



PROLIST
DIRECT MARKETING SERVICES

September 30, 2010

Postage Rate Proposal Denied by PRC PRC Enjoys Using the Word "Exigent" in a Sentence

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



As we reported in an earlier action-packed issue, the Postal Service has proposed a rate increase to take effect on January 2, 2011. Happy New Year! This was the Postal Service's first attempt at an "exigent" increase, an increase that exceeds the rate of inflation due to, well, exigent conditions. The proposed increase would have been about 5.6%, with some types of mail scheduled to be hit much harder. The Postal Regulatory Commission agreed that the recent recession was indeed an exigent circumstance, but that the Postal Service failed to quantify the impact of the recession on its finances. **The bottom line – no increase in January...**

In order for new postage rates to take effect, they need to be approved by the Postal Regulatory Commission (PRC), an organization formed by Congress as a result of the 2006 Postal Reform. They are certainly not to be confused with the old-fashioned Postal Rate Commission (PRC). Actually, their function is pretty much the same – to review and approve (or not) postal rates and regulations proposed by the Postal Service. There is theoretically less suing and ritual dancing involved with the new PRC.

What next for USPS?

It would appear, given the sound rejection of this case, that the Postal Service will have a difficult time getting any rate case that exceeds the rate of inflation approved. They have taken significant cost cutting measures in the past few years and it is clear that the PRC would prefer that the USPS explore further cost cutting before going back to the well for higher rates. Stay tuned!

Quality Service Guaranteed!



Combine and Conquer! Integrating Direct Mail, Email, Mobile and More at ProList!

Direct mail is not dead! You heard it here first....well, maybe not first...actually we probably didn't make the first million to say it, but still it's not dead. However, it's not unfair to say that direct mail is feeling poorly and could use a little help. While some mail volumes have dropped, advertising mail has stayed pretty flat, and is expected to grow at least modestly in the coming decade. Making that mail more effective is the essential challenge facing marketers.

One great tool for making direct mail more effective is coordinated, or "triggered", email marketing. At ProList we can track your direct mail to delivery and launch a coordinated email the day after the direct mail delivers. Your direct mail message may resonate with your prospect, but it can be a long walk from the mailbox to the computer where they need to respond. If they see an email from you while the offer is still fresh in their mind, with the link a click away, their chances of responding are greatly enhanced. You can use the same branded look and feel as your direct mail piece to send a cohesive message. Having seen your branding the day before in the mail may also build their trust in your email, making them feel more comfortable responding to your offer.

Contact Us Today!

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ProList makes the entire process seamless for you. You include email addresses with your mailing files where available, and we do the rest – working with you to develop templates for your email that reflects your branding, creating landing pages where needed, and implementing the tracking you need to tie it all together. There's a lot more to direct marketing than just mail – direct or email. You need a balanced campaign and ProList is here to help you put it all together.

To learn more about Triggered Direct Marketing, and how ProList can make it work for you, [click here](#).

Your Inbound Mail and the Intelligent Mail Barcode Seriously, you really do need to do this.

The seasons roll merrily along...summer has ended and soon the holidays will be upon us. Before you know it, it will be...it will be May 2011 and your barcodes will be no good! If you use reply envelopes, you really do need to get them converted to the Intelligent Mail barcode before May. We're pretty sure the Postal Service means business this time.

As we discussed in an earlier issue, creating an IMb for your reply mail is not as simple as just printing the barcode with a new font. You will need to have your own USPS Mailer ID (MID) included as part of the new barcode. Getting an MID is not terribly difficult, but it's not as easy as it could be either. It invariably involves dealing directly with (shudder) the US Postal Service, or at least their web site. Get step by step instruction in our June ProNews. Don't have a copy laminated to your desk? [Click here](#) to review. While dealing directly with the USPS is a treat, you may prefer to let ProList take care of this for you. Contact Karen Bartram, ProList's Director of Client Relations, kbartram@prolist.com and you will have camera ready art for your return envelopes in a jiffy!

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