



PROLIST
DIRECT MARKETING SERVICES

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



USPS Proposes Exigent Rate Increase for January 2104 Board of Governors has an exigency

In a not-unexpected move, the Postal Service has announced an across the board increase of 5.9% to take effect January 26, 2014 – the same day Full Service Intelligent Mail becomes required, since “insult” and “injury” are so close to one another in the dictionary. The mailing industry is not amused.

Under, umm, non-exigent rules, the increase could only be 1.6%, based on the CPI. The Postal Service added 4.3% to cover the exigent circumstance that the economy is not so good and they’re losing a ton of money. They worded their exigent condition more elegantly, but that is the gist of it.

This increase is not a done deal. The Postal Regulatory Commission has to review and approve this increase, and can do it on their own time table because this is not a regular increase. The PRC could approve as submitted, return their own suggestions for rates, delay the increase, or reject it completely, which is what they did with USPS’s last exigent rate case in 2010. That rate case, by the way, is still being battled in Federal courts.

Our guess: Given the financial train wreck that is the Postal Service, they will probably be granted most of the increase they ask for. The devil, of course, is in the details – individual classes and categories of mail could see very different amounts of increase. Only a few of the class rates were disclosed yesterday, but we expect a detailed breakdown later today, and will send an update. We do know that the cost of a one-ounce First-Class letter is proposed to go to 49 cents. This could be a windfall for the penny industry!

Stay tuned for more details.

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