



2025 COMMERCIAL AND NONPROFIT MAILING GUIDE

An overview of 2025's **Postage Rates**, **Design Specs** and **Helpful Hints** so your **Next Mailing** Reaches its Potential – and the **Right Audience**.

Even in today's digitally connected world, mail remains an effective way for businesses and organizations to communicate with one another and consumers. However, sorting through the litany of rules, regulations and rate requirements is no easy task.

To help make your next bulk mailing successful, the team at Associates International (Ai) created this quick reference guide so you can focus on strategy, not implementation. **Because that's our job.**

First Class Postage

Each first class presort piece may weigh up to 3.5 ounces without additional charges. Surcharges apply for non-machinable letters. Presort requires a minimum of 500 pieces.

Automation			
Weight not over (oz.)	5-Digit	AADC	Mixed AADC
1	0.593	0.641	0.672
2	0.593	0.641	0.672
3	0.593	0.641	0.672
3.5	0.593	0.641	0.672
Postcard	0.420	0.445	0.462

Nonprofit USPS Marketing Mail

Nonprofit USPS Marketing Mail requires a minimum of 200 pieces. Each piece at this rate may weigh up to 3.5 oz. for automated. Larger pieces require additional postage.

Automated Letter\$0.196
Automated Flat\$0.796

USPS Marketing Mail

USPS Marketing Mail requires a minimum of 200 pieces. Each piece at this rate may weigh up to 3.5 oz. for automated. Larger pieces require additional postage.

LETTERS (3.5 OZ. OR LESS)

Automation			
Entry Point	5-Digit	AADC	Mixed AADC
None	0.372	0.407	0.433
DSCF	0.355	0.390	-

FLATS (4 OZ. OR LESS)

Automation				
Entry Point	5-Digit	3-Digit	ADC	Mixed ADC
None	0.770	0.986	1.101	1.185
DSCF	0.732	0.948	1.063	-

- **An automated piece** must have a readable barcode and can be run through a mailing/postage machine.
- **A machinable piece** does not require a barcode, but must be capable of being run through a mailing/postage machine.
- **Machinability of a piece** is determined by several factors, including aspect ratio, uniform thickness and flexibility.



2025 USPS MAILING PROMOTIONS:

UNLOCK SAVINGS AND ENGAGEMENT WITH USPS 2025 MAILING PROMOTIONS

WHY PARTICIPATE?

The 2025 USPS Mailing Promotions are all about helping direct marketers get creative with their mail campaigns! By incorporating innovative technology and eco-friendly practices, businesses can boost customer engagement and see real results. Plus, you can unlock major postage discounts while designing interactive mail that seamlessly connects offline and online marketing. It's a win-win for both your brand and your audience!



2025 USPS PROMOTIONS OVERVIEW

Integrated Technology Promotion: 3%

Aimed at merging physical mail with digital experiences, this promotion incentivizes the use of technologies such as augmented reality, QR codes, and Near Field Communication (NFC). By incorporating these elements, mailers can create interactive and immersive experiences that bridge the gap between print and digital media.

ENROLLMENT OPEN NOW • PROMOTIONAL PERIOD 7/1/25—12/31/25

First-Class Mail Advertising Promotion: 3%

This initiative is for businesses using direct mail to deliver dedicated advertising content via first class letters, cards, and flats. It can also be applied to first-class mail such as bills and statements by adding promotional messages to existing pieces.

ENROLLMENT OPENS 7/15/25 • PROMOTIONAL PERIOD 9/1/25—12/31/25

Continuous Contact Promotion: 3%

This promotion encourages mailers to maintain regular communication with their audience by offering discounts on repeat mailings. The goal is to foster sustained engagement and brand loyalty through consistent outreach.

ENROLLMENT OPENS 5/15/25 • PROMOTIONAL PERIOD 7/1/25—11/31/25

Tactile, Sensory & Interactive Promotion: 4%

This initiative focuses on enhancing the physical attributes of mail pieces. Mailers are encouraged to use special textures, scents, or interactive features that engage recipients' senses, making the mail more memorable and impactful.

ENROLLMENT OPEN NOW • PROMOTIONAL PERIOD 2/1/25—7/31/25

Reply Mail IMbA™ Promotion: 3% Static IMbA | 6% Serialized IMbA

This initiative is designed to encourage businesses to adopt Intelligent Mail® barcode Accounting (IMbA®) for their Qualified Business Reply Mail™ (QBRM™) pieces. This initiative aims to enhance mail processing efficiency, improve visibility, and offer cost savings to participants.

It's important to note that additional add-on promotions, such as Informed Delivery or Sustainability incentives, cannot be combined with the Reply Mail IMbA Promotion. However, the outbound mailings distributing the QBRM pieces may be eligible for other promotions if they meet the respective criteria.

ENROLLMENT OPENS 5/15/25 • PROMOTIONAL PERIOD 7/1/25—12/31/25



MAXIMIZE YOUR SAVINGS WITH ADD-ONS!

ADD UP TO 2 ADD-ONS PER PROMOTION

Sustainability Add-On: 1%

The Sustainability Add-On is designed to encourage environmentally responsible mailing practices. Mailers who adopt sustainable materials, utilize eco-friendly printing methods, or implement other green initiatives in their mailpieces may be eligible for an additional 1% postage discount.

ENROLLMENT OPEN NOW • PROMOTIONAL PERIOD 1/1/25—12/31/25

Informed Delivery Add-On: 1%

Eligible participants can receive an extra 1% discount on postage when they incorporate Informed Delivery campaigns into their mailings.

ENROLLMENT OPEN NOW • PROMOTIONAL PERIOD 1/1/25—12/31/25



PARTICIPATION SIMPLIFIED!

CHOOSE YOUR PROMOTION & ADD-ONS

- Select the promotion(s) that align with your mail campaign goals.
- Consider adding Informed Delivery and Sustainability for extra savings.

ASSOCIATES INTERNATIONAL HANDLES ELIGIBILITY FOR YOU!

- We will submit required documentation to the USPS Mailing Promotions Portal.
- Upload mail piece samples in the correct format.
- Ensure compliance with all promotional requirements to maximize savings.
- Track approval status and resolving any issues with USPS.
- We retain a hard copy sample for 90 days in case of an audit.



COST SAVING EXAMPLES:

Base Promotion (3%) +
Informed Delivery (1%) +
Sustainability (1%) =
Up to 5% Discount

Base Promotion (4%) +
Two Add-Ons (1% each) =
Up to 6% discount