

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 24, 2021

FIRST CLASS MAIL

NON-AUTO (Under 1 oz.)

	Letters	Cards	Flats
Single Piece (Machinable) Stamp	.55	.36	1.00
Single Piece (Machinable) Meter	.51	.36	1.00
Presorted (Machinable)	.46	.293	.87
Additional Cost Per Ounce	.20		.20

AUTOMATION (Under 3.5 oz.)*

	Letters	Cards	Flats
Mixed AADC	.45	.285	-
AADC	.428	.279	-
5-Digit	.398	.269	-

*Requires a minimum of 500 qualifying pieces for automation pricing.

MARKETING MAIL

AUTOMATION (3.5 oz. or less)*

	STANDARD		NON-PROFIT	
	Letters	Flats	Letters	Flats
Mixed AADC	.304	.726	.183	.532
AADC	.285	.663	.164	.469
5-Digit	.259	.450	.138	.256
ECR Basic	-	-	-	-
ECR High Density	.219	.258	.133	.168
ECR Saturation	.191	.224	.111	.136

*Requires a minimum of 200 qualifying pieces for automation pricing.

POSTAL SPECIFICATIONS	Height		Length		Thickness	
	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

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