let's mail smarter.

Clean and update your mailing list regularly so you don't waste postage on bad addresses.

Use personalization in **both** text *and* graphics to increase response rates.

Combine online ads through Facebook, Google, and Instagram with your direct mail using **XM Mail**.

Always measure the effectiveness of your direct mail by using phone numbers, coupon codes, or other identifiers unique to your call to action.

Marketing   Print

Signs   Promo

CUSTOMXM
market smarter.

marketing | print | signs | promo

customxm

POSTAGE RATE INCREASE EFFECTIVE JANUARY 27, 2019

FIRST CLASS MAIL

NON-AUTO (Under 1 oz.)	Letters	Cards	Flats
Single Piece (Machinable) Stamp	.55	.35	1.00
Single Piece (Machinable) Meter	.50	.35	1.00
Presorted (Machinable)	.459	.28	.799
Additional Cost Per Ounce	.15		.15
AUTOMATION (Under 3.5 oz.)*	**Letters**	**Cards**	**Flats**
Mixed AADC	.428	.274	.727
AADC	.412	.268	.644
5-Digit	.383	.257	.486

Requires a minimum of 500 qualifying pieces for automation pricing.

MARKETING MAIL

	STANDARD		NON-PROFIT	
AUTOMATION (3.5 oz.or less)*	**Letters**	**Flats**	**Letters**	**Flats**
Mixed AADC	.291	.632	.173	.458
AADC	.281	.597	.163	.423
5-Digit	.256	.405	.138	.349
ECR Basic	.294	.30	.209	.216
ECR High Density	.209	.25	.124	.166
ECR Saturation	.19	.224	.111	.136

Requires a minimum of 200 qualifying pieces for automation pricing.

	Height		Length		Thickness	
POSTAL SPECIFICATIONS	min	max	min	max	min	max
First Class Postcards	3.5"	4.25"	5"	6"	.007"	.16"
Letters – All Classes	3.5"	6"	5"	11.5"	.009"	.25"
Folded Self-Mailers	3.5"	6"	5"	10.5"	.009"	.25"
Flats – Automation Compatible	5"	12"	6"	15"	.009"	.75"

Convert more leads into paying customers.

Effortlessly combine your direct mail with online advertising and campaign tracking. Integrate online marketing with your next mail campaign and find out **who received it, who visited your site, and who needs an extra push!**

XMMAIL
seamless tracking. serious results.

Mail Tracking   Informed Delivery   Call Tracking   Online Follow-Up   Social Follow-Up   Social Match   Lead Match

customxm.com | **501.375.7311**