

# HOW TO CHOOSE THE RIGHT USPS MAIL CLASS FOR YOUR DIRECT MAIL CAMPAIGN



## MAIL CLASS IS IN SESSION

When it comes to selecting the right mail class for your next direct mail campaign, understanding the options available can help you save on costs while ensuring your mail reaches its destination on time.

Let's review the different mail classes at USPS.

### First-Class Mail

First-Class Mail is the quickest but most costly of the main mail classes.

- Cost: Letters starting at \$0.593; flats starting at \$0.97; postcards 6x9 or smaller starting at \$0.42
- Speed: 1-5 days
- Uses: Best for letters, postcards, time-sensitive mail, and important documents
- Minimum quantity for presort discount: 500 pieces

First-Class Mail is best for businesses looking to mail time-sensitive mail and important documents. An additional perk is that any mail not delivered is returned back to the owner free of charge.

### USPS Marketing Mail

USPS Marketing Mail is designed for bulk mailers who are looking to send advertising or promotional materials at a lower cost.

- Cost: Letters and cards starting at \$0.372; flats starting at \$0.77
- Speed: 3-10 business days
- Uses: Great for direct mail campaigns, newsletters, and flyers
- Minimum quantity: 200 pieces

USPS Marketing Mail is a fantastic option for businesses that want to send bulk mail for marketing purposes. Although the delivery speed is slower, the cost savings make it worth it for direct mail campaigns.

### Periodicals

Periodicals is a mail class designed for publications that are mailed regularly, like magazines and newspapers.

- Cost: Varies depending on first-class, standard, or nonprofit periodicals
- Speed: 2-9 business days
- Uses: Newspapers, magazines, and other regularly published materials
- Minimum quantity for presort discount: Varies depending on first-class, standard, or nonprofit periodicals

Periodicals is the mail class solution for businesses and organizations sending regular mailings.

### Nonprofit Mail Rates

Nonprofit organizations can save significantly on postage with special USPS rates. Charities, educational institutions, and other nonprofits are eligible for discounted rates for standard mail and periodicals.

- Cost: Letters starting at \$0.178; flats starting at \$0.503
- Speed: 3-10 business days
- Uses: Limited to verified nonprofit organizations
- Minimum quantity: 200 pieces

To take advantage of these rates, your organization must register for a nonprofit authorization (NPA) number through USPS and maintain its nonprofit status annually.



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## AT A GLANCE: WHAT EACH MAIL CLASS IS BEST FOR

Use this table to see which USPS mail class fits different needs. Many projects fit into more than one category, so you'll notice some overlap. More checkmarks indicates a stronger fit for that use case.

### NOT SURE WHICH OPTION IS RIGHT? LET US KNOW

If you have questions or want help deciding, **contact us**. We're happy to help.

USPS Mail Classes	Fast Delivery	Cost-Effective	Lightweight Letters & Documents	Marketing & Promotional Materials	Magazines & Newsletters	Nonprofit Mailings
First-Class Mail	✓		✓✓✓			
USPS Marketing Mail		✓✓✓		✓✓✓		✓✓
Periodicals		✓			✓✓✓	
Nonprofit		✓✓				✓✓✓