

The PLD Group Inc.

Tip of The Month

Are you Ready for the Next Postal Increase?

Taking a One Minute Quiz

(yes/no answers)

1. Sending 1 oz mail to Mexico will now cost 72 cents
2. Non-machinable 1 oz 1st class will now cost 62 cents
3. The Forever Stamp was developed for consumers to ease the transition during price changes
4. The new postal increase goes into effect May 12, 2008
5. Mail can be delivered on a Sunday for the cost of \$12.50
6. It is against the law to mail 'playing cards' to Tunisia via the USPS

How did you do? Each answer should be 'yes'

Consistent with The Postal Accountability and Enhancement Act (PAEA), the USPS will once again increase the cost of mailing services beginning May 12, 2008.

In the past, we had 2 years to prepare for the next postal increase before introducing a higher cost to the general public. With the signing of the PAEA), postage rates will now be adjusted **annually** in May. Postage increases will mirror the rate of inflation as measured by the Consumer Price Index.

How can your organization prepare for this and future increases? Take a look at the way your addresses are entered into the system. Chances



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are simple improvements made at the data entry level could save time and money in wasted postage, return mail and cash flow.

In addition, you can improve your data entry using The PLD Group

‘Addressing for Success’ reference sheet available **free** on our web site or by calling our office.

Upcoming USPS pricing is now available on our web site at www.thepldgroup.com

Robbing the Bottom Line...

Return mail, better known as ‘unable to deliver as addressed’ (UAA), cost organizations millions of dollars each year. In fact, last year, the USPS estimates they handled 9.7 billion pieces of (UAA) mail at a cost of \$1.85billion!

Does your organization receive over 100 pieces of return mail per month? If so, how are you driving your operations to become more streamlined and efficient, while continuing to achieve record levels of service and customer satisfaction?

“Smart Return”, from The PLD Group can eliminate your return mail from stacking up in the mail room and replace it with just one report. Allow us to show you how to improve the value of your outgoing mail with a reliable service **guaranteed** to save you the cost of the program every month. If you haven’t talked to The PLD Group about “Smart Return”, you could be throwing needless money away in the printing and mailing of your monthly statements/invoices – not to mention your cash flow...

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