# What is Bulk Mail? Is it Right for You?

The term "bulk mail" refers to larger quantities of mail prepared for mailing at reduced postage. In Business Mail 101, the term "bulk mail" means commercial First-Class Mail and advertising mail (called "Standard Mail" by the Postal Service). Commercial prices are available for other classes of mail, too. The Postal Service uses the terms "bulk" and "presorted" interchangeably.

Bulk prices are lower than "single-piece". "Single-piece" means that you pay the full postage price; when you put a stamp on a letter, you're paying the single-piece postage. Many mailers pay single-piece postage even though they are doing large mailings. Why? Because they don't want to do any extra preparation work—they don't have the time, or it's just not cost effective for their business.

Mailing at bulk prices may not be the right choice for everyone. For example, if your business does just one or two mailings a year, then it may be worth seeking the services of a vendor, presort or mailing house. Why? Because bulk mail is an investment: an investment of time, in learning how to sort and prepare your mail, and an investment of money (in paying for a mailing permit, the annual mailing fee, and possibly the costs of presort software or other equipment).

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# What Are Commercial Prices?

The Postal Service offers lower prices for bulk mailings because you do some of the work that otherwise would have to be done by the Postal Service (for example, sorting the mail by ZIP Code or transporting the mail to a different postal facility). Everyone benefits from this "work-sharing." Mailers make an investment in time and technology, the Postal Service's costs are reduced and you pay less postage.

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**In order to mail at commercial prices, you need to:**

- Get a mailing permit (permission to mail ) and pay an annual mailing fee.
- Pay postage using one of several convenient methods: precanceled stamps , postage meter , or permit imprint.
- Make smart choices about the size, shape, and weight of your mailpiece.

- Ensure that your addresses are accurate.
- Presort the mailpieces (separate or sort your mail by ZIP Code).
- Take your mail to the Post Office where you hold your mailing permit.
- The choices you make can result in significant postage savings. Click here for a discussion about the postage prices you'll pay.

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## Minimum Quantities for a Bulk Business Mailing

**To qualify for certain postage discounts, you must mail a minimum number of pieces:**

- 500 pieces for First-Class Mail.
- 200 pieces (or 50 pounds of mail) for Standard Mail.
- 50 pieces for Parcel Select.
- 300 pieces for Presorted or Carrier Route Bound Printed Matter.
- 300 pieces for Library Mail.
- 300 pieces for Media Mail (formerly called "book rate" ).

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## Save Time and Money with Our Bulk Mail Services

- Your postcards or brochures get mailed faster- no waiting for them to be shipped to you
- You save money- no shipping costs to pay
- You get lower postage rates- pay bulk mail postage rates

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## What Our Bulk Mailing Services include

- CASS & DPV Address Validation - standardizes the addresses and adds the barcode information so that your mailing is eligible for bulk mail postage rates
- NCOA Processing - updates addresses of people/businesses that have moved and submitted a change of address form to the Post Office
- High Quality 300dpi inkjet addressing of bulk mail pieces. No tacky labels here- professional looking addresses and barcodes printed directly onto your mail piece.
- Delivery to Post Office and Proof of Mailing

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