



PROLIST
DIRECT MARKETING SERVICES

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



Ho Ho Ho! Exigent Christmas from the PRC and USPS!!

In one last little move before taking off to deliver toys to all of the good girls and boys all around the world, the Postal Regulatory Commission had Santa Claus drop lumps of coal in the mailing community's stockings, and approved the Exigent rate case. Put forward by the USPS, this rate case adds an additional 4.3% to the 1.6% rate increase approved. Ho Ho Ho! Merry Christmas.

The commission granted the request for additional revenue as a result of recession related losses – the last couple of years have not been very merry at USPS. The new rates are slated to take effect on January 26, 2014.

This latest announcement continues a USPS/PRC tradition of making major announcements on days when people are otherwise distracted. This one was made on Christmas Eve afternoon; the Full Service announcement was made on the day after Thanksgiving.

Interestingly, the PRC does not agree that the rate increase should be permanent, and directed that the rates be implemented as a surcharge. USPS will also need to present a plan as to how they intend to eventually remove the surcharge. This does create some interesting opportunities for mischief, in terms of possibly rebalancing rates.

All that said, expect an overall 5.9% increase in your postage rates on January 26, 2014. Of course that is a Sunday, so you should plan on getting projects in the mail by the 25th. We anticipate great volume prior to the increase, so please start planning today.

[This Link](#) will take you to a proposed rate chart provided by AMSP – the Association of Marketing Service Providers. It may be subject to some modifications prior to January 26, but should generally be correct. We will update as figures are finalized.

Contact Us Today!

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