

POSTAGE RATES

EFFECTIVE JAN 22, 2012

Eye/Comm provides you with the keys to Direct Marketing success!

1 to 1 Data

Powerful, focused lists to target your message to the right audience.

Variable Data Printing

Drive significantly higher response with unique personalized messages.

Direct Mail Marketing

Generate brand awareness, drive prospects to your website, and boost sales.

Multimedia Marketing

Reach new markets using email, social media and website links.

Since 1990 Eye/Comm has partnered with our clients to solve their marketing challenges. You will have our expertise, technology and knowledgeable staff to guide you through all aspects of your marketing campaigns.

NON-AUTO (Under 1 oz.)	FIRST CLASS MAIL		
	Letters	Cards	Flats
Single Piece (Machinable)	0.45	0.32	0.90
Presorted (Machinable)	0.424	0.28	0.762
Additional Ounce	0.20	--	0.20
AUTOMATION (Under 1 oz.)	Letters	Cards	Flats
Mixed AADC	0.404	0.255	0.73
AADC	0.374	0.244	0.63
3-Digit	0.374	0.243	0.574
5-Digit	0.350	0.208	0.373
Additional Ounce	0.125	--	0.17

AUTOMATION (3.3 ounces or less)	STANDARD MAIL		NON-PROFIT MAIL	
	Letters	Flats	Letters	Flats
Mixed AADC	0.278	0.504	0.166	0.356
AADC	0.262	0.494	0.15	0.346
3-Digit	0.26	0.438	0.48	0.29
5-Digit	0.242	0.353	0.130	0.214
ECR Basic	0.271	0.271	0.194	0.194
ECR High Density	0.199	0.224	0.125	0.149
ECR Saturation	0.185	0.197	0.111	0.122

POSTAL SPECIFICATIONS	Height		Length		Thickness	
	min	max	min	max	min	max
First Class Postcards	3.5"	4.25"	5"	6"	.007"	.016"
Letters – All Classes	3.5"	6.125"	5"	11.5"	.009"	.25"
Flats – Automation Compatible	5"	12"	6"	15"	.009"	.75"

