PRIORICA I

Join the Greater **Kansas City Postal Customer Council** today!

Join online with PayPal at greaterkansascitypcc.com

Tension is one of the nation's leading producers of envelopes, marketing directly to companies and organizations across the country. Tension makes many of the envelopes you see and handle daily, including financial statement envelopes, direct mail envelopes, and photo finishing packaging.

Tension is a family-owned-and-operated business that has enjoyed stability and growth over the last 125 years. We credit our success to responding to our customers with top manufacturing quality, first-class service, and innovative solutions for their needs and requirements.

Our products range from standard styles and sizes to specialty envelopes, some created for one-of-a-kind mailing or packaging purposes. Tension produces over 12 billion envelopes a year, with plants from coast to coast and nationwide distribution. We service our customers from over 30 sales/service offices located in major market areas. To learn more about the many products and services offered, visit www.tension.com or for information in the Greater Kansas City area, contact Tension at info@tensioncorp.com or 816-471-3800

> 🤌 giuĝle zonice



ADDRESS SERVICE REQUESTED **OFFICIAL BUSINESS**

KANSAS CITY, MO 64141-5006 P.O. BOX 415006 GKCPCC





Priority Mail Price Change... Mailpiece Design and Resources......pg. 3 USPS Webinar information......pg. 3

As partners of the USPS, we want to join in the effort to move all mailings to Full Service Intelligent Mail for more streamlined mail processing. As we move to Full Service mail processes including seamless acceptance, we are required to have MIDs and CRIDs for our electronic documentation (eDoc). For the most successful implementation of the Full Service

need to move to Seamless Acceptance. If we are to survive as an industry, we have to partner with the USPS to move forward with these programs. We have to be willing to subject ourselves to trial, training, and education to make this happen. It is in our best interest as mailers and as an industry.

MIDs and CRIDs are basic forms of information that allow the USPS to identify Mail Owners in the Full Service Intelligent Mail eDoc processes. Mail Services Providers must identify the Mail Owner within the mailing process.

The Greater Kansas City PCC is an excellent resource in Kansas City to help you navigate through changes with the USPS. The PCC offers educational opportunities that create understanding, fosters networking between the USPS, Mail Owners, and Mail Service Providers, and showcases vendors who can partner with you. 2015 is coming fast, good luck and educate well!!

PAID JDATZO9 2U FIRST-CLASS MAIL

פ-ו0

U.S.P.S.U

TENSION

SPECIAL THANKS TO OUR 2014 BENEFACTORS.

BENEFACTOR

SPOTLIGHT

resources for their mailing needs. This partnership between mailers and the Postal Service allows mailers to improve their mailing procedures through education and networking opportunities like National PCC Day/ Mailer's Forum.

The Greater Kansas City PCC is a Gold and Platinum award winner from the National PCC group at USPS Headquarters. We hope that you were able to join us for our annual event this year and if not, you will plan on joining us next September.

MARK YOUR CALENDAR!

2015 NATIONAL PCC WEEK SEPTEMBER 21 - 25, 2015



PRIORHTY

SEPTEMBER 2014 PRICE CHANGE -**PRIORITY MAIL**

On July 1, 2014; the USPS submitted a new pricing strategy to grow Priority Mail to the Postal Regulatory Commission (PRC). On August 15, 2014; the PRC approved the USPS proposal and new Priority Mail Pricing will commence on September 7, 2014.

The proposal includes and overall decrease for Commercial Base & Commercial Plus customers with minimal increase to retail Priority Mail:

Current Priority Mail Rates Retail

Weight Not Over (Ibs)	Zone ^{2,3,4}												
	Local, 1 & 2	3	4	5	6	7	8	9					
1	\$5.60	\$5.70	\$ 5.85	\$6.00	\$6.20	\$6.45	\$6.95	\$8.35					
2	5.80	6.15	6.85	8.75	9.50	10.25	11.25	13.50					
3	6.50	7.50	8.60	10.50	11.90	12.75	15.10	18.10					
4	7.35	8.75	9.90	13.90	15.25	16.30	18.15	21.80					
5	8.70	10.05	11.35	15.80	17.35	18.70	21.00	25.20					

New Rates Effective September 7, 2014

Maximum Weight (pounds)	Local, Zones 1 & 2 (\$)	Zone 3 (\$)	Zone 4 (\$)	Zone 5 (\$)	Zone 6 (\$)	Zone 7 (\$)	Zone 8 (\$)	Zone 9 (\$)
1	<u>5.75</u>	<u>5.85</u>	<u>6.00</u>	<u>6.15</u>	<u>6.40</u>	<u>6.65</u>	<u>7.15</u>	8.35
2	<u>5.95</u>	<u>6.35</u>	<u>7.05</u>	<u>9.00</u>	<u>9.75</u>	<u>10.55</u>	<u>11.55</u>	13.50
3	<u>6.70</u>	7.70	<u>8.85</u>	<u>10.80</u>	<u>12.20</u>	<u>13.10</u>	<u>15.50</u>	18.10
4	7.55	9.00	<u>10.15</u>	<u>14.25</u>	<u>15.65</u>	<u>16.75</u>	<u>18.65</u>	21.80
5	<u>8.95</u>	<u>9.95</u>	<u>11.30</u>	<u>16.20</u>	<u>17.80</u>	<u>19.20</u>	<u>21.55</u>	25.20

Commercial Base

Weight Not	Zone ^{2,3,4,5}											
Over (lbs)	Local, 1 & 2	3	4	5	6	7	8	9				
1	\$5.05	\$5.23	\$5.35	\$5.54	\$5.75	\$6.02	\$6.51	\$7.81				
2	5.32	5.44	5.84	7.55	8.26	8.98	9.97	11.96				
3	5.49	6.39	7.36	9.11	10.72	11.59	13.52	16.22				
4	6.16	7.25	8.10	10.66	13.37	14.42	16.28	19.53				
5	6.78	7.33	8.42	12.47	15.22	16.58	18.87	22.64				

Weight (pounds)	Zones 1 & 2 (\$)	3 (\$)	4 (\$)	5 (\$)	6 (\$)	7 (\$)	8 (\$)	9 (\$)
1	5.05	5.23	5.35	5.54	5.75	6.02	6.51	7.81
2	5.32	5.44	5.84	7.55	8.26	8.98	9.97	11.96
3	5.49	6.39	7.36	9.11	10.72	11.59	13.52	16.22
4	6.16	7.25	8.10	10.66	13.37	14.42	16.28	19.53
5	6.78	7.33	8.42	<u>11.26</u>	15.22	16.58	18.87	22.64

Maximum Local. Zone Zone Zone Zone Zone Zone Zone

Commercial Plus

\$4

5

Weight Not

Over

(lbs) 0.5

1 2

3

4

5

Zone ^{2,3,4,5}								Maximum Weight	Local, Zones	Zone	Zone	Zone	Zone	Zone	Zone	Zone
ocal, 1 & 2	3	4	5	6	7	8	9	(pounds)	1 & 2 (\$)	3 (\$)	4 (\$)	5 \$)	6 (\$)	(\$)	8 (\$)	9 (\$)
4.58	\$4.65	\$4.74	\$4.99	\$5.23	\$5.47	\$5.82	\$6.98	0.5	4.58	4.65	4.74	4.99	5.23	5.47	5.82	6.98
4.95	5.10	5.27	5.47	5.66	5.86	6.25	7.50	1	4.95	5.10	5.27	5.47	5.66	5.86	6.25	7.50
5.09	5.35	5.74	7.17	7.68	8.29	8.99	10.78	2	5.09	5.35	5.74	7.17	7.68	8.29	8.99	10.78
5.20	6.05	6.92	8.65	10.18	11.15	12.53	15.04	3	5.20	<u>5.51</u>	<u>5.90</u>	8.65	10.18	11.15	12.53	15.04
5.79	6.92	8.07	10.56	12.36	13.62	15.52	18.63	4	<u>5.30</u>	5.56	5.95	9.28	12.36	13.62	15.52	18.63
6.47	7.28	8.37	12.34	14.33	15.89	18.30	21.96	5	<u>5.35</u>	<u>5.61</u>	<u>6.80</u>	<u>9.80</u>	14.33	15.89	18.30	21.96

For additional details, go to Postal Explorer® at peusps.gov for pricing files (look in the blue navigation bar for September 2014 Price Change Information) and to the PRC website at: http://www.prc.gov/Docs/90/90202/Order%20No.%202156.pdf to download Order No. 2156.



SPECIAL THANKS TO

OUR 2014 BENEFACTORS.

🖾 🛛 Envelope & Label

Where First Impressions Last.

That one chance you get to make a lasting impression starts with Western States Envelope & Label. We know what matters most to your bottom line because it's what matters to ours, too.

Dedicated to serving printers, distributors and mailers, Western States Envelope & Label has been a wholesale industry leader since we opened our doors in 1908. With an endless array of standard products and custom capabilities, 24/7 online ordering and five full-service locations, every day is a "What can we do for you?" day at Western States. For more information on our wide list of envelopes and labels, go to www.wsel.com or in the Greater Kansas City area, contact Brian Dahl at 913-579-4280 or brian.dahl@wsel.com

MAILPIECE DESIGN AND RESOURCES ADDRESSED DURING GKCPCC WEBINAR

On Tuesday, July 22, approximately 45 GKCPCC Members attended our most recent webinar, sponsored by PCC member, Lineage.

Ostendorf, USPS A/Manager Business Mail Acceptance.

Jo led off her portion of the webinar, Creative Considerations, providing guidance on text placement, color, type usage and even formats. Jo provided some especially interesting data covering customer eye tracking in relation to information placement on mailpieces.

For instance, did you know that more attention is paid to the tops than the bottoms of mail pieces....so one option is to use bold text or visuals at the bottom to drag the customers' eye to the entire piece.

After a wealth of continued tips from Jo, Jeff Ostendorf took over the webinar to share tips and resources for managing postal costs, including where to go for USPS assistance when creating, designing and mailing your direct mail piece.

Jeff discussed the different promotional opportunities available to customers on a regular basis though the Postal Service and where to go (www.ribbs.usps.gov) to register and take advantage of those cost saving opportunities.

NOTE: The most current incentive offering, "Mail Drives Mobile Commerce" promotion runs November 1 through December 31, 2014 with Registration beginning September 15, 2014.

The Mail Drives Mobile Commerce promotion is aimed at businesses and mailers offering products for sale during the 2014 holiday shopping season. Mailers can earn an upfront two percent postage discount on qualifying mailpieces by integrating mobile technology with direct mail to create a convenient method for consumers to do their shopping.

•September 25, 2014 (10-11 a.m. EDT) IMpb impacts on Extra Services

Please note this webinar was originally scheduled for September 9. The new date and time is September 25 at 10 a.m. EDT. Please join us for an overview of the features, benefits and requirements unique to IMpb for mailers using Extra Services.

Attendee Information:

Event number: 992 168 882

Event address for attendees: https://usps.webex.com/ usps/onstage/g.php?d=992168882&t=a

Teleconference information

U.S./Canada Attendee Dial-in: (888) 890-1547 Conference ID: 7017381

•October 14, 2014 (10-11 a.m. EDT)

IMpb compliance

This webinar provides an outline of the all the compliance issues relating to the January 26, 2014 IMpb implementation Join us for a discussion of all of the latest details relating to IMpb compliance. Attendee Information:

Event number: 991 225 460

Event address for attendees: https://usps.webex.com/usps onstage/g.php?d=991225460&t=a

Teleconference information

U.S./Canada Attendee Dial-in: (888) 890-1547

Drag the consumer's eye down to the bottom using big, bold text or visuals.

Consumers started

by looking at the

Special K brand top centre left, then

moved up to brand

• Then the large text

their eyes down... before they move

at the bottom drags

benefit.

right.

- Attendees gained valuable Direct Mail tips and Mailing resources presented by Jo Rundus, USPS Senior Mailing Sales Executive and Jeff

			_						
	Conferen	ce ID: 7017993							
	For more information on upcoming webinars, go to this link: https://ribbs.usps.gov/industryoutreach/documents/ tech_guides/webinarschedule.htm								
5		014 USPS Webinars, go to this link: bs.usps.gov/mtac/documents/tech_ chives/		es/					
on.	 Intelligen Scan Bas NCOALin Returns (2014) Accessin Scorecar Thinking for PCCs Mail & Di 2014) New USF 	webinar archives include the topics It Mail Barcode (IMpb) Overview (July Sed Payment for Returns (June 10, 20 Ik® and ACS™ - Which is Best? (May Containing Mailable Hazardous Mate g and Understanding Mail Quality Re d (May 13, 2014) Inside the BoxCreative Event Plann (April 29, 2014) gital Personalization Promotion Webi PS Shipping Innovation Tools (March 2 pacts on Returns (March 1, 2014)	y 8, 20.)14) 15, 20 rials (N porting ting Str inar (N	14) 14) May 13, g - Mailer rategies 1arch 25,					
s/		CURRENT USPS WEBIN/							

INFORMATION

Visit our web site: greaterkansascitypcc.com for more information