letter remained at 44 cents, so no one outside of the mailing industry noticed or cared about this “adjustment.” You can view and print new postal rate charts [here](#). The Postal Service has also proposed a new “Summer Sale” program to the PRC (Postal Regulatory Commission). It is quite different than past summer sales – you don’t need to mail millions of pieces for this one. You **do** need to include a 2-Dimensional (2-D) barcode on or in your piece promoting or educating about your offering or services. The best known 2-D barcode is the QR Code. The Postal Service is trying to “hip up” the image of mail by providing a means of linking direct mail pieces to mobile smart phones. The proposal calls for a 3% postage discount in July and August for mail that contains a 2-D barcode linked to a mobile site that markets or educates about a product. There are some pretty serious limitations, though:

- The discounts are only available for First-Class Presort letters or flats and Standard Mail commercial letters or flats - which means that these discounts, are NOT available for nonprofit rate mail, or for periodicals or parcels.
- The 2-D code must be included to “initiate interaction with consumers via mobile smart phones to market, promote, or educate.” In other words, you can’t just slap on any ole’ 2-D code willy-nilly.
- All of the pieces in a mailing must have a 2-D barcode, which pretty much rules out comingled mail.

There are a few more postal-nerdy rules, but those are the key restrictions. We’re interested in how this summer sale plays out after the PRC has had time to review it. We’re big fans of QR Codes, for a lot of reasons other than postal discounts, so we’ll keep you informed as this sale develops.

Learn more about QR codes [here](#), and about Snailworks™, our all-encompassing, does-everything integrated marketing Holy Grail [here](#).

Better still; get our artery-clogging E-Book Rules and Tools: Tying Your Direct Marketing Together [here!](#)

## Integrating Your Email and Snail Mail One Step at a Time

### Snailworks™ from ProList Ties it All Together

OK, maybe snails don’t take “steps”, but ProList’s new Snailworks service will help make your snail mail more effective and the first step is coordinating it with email messaging Snailworks does a lot more than email – mobile pages, QR codes, landing pages – but we’ll start with email today.

Triggering an email to arrive on a specific day after your direct mail delivers couldn’t be easier. Include email addresses with your mailing file. Provide the artwork for your emails, or branding art and we can build the email for you. We track your direct mail as it gets delivered, and send the email based on the date the mail actually delivers. You can send the email on the same day the mail delivers, or delay it by a pre-set period. Our Snailworks system detects when the direct mail is delivered and launches the email exactly according to plan. You can access detailed real time reports on when the direct mail is delivered as well as sophisticated email reports with open rates, click through rates, bounce reports and more. **Snailworks does all of the work – you provide the content and list.** We work with you to develop the plan, and we take it all from there. You just watch the campaign unfold.

Once you see how easy it is to use, we’re sure you’ll want to begin to use other Snailworks services – landing pages, response reporting and more. We’ll help you get all of your direct marketing integrated – one step at a time. For more information on Snailworks™ and integrated marketing download our new E-book, Rules and Tools: [Tying Your Direct Marketing Together!](#)

Oh, they can call it snail mail if they want. We know that snail still carries the weight of most direct marketing campaigns under its shell. Snailworks is just designed to make it better. Hail the Snail!

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