

About Our Services

Digital Print

Variable or static printing
 Quick turnaround
 High-quality
 In-line booklet making
 Finishing services
 UV coating, lamination,
 drilling and bindery

Fulfillment

Online order entry,
 processing and tracking
 Kit assembly and hand
 processing
 Product, premium and
 literature fulfillment
 Polybagging and shrink
 wrapping
 Pick and Pack

Data Management

Data hygiene/List
 cleansing
 Merge/purge
 List acquisition services
 Complex data
 programming
 Postal processing services

Web-to-Print

Corporate consistency and
 standards
 Streamline printing costs
 Templates for frequently
 printed materials
 On-demand printing – little
 to no inventory
 Order status tracking and
 history reports

Mailing Services

Stamp affixing, indicia,
 bulk mail permits
 Imaging and addressing
 CASS certification and
 NCOA processing
 Postal presorting and
 processing
 Barcode with tracking
 capabilities (IMB)

1:1 Marketing

Data-driven direct
 marketing campaigns
 Simple, transparent, and
 explicit personalization
 Targeted offers
 Complex versioning
 Customer specific
 messaging

Personalized url

Campaign development
 Leverage the power of
 cross-media marketing
 Engage customers
 Improve quality of leads
 Real-time tracking and
 reporting

Creative Services

Concept development
 Branding
 Corporate identity
 Collateral Design
 E-Marketing solutions



DataMart
DIRECT

www.DataMartDirect.com

630 307 7100

DataMart Direct's Postal Rate Chart 2009



For the 3rd consecutive year the United States Postal Service® has increased their rates. The Postal Service is allowed to increase prices annually as long as they do not exceed the rate of inflation for the year before. DataMart Direct has created this rate chart as reference guide for your convenience, however these rates should only be used as estimates. If you need more accurate rates please call DataMart Direct at 630-307-7100.



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QUICK REFERENCE GUIDE	
FIRST CLASS SINGLE LETTERS	
Weight Not Over	Machinable
1 ounce	0.44
2 ounces	0.61
3 ounces	0.78
3.5 ounces ¹	0.95
Postcard~	0.28

1-For weights over 3.5 ounces see flat prices

STANDARD MAIL	
All pieces weighing 3.3 ounces or less, each	Destination Entry Rates (none ²)
LETTERS	
COMMERCIAL	
Automation ³ :	
Mixed AADC	0.270
AADC	0.253
3-Digit	0.251
5-Digit	0.233
Nonautomation	
Mixed AADC	0.273
AADC	0.256
Mixed ADC (nonmachinable)	0.578
ADC (nonmachinable)	0.491
3-Digit (nonmachinable)	0.447
5-Digit (nonmachinable)	0.330
NONPROFIT	
Automation ³ :	
Mixed AADC	0.169
AADC	0.152
3-Digit	0.150
5-Digit	0.132
Nonautomation	
Mixed AADC	0.172
AADC	0.155
Mixed ADC (nonmachinable)	0.477
ADC (nonmachinable)	0.390
3-Digit (nonmachinable)	0.346
5-Digit (nonmachinable)	0.229
FLATS	
COMMERCIAL	
Automation ³ :	
Mixed ADC	0.496
ADC	0.486
3-Digit	0.418
5-Digit	0.346
Nonautomation	
Mixed ADC	0.558
ADC	0.509
3-Digit	0.464
5-Digit	0.367
NONPROFIT	
Automation ³ :	
Mixed ADC	0.362
ADC	0.352
3-Digit	0.284
5-Digit	0.212
Nonautomation	
Mixed ADC	0.424
ADC	0.375
3-Digit	0.330
5-Digit	0.233

FIRST CLASS MAIL		
SINGLE-PIECE		
Postcard		0.280
Letters-First oz./fraction		
	Machinable	0.440
	Nonmachinable	0.640
Flats-First oz./fraction		0.880
All- Each add'l. oz./fraction		0.170
PRESORTED		
Postcard		
Letters-First oz./fraction		0.245
	Machinable	0.414
	Nonmachinable	0.614
	Each add'l. oz./fraction	0.125
Flats-First oz./fraction		0.757
	Each add'l. oz./fraction	0.170
AUTOMATION		
Postcard ⁴		
	Mixed AADC	0.230
	AADC	0.220
	3-Digit	0.218
	5-Digit	0.205
Letters ⁴ -First oz./fraction		
	Mixed AADC	0.382
	AADC	0.360
	3-Digit	0.357
	5-Digit	0.335
	Each add'l. oz./fraction	0.125
Flats ⁴ -First oz./fraction		
	Mixed ADC	0.725
	ADC	0.603
	3-Digit	0.542
	5-Digit	0.380
	Each add'l. oz./fraction	0.170

2- Rates in the "none" category are to be used as a guideline only. Please give us a call for more specific rates.	
3-Discounts per piece for each automation card, letter, or flat that meets the standards for the Intelligent Mail full-service option; eff. 11/29/09	\$0.001
4-Discounts per piece for each automation card, letter, or flat that meets the standards for the Intelligent Mail full-service option; eff. 11/29/09	\$0.003
Penalty surcharge for move update noncompliance	\$0.07

HELPFUL HINTS

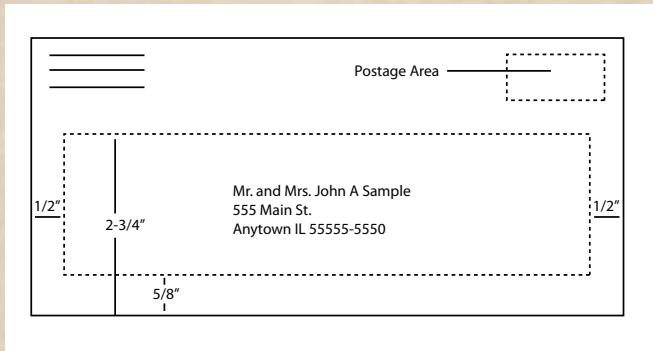
CHOOSE THE RIGHT CLASS OF MAIL FOR YOU

CLASS OF MAIL	SPEED	LOW COST	FREE FORWARDING AND RETURN	SPECIAL SERVICES
EXPRESS MAIL	Yes	No	Yes	Yes
PRIORITY MAIL	Yes	Maybe	Yes	Yes
FIRST-CLASS MAIL	Yes	Yes	Yes	Yes
STANDARD MAIL	No	Yes	No	Only for Parcels
PERIODICALS	Yes	Maybe	Free Forwarding	No
PACKAGE SERVICES	No	Yes	No	Yes

ADDRESS PLACEMENT

Letter-size piece

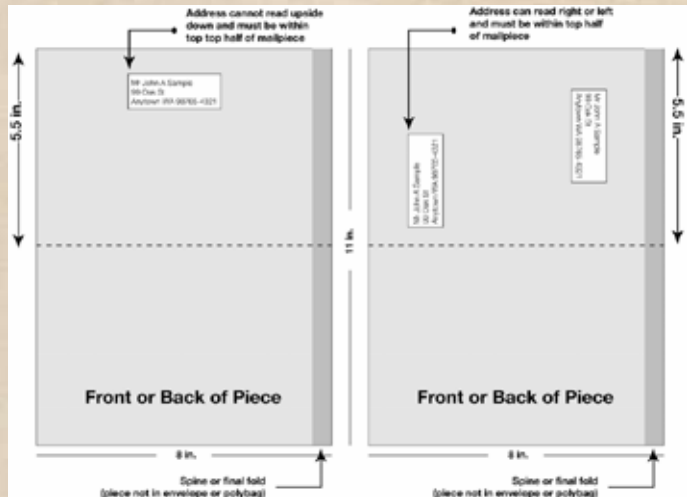
The placement of the address may render a piece non-mailable or non-machinable, which will have an effect on your postal rates. On a letter-size piece, the recommended address placement is as follows:



- 1/2 inch from the left edge of the piece.
- 1/2 inch from the right edge of the piece.
- 2-3/4 inches from the bottom edge of the piece.
- 5/8 inch from the bottom edge of the piece.

For Periodicals, Standard Mail, Bound Printed Matter, Media Mail, and Library Mail flat-size pieces mailed at automation, presorted, or carrier route prices, the address must:

- Be placed in the upper portion of the flat (upper portion is defined as the top half of the mailpiece).
- May be placed parallel to the top edge, but not upside down.
- May be placed perpendicular to the top—near or at the open or bound edge.
- Place the address as close to the top edge as possible, while maintaining a 1/8-inch clearance from every edge.



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For more comprehensive information on the postal rate increase, please call DataMart Direct at 630-307-7100 or visit www.datamartdirect.com/resources.