



WHAT CLASS OF MAIL SHOULD I USE?

We suggest you weigh two things when considering what class of mail to use: urgency and need. If it's a general marketing or informational piece without a hard timeframe or with plenty of lead time you're probably safe to go Standard. If it's extremely time-sensitive/critical or contains sensitive PII we suggest First-Class. If you are a registered (with the USPS) non-profit organization then you can also qualify for Non-Profit rates.

The pricing given below pertains to **letter-size** pieces and is based on the high/low average. The "denser" your mailing list is the lower your per piece rate will likely be. A tightly-clustered list going to a few zip codes will likely net a lower per piece cost than the same number of pieces mailing to a wider area. For pricing on flats, please see page 11 of the [Rapid Press Mailing Primer](#).

First-Class Mail (1-5 days, \$0.6395/piece average, 500 piece min. qty for best rates)

First-Class mail is typically delivered within 1-5 business days and will cost between \$0.593 - \$0.686 per piece. Undeliverable pieces will be automatically forwarded to return address on mailpiece. There are a few things are required to be sent via First-Class (handwritten or typewritten material, bills/statements of account or invoices, credit cards, personal correspondence, personalized business correspondence, all matter sealed or otherwise closed against inspection). If you have at least 500 pieces you can send First-Class mail as "presorted" and get the best-possible postage rate, but 200 pieces is otherwise the minimum quantity. First-class mail is handled first at USPS processing facilities aside from Priority mail.

Standard/Marketing Mail (2-9 days, \$0.397/piece average, 200 piece min. qty.)

Standard mail is typically delivered within 2-9 business days and will cost between \$0.355 - \$0.439 per piece. Undeliverable pieces will be destroyed unless the mail is marked with "Return Service Requested" or a similar endorsement (there will be a per piece charge for mail returned in this manner). You only need 200 pieces to qualify for Standard mail rates. Standard mail has a lower processing priority than First-Class.

Non-Profit Mail (2-9 days, \$0.203/piece average, 200 piece min. qty.)

Non-Profit mail is essentially a cheaper version of Standard mail for organizations that are registered as non-profit entities with the USPS. *Note that this is specific to the USPS and is separate from qualifying as a non-profit with the IRS/etc.* Non-Profit mail is typically delivered within 2-9 business days and will cost between \$0.161 - \$0.245 per piece. Undeliverable pieces will be destroyed unless the mail is marked with "Return Service Requested" or a similar endorsement (there will be a per piece charge for mail returned in this manner). You only need 200 pieces to qualify for Non-Profit mail rates. Non-Profit mail has a lower processing priority than Standard.

Quick-Reference Guide

Class	Average Price Per Piece	Delivery Timeframe
First-Class	\$0.6395	1-5 days
Standard	\$0.3970	2-9 days
Non-Profit	\$0.2030	2-9 days