

USPS-LR-J-169

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POSTAL RATE COMMISSION
OFFICE OF THE SECRETARY

**USPS Advertising and Promotions-Express Mail/Priority
Mail TV, Print and Radio FY2000/2001
Filed in response to OCA/USPS-22
(Category 3 & 4)**

USPS ADVERTISING AND PROMOTIONS

**Express Mail/Priority Mail
TV, Print and Radio
Fiscal Years 00 - 01**



**Express and Priority Mail Mass Advertising --
Fiscal Year 2000**

TV - General

Title	Product
Sweater	Priority
Truck	Priority
Jacket	Priority
Shirt/Blow up version	Priority
Truck new take	Priority
Man's Best Friend	Priority
Magic Set Aunt	Priority
Robot (Returns)	Priority Returns

Radio - General

Title	Product
Whoville	Express and Priority

Print -- General

Title	Product
Grandmothers	Priority Mail
Whoville	Express Mail & Priority Mail
Small Business Guy	Priority Mail
Sell the Sellers Spr	Priority Mail
E-Priority/Woman w/ Purse	Priority Mail
Sell the Sellers Man on Sofa	Priority Mail
eddiebauer.com-man in airport	Priority Mail
Amazon.com-Boy with Toy	Priority Mail

TV - Asian

Title	Product
None	

Radio -- Asian

Title	Product
None	

Print -- Asian

Title	Product
None	

TV - Hispanic

Title	Product
El Aguila-Holiday 99	Priority Mail
Business Ally	Priority Mail
Young Entrepreneur/Spanish	Priority Mail
Young Entrepreneur/English	Priority Mail

Radio -- Hispanic

Title	Product
None	

Print -- Hispanic

Title	Product
Parcel Gift-Domestic	Priority Mail
Sockets	Priority Mail
Eye Test	Priority Mail

Express and Priority Mail "Mass" Advertising -- Fiscal Year 2000

TV -- General

Title	Product
Sweater	Priority
Truck	Priority
Jacket	Priority
Shirt/Blow up version	Priority
Truck new take	Priority
Man's Best Friend	Priority
Magic Set Aunt	Priority
Robot (Returns)	Priority Returns



U.S. POSTAL SERVICE

30-Second Film

"SWEATER/REV."

AMAZON.COM CO-OP TV
QYPS9266

Approved for Bidding: 10/20/00
ceh
Revision #1: 10/27/00
ceh
Revision #2: 10/30/00
ceh

Job #: P31715

VIDEO

AUDIO

1 DOG WEARING HOLIDAY
SWEATER

WOMAN VO: Oh he looks so handsome... Mommy's big
man...you're such a big boy... I'm gonna give
you a big kiss...

2 TITLE: \$4.92 SAVED ONLINE

AVO: \$4.92 saved buying Spike a holiday sweater
online.

3 TITLE: \$6.42 OVERPAID ON
SHIPPING
SUPER: BASED ON 2LB. RATES
FROM CHICAGO TO NYC FOR THE
LEADING NATIONAL 2 DAY
SERVICES.

AVO: \$6.42 overpaid on shipping.

4 DOG WEARING HOLIDAY
SWEATER

WOMAN VO: Oh, you look so precious.

5 SUPER: PRIORITY MAIL AVERAGE
DELIVERY 2-3 DAYS AFTER
SHIPMENT BY RETAILER.

6 AVO: If your gifts aren't being sent Priority Mail,
you're probably paying too much, so make
sure to ask for it.

7 PRIORITY MAIL LOGO.
USPS LOGO.



LEO BURNETT U.S.A.

35 WEST WACKER DRIVE, CHICAGO, IL 60601
(312) 220-5959

U.S. POSTAL SERVICE

30-Second Film

"SWEATER/REV."

AMAZON.COM CO-OP TV
QYPS9266

Approved for Bidding: 10/20/00
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Revision #2: 10/30/00
ceh

Job #: P31715

8 SUPER: WHAT'S YOUR E-
PRIORITY™
SUPER:
WWW.USPSPRIORITYMAIL.COM

TAG: Fly Like an Eagle.



USPS
"Truck"

Visuals:

Child playing with dump truck in house.

Visual Info:

"Bought on Amazon.com"

"Shipped by Priority Mail"

"What's your e-Priority"

Whoosh goes across screen, Song: Fly Like an Eagle.

VO:

"What's your e-Priority?"



USPS
"Jacket"

Visuals:

People sitting around an airport waiting for a flight.

Visual Info:

"Bought on eddiebauer.com

"Eddie Bauer Inc. makes Priority Mail available to its customers for packages 3lbs. & under. "

"Shipped by Priority Mail"

"What's your e-Priority"

VO:

"What's your e-Priority?"



USPS
"Truck's New Take"

Visuals:

Child playing with dump truck in house.

Visual Info:

"Bought on Amazon.com"

"Shipped by Priority Mail"

"What's your e-Priority"

Whoosh goes across screen, Song: Fly Like an Eagle.

VO:

"E-tailers like Amazon.com choose Priority Mail. Shouldn't you?"



USPS
"Shirt/Blow Up Version"

Visuals:

People sitting around an airport waiting for a flight.

Visual Info:

"Bought on eddiebauer.com

"Eddie Bauer Inc. makes Priority Mail available to its customers for packages 3lbs. & under. "

"Shipped by Priority Mail"

"What's your e-Priority"

VO:

"E-tailers like eddiebauer.com choose Priority Mail. Shouldn't you?"



USPS
"Man's Best Friend"

Visuals:

Guy walking around house with dog while holding electronic toy and talking out loud to himself.

Visual Info:

"GPS Receiver...bought on Eddiebauer.com"

"Priority Mail average delivery 2-3 days. Savings based on 2lbs published rates by Priority Mail vs. FedEx 2nd Day and UPS 2nd Day Air."

"Priority Mail saves on shipping"

"What's your e-Priority"

Whoosh goes across screen, Song: Fly Like an Eagle.

VO:

"You rely on Amazon.com for electronics and all sorts of gifts. They rely on Priority Mail to get it there fast and to save you money."

"What's your e-Priority?"



USPS
"Magic Set/Aunt"

Visuals:

Boy playing with magic set. Aunt pinches boys' cheek, boy makes the aunt disappear.

Visual Info:

"Magic set bought on Amazon.com"

"Priority Mail saves on shipping"

"Priority Mail average delivery 2-3 days. Savings based on 2lbs published rates by Priority Mail vs. FedEx 2nd Day and UPS 2nd Day Air." "Priority Mail saves on shipping"

"What's your e-Priority"

"uspsprioritymail.com"

Whoosh goes across screen, Song: Fly Like an Eagle.

VO:

"You rely on Amazon.com for an incredible selection of toys. Amazon.com relies on Priority Mail to get it there fast and to save you money."

"Disappearing aunt not included."

"What's your e-Priority?"



USPS
"Robot"

Visuals:

Robot jumps out of Priority Mail labeled box, grabs Electronic Merchandise Return label off of printer and puts onto the Priority Mail labeled box.

Visual Info:

"Electronic Merchandise Return service is available with Priority Mail and other standard packages services."

"What's your e-Priority?"

"www.usps.com"

VO:

"Introducing e-Merchandise Return from the United States Postal Service. It's so simple, your customers can print a pre-paid return label right from your Web site. Now the stuff they buy online practically returns itself. Easier exchanges for them means more business for you. What's your e-Priority?"

Whoville Radio :60
10-26-00

You probably know as it's often been stated
Giving holiday gifts can be quite complicated

At least, it is for the Who's in Whoville
So it's probably true for You's in Youville

Here for the shopping and there for the shipping
And here for packing to keep it from ripping

That's why the Post Office is where you should go
For wrapping and packing and shipping, you know

They've got plenty of boxes, bubble wrap, and tape
To assure your gift gets there in tip-top shape

Priority Mail to get there just right
And Express Mail, to get it there overnight

So come to the Post Office, it's only one stop
There are even last minute gifts for mother, brother, sister, and pop

Don't forget we're open this Saturday if you got a late start
With delivery Monday on Christmas Day
If, like a certain green someone, you have a sudden change of heart

Approved
Retail Marketing
Gloria D.R. Cheek
10/26/00

Express and Priority Mail "Mass" Advertising -- Fiscal Year 2000

Print -- General

Title	Product
Grandmothers	Priority Mail
	Express Mail & Priority Mail
Whoville	
Small Business Guy	Priority Mail
Sell the Sellers Spr	Priority Mail
E-Priority/Woman w/ Purse	Priority Mail
Sell the Sellers Man on Sofa	Priority Mail
eddiebauer.com-man in airport	Priority Mail
Amazon.com-Boy with Toy	Priority Mail

*Irene: "Is a simple thank-you-
too-much-to-ask-for" Pisarczyk
of 2 Loder St.*



Fly Like an Eagle.™



Since Irene used
**Priority Mail™ with
Delivery Confirmation™**
she knows that her
nephew received his
graduation gift today
at 12:45. So why hasn't
she heard from him yet?



**UNITED STATES
POSTAL SERVICE®**

An equal opportunity employer

Eagle symbol

United States Postal Service

What's Your e-Priority?™



Irene "Is-a-simple-thank-you-
too-much-to-ask-for" Pisarczyk
of 2 Loder St.



Fly Like an Eagle.™



Since Irene used
**Priority Mail™ with
Delivery Confirmation™**
she knows that her
nephew received his
graduation gift today
at 12:45. So why hasn't
she heard from him yet?

 **UNITED STATES
POSTAL SERVICE®**

www.usps.com

Eagle symbol is a registered trademark of the United States Postal Service.

What's Your e-Priority?™



Whoville POST OFFICE

Every Who down in Whoville has a smiling face—
'cause they can buy & send Who gifts all in one place.



Packing Supplies



Whoville Gifts



Postal Money Orders



Dr. Seuss' How

STOLE CHRISTMAS!

At a theater near you

This holiday season, nothing could be easier than a quick stop at your Post Office. You can find last-minute stocking stuffers, as well as all sorts of packing supplies. And you can send your gifts out fast with Priority Mail® service or Express Mail® service. What a merry way to wrap up the holidays.

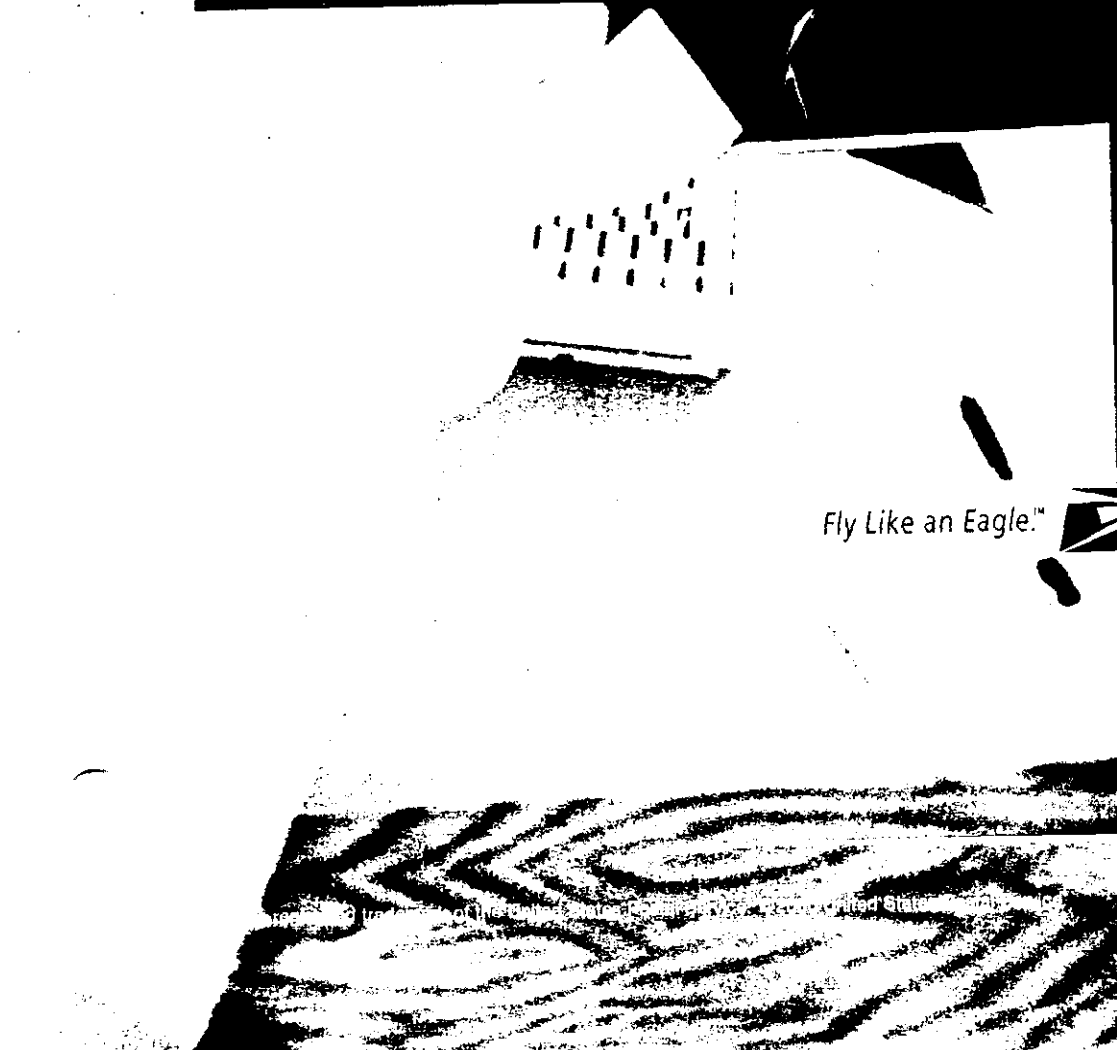


www.usps.com

The movie Dr. Seuss' How the Grinch Stole Christmas is © 2000 Universal Studios. Based on how the Grinch stole Christmas by Dr. Seuss and characters "©" Dr. Seuss Enterprises, Inc. All rights reserved. Universal Studios is a registered service mark of Universal Studios, Inc. Eagle symbol is a registered trademark of the United States Postal Service.



*Herb "I-told-him-it-got-there" Miller
of 18 Fenton St.*



Fly Like an Eagle.™



What's Your e-Priority?™



Since Herb used **Priority Mail® with Delivery Confirmation™** he was able to check over the Internet and tell an overanxious co-worker exactly when that very important package arrived.

 **UNITED STATES POSTAL SERVICE®**

www.usps.com

© 2000 United States Postal Service. All rights reserved. United States Postal Service is a registered trademark of the United States Postal Service.



Browsed your Web site.

Bought from theirs.

Fly Like an Eagle.[™]



What's Your e-Priority?
www.usps.com/4423.com

If you don't offer e-customers fast, low cost shipping, someone else will.

To see how easy it is to offer your customers Priority Mail[™], go to www.USPriorityMail.com



UNITED STATES POSTAL SERVICE[®]
An equal opportunity employer.

Money was no o

Except when it
came to shipping.

Fly Like an Eagle.™

Make sure to ask for
Priority Mail™ whenever
you shop online. Because
you have better things to
do with your money than
overpay for shipping.



What's Your
e-Priority?



UNITED STATES
POSTAL SERVICE®

An equal opportunity employer

©2003 United States Postal Service. Priority Mail is a registered trademark of the United States Postal Service. Priority Mail is a service mark of the United States Postal Service.

Browsed your Web site

Bought from theirs.

At the United States Postal Service, we're committed to providing the best possible service to our customers. We're also committed to providing the best possible workplace for our employees. We're committed to providing the best possible service to our customers. We're also committed to providing the best possible workplace for our employees. We're committed to providing the best possible service to our customers. We're also committed to providing the best possible workplace for our employees.

Fly Like an Eagle.™




United States
Postal Service

UNITED STATES
POSTAL SERVICE

An equal opportunity employer

Bought on eddrebauer.com

Shipped by Priority Mail

1 Fly Like an Eagle. 

What's our e-Priority?

www.USPSPriority.com

UNITED STATES POSTAL SERVICE 



What's Your
e-Priority?
www.usps.com

Fly Like an Eagle[®]



UNITED STATES
POSTAL SERVICE[®]

VIDEO

WHOOSH:
A UN BUEN PRECIO

WHOOSH: AT A FAIR PRICE



AUDIO

...hay que compartirlos.

...are meant to be shared.

ANNCR: A un buen precio.

ANNCR: At a fair price.

ANNCR: En el Servicio Postal de los Estados Unidos...

ANNCR: At the United States Postal Service...

...estamos mejor preparados...

...we are better prepared...

...para enviar...

...to send...

VIDEO

WHOOSH:
A MUCHOS LUGARES

WHOOSH: TO MANY PLACES



AUDIO

FLY LIKE AN EAGLE MUSIC
INTRODUCTION FADES IN
AND UNDER

Woman: En estas fechas

Woman: During this

de alegría...

joyful season...

...su mensaje llega más lejos.

...your message goes farther.

ANNCR: A muchos lugares.

ANNCR: To many places.

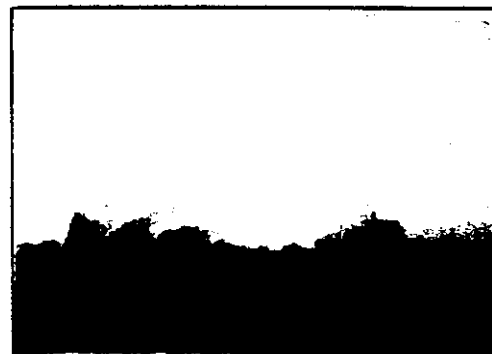
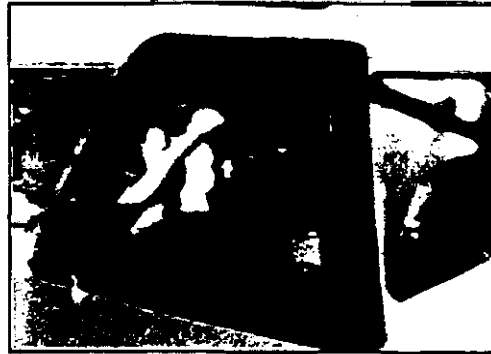
Woman: Porque los buenos
deseos...

Woman: Because good wishes...

VIDEO

WHOOSH:
SALUDOS, SONRISAS
Y REGALOS

WHOOSH: GREETINGS,
SMILES AND GIFTS



AUDIO

...saludos, sonrisas y regalos.

... (all) the greetings, smiles and gifts.

SUNG: El águila vuela más lejos...

SUNG: The eagle flies farther...

...y llegará, al horizonte...

...and goes towards the horizon...

...mil destinos unirá.

...bringing thousands of people
together.

El águila vuela más lejos.

The eagle flies farther.

VIDEO

AUDIO

WHOOSH:
EL ÁGUILA VUELA MÁS LEJOS.

WHOOSH:
THE EAGLE FLIES FARTHER

USPS LOGO

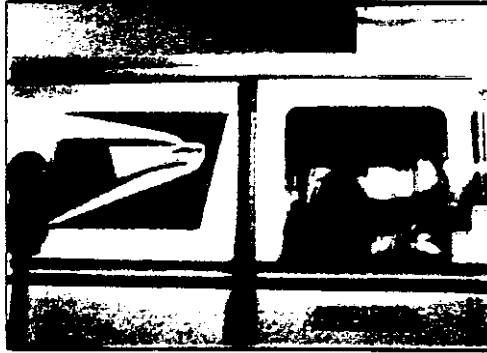


VIDEO

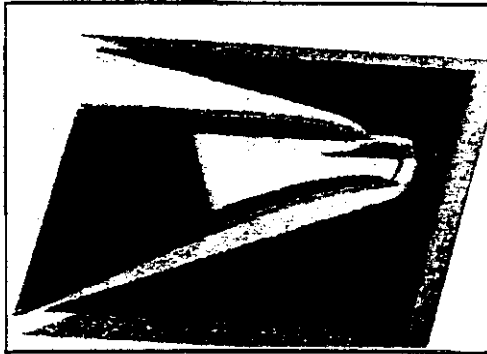
ESTABLISH FROM OPENING SCENE THAT IT'S A SMALL NEIGHBORHOOD BUSINESS (SMALL RADIO SHACK) SPECIALIZED IN ELECTRONIC APPLIENCES AND GADGETS.



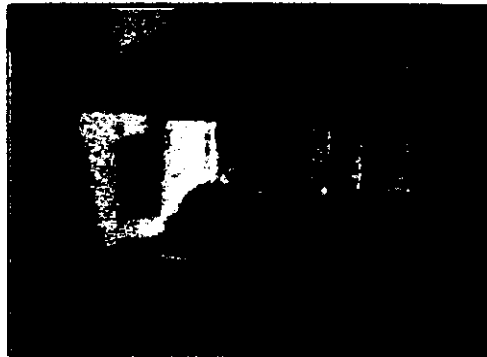
ESTABLISH PARTNERSHIP BETWEEN USPS AND SMALL BUSINESS OPERATION



USPS STANDS FOR:
- VARIETY OF SERVICES
- SPEED
- DYNAMIC
- MODERN



LOGO TRANSITION TAKES US BEHIND THE SCENES TO USPS WORLD



INTRODUCE THE USPS PEOPLE WHO MAKE IT ALL POSSIBLE.

COMMUNICATE PERSONAL ATTENTION.



AUDIO

SFX: STREET SOUNDS, BELL SOUNDS AS DOOR IS OPENED

ANNCR: Alguien

ANNCR: Someone

que usted ya conoce

you already know

puede ser su mejor aliado en negocios.

can be your best business ally.

STEVE MILLER "FLY LIKE AN EAGLE" FADES IN AND UNDER

ANNCR: ¡Cuenta con el Servicio Postal

ANNCR: Count on the United States

DIRECT TARGET AUDIENCE TO SEEK USPS REP. FOR SOLUTIONS. PORTRAY USPS REPS. AS RELIABLE, TRUSTWORTHY AND HELPFUL INDIVIDUALS.



de los Estados Unidos

Postal Service

COMMUNICATE THAT SMALL BUSINESS ENTREPRENEURS CAN COUNT ON USPS FOR SOLUTIONS ON HOW TO EXPAND THEIR BUSINESS.



para brindarle oportunidades!

to create opportunities for you!

HISPANIC MAN SHOWS HIS PRIDE OF BEING ABLE TO TAKE HIS BUSINESS TO THE NEXT LEVEL.



COMMUNICATE WITH ENVELOPE TRANSITION HOW USPS IS THE LINK THAT UNITES BUSINESS OWNER TO HIS CONSUMERS

Desde cómo establecer

From developing

ILLUSTRATE ONE OF THE MANY WAYS USPS HELPS SMALL BUSINESSES



SORTER CONVEYS SPEED AND TECHNOLOGICAL ADVANCES.

programas de Correo Directo

Direct Mail programs

HISPANIC BUSINESS OWNER IS EFFECTIVELY REACHING HIS CUSTOMERS. COMMUNICATE THAT CONSUMER IS PLACING AN ORDER.



para atraer nuevos clientes,

to attract new clients,

VIDEO

EMPHASIS ON THE VARIETY OF OPTIONS USPS OFFERS. SUGGEST MANY DIFFERENT SERVICES. (EXPRESS MAIL, PRIORITY ENVELOPE, BROWN PACKAGES FOR PARCEL POST)



HIGHLIGHT USPS BENEFITS IN TERMS OF SAVING TIME AND MONEY. COMMUNICATE THAT USPS SOLUTIONS ALSO HELP THE BUSINESS INFLUENCER (ASSISTANT)



PRODUCT ID. PACKAGE TRANSITION TAKES US FROM BUSINESS TO CONSUMER.

CALL TO ACTION. COMMUNICATE THAT USPS DELIVERS SAFELY



SHOW RESULTS OF USING USPS



COMMUNICATE A TRUSTING RELATIONSHIP BETWEEN BUSINESS OWNER AND USPS



AUDIO

hasta servicios que pueden

to services that can help you

ahorrarle tiempo y dinero.

save time and money.

MUSIC UP AND UNDER

Averigüe cómo podemos

Find out, how we can

trabajar para usted.

work for you.

Juntos, le damos

Together, we can make

VIDEO

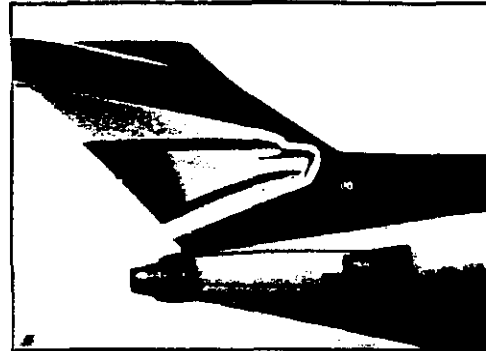
COMMUNICATE WITH LOGO
TRANSITION



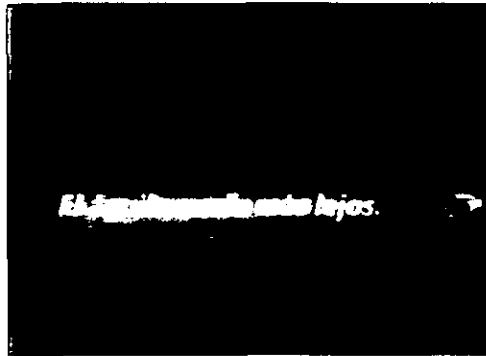
THAT FROM THE HUMAN
ELEMENT (MAIL CARRIER)



TO ITS EQUIPMENT
(AIRPLANE) USPS IS YOUR BEST
BUSINESS ALLY.
USPS ID DESCRIBES SPEED AND
RELIABILITY



USPS BRANDING



AUDIO

alas a su negocio.

your business fly.

El Servicio Postal
de los Estados Unidos.

The United States
Postal Service.

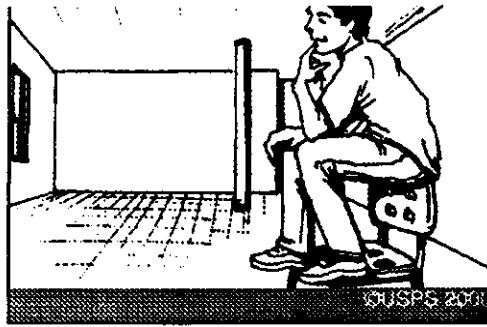
de los Estados Unidos.

Postal Service.

MUSIC THEME LINE

VIDEO

Camera opens on a young "latino" entrepreneur in an empty room. He looks introspective.



Priority Mail package with animation, movement gets man's attention.

Super Legal:
Priority Mail es una marca registrada del Servicio Postal de los Estados Unidos

Priority Mail es una marca registrada del Servicio Postal de los Estados Unidos



Young man receives Priority Mail package and opens it.

Super Legal:
Sobre Servicios de Entrega de 2 días.

Over 2 Day Services



As he puts away what he received, other office related objects start "popping" into his home office: computer, clock, lamp, etc. (following the rhythm of the music).



Camera speeds up around him as he puts everything in place, gaining momentum.

Super Legal:
La entrega promedio es de 2 a 3 días.

Average delivery 2 to 3 days.



AUDIO

SFX: Door bell
Music "Fly like an eagle"

In & Under.
ANNOUNCER VO:
Priority Mail del Servicio Postal de los Estados Unidos

With Priority Mail from the United States Postal Service

le ayuda a ahorrar más de un 50%

helps you save more than 50%

al enviar hasta 2 libras ¡Sólo cuesta \$3.20!

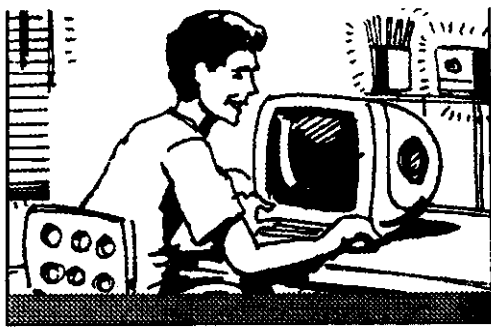
by sending up to 2 pounds. It's only \$3.20!

Sus paquetes llegan en un promedio de 2 a 3 días.

Your packages arrive in an average of 2 to 3 days.

VIDEO

Camera zooms out to reveal home-office fully furnished.



Close up of our hero as he receives his last Priority Mail package.

Super Legal:
Confirmación de Entrega
.35¢ Adicionales.

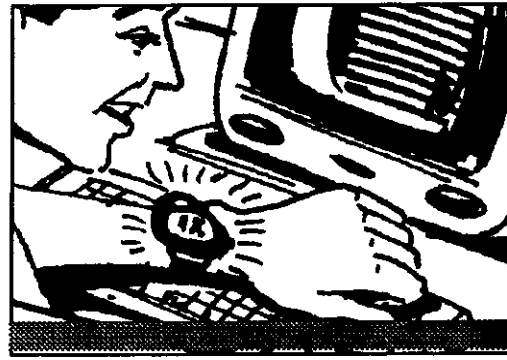
Delivery Confirmation .35¢ Extra.



He opens it to find a photograph of his girlfriend. He puts it on top of his computer.



Camera zooms in to view his reaction as a watch pops in.



Our hero looks happy and proud of his achievement as he looks around his furnished home-office.



VIDEO

AUDIO

incluso los Sábados.

even on Saturday.

Y nosotros confirmamos que los recibieron.

And we even confirm that it was received.

Úselo, sale tan económico

Use it, it's so affordable

que puede mandar de todo

that you can send almost everything

... ¡todo!

... everything!

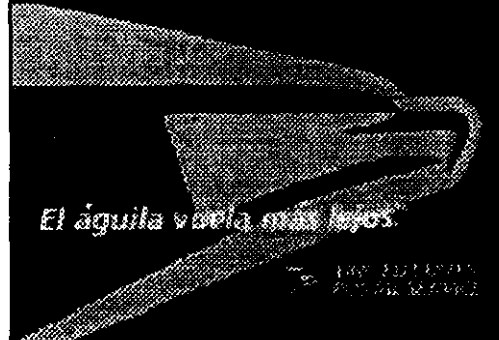
As he turns around he's started to find all the different Priority Mail packages that the merchandise came in.



Priority Mail package with Tag Line in a whoosh.



USPS LOGO and final slate with whoosh tag line.



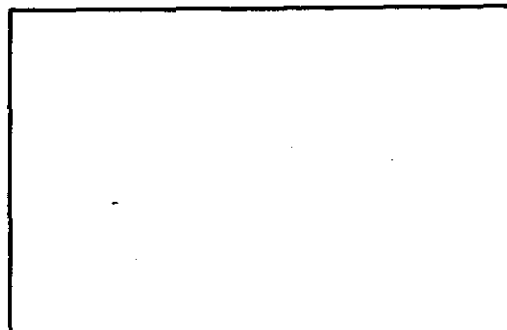
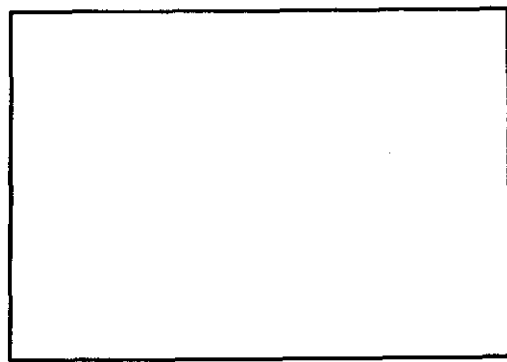
AUDIO

ANNOUNCER VO: Priority Mail. Usted es nuestra prioridad

Priority Mail. You are our priority.

Spoken tag with end slate El águila vuela más lejos*.

Fly like an eagle*.



Express and Priority Mail "Mass" Advertising -- Fiscal Year 2000

Print -- Hispanic - 2000

Title	Product
Parcel Gift-Domestic	Priority Mail
Sockets	Priority Mail
Eye Test	Priority Mail

STUDIO

JOB NUMBER

TIME/DATE

Quark 4.02R1

PE1-P34-K601

5:17PM 11/10/99

CLIENT: USPS

CONTACT: S SUCHMAN

SET UP BY: DLB

FOLDER: BVSTNY/PE1-P34-K601

EXT: 0217

REVISED BY:

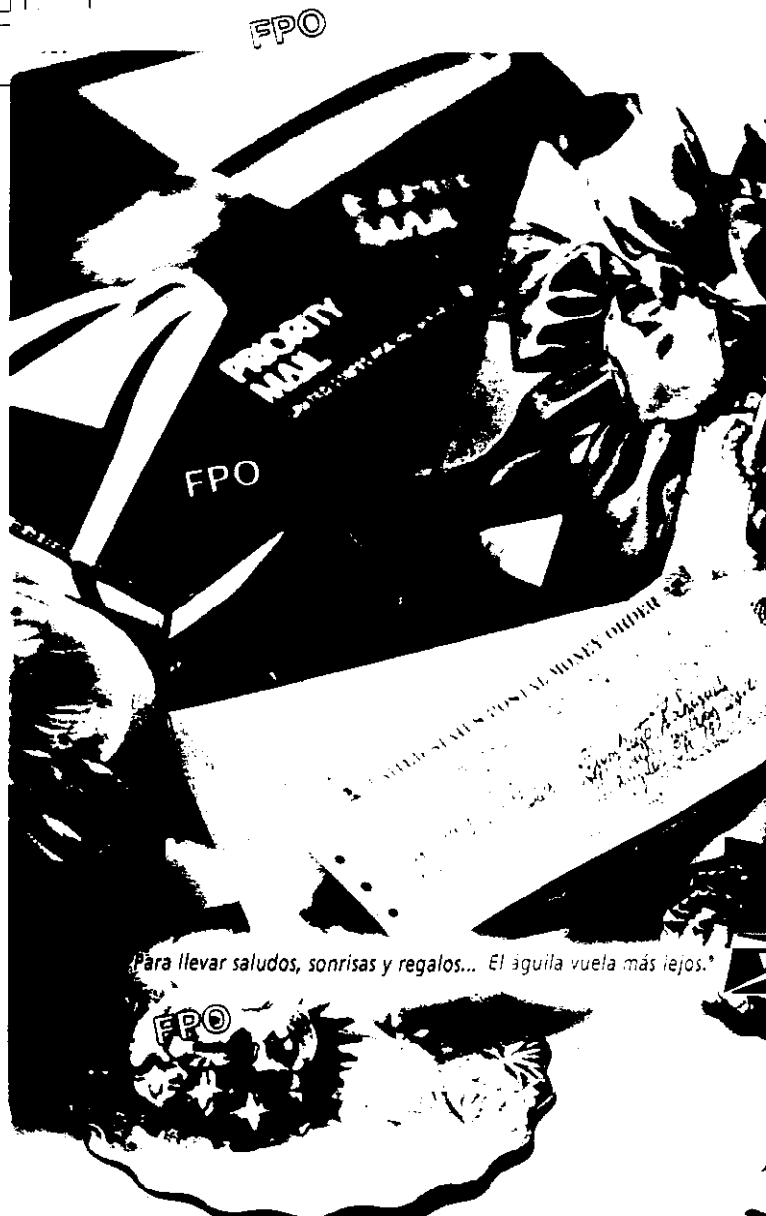
FILE NAME: PE1-P34-K601/HISP

FILE PAGE: 1

MECH. DUE DATE: XXXX

FONT USAGE:

PICTURE FILES: XXXX



En esta temporada de alegría,
el Servicio Postal de los Estados
Unidos les lleva su mensaje de
cariño a familiares y amigos.
Y algo muy importante:
con la rapidez que necesita
al precio que usted busca.

Elija el mejor servicio para usted:



Priority Mail®
envío de paquetes de hasta 2
libras por sólo \$3.20.*



Giros Seguros™: "money orders"
nacionales para regalos de dinero
que están garantizados.**

Para llevar saludos, sonrisas y regalos... El aguila vuela más lejos.*



www.usps.com

*Ahorros basados en tarifas de Priority Mail que empiezan desde \$3.20 para paquetes de hasta 2 libras y con un cargo adicional de 35¢ por Confirmación de Entrega, comparados con las tarifas publicadas de FedEx 2 Day® (desde \$7.50 hasta \$11.00) y UPS 2nd Day Air® (desde \$7.50 hasta \$11.50). La entrega promedio de Priority Mail es de 2 a 3 días. Priority Mail es una marca registrada del Servicio Postal de los Estados Unidos.

**Reemplazo solo con recibo. Se aplican ciertas cargas y condiciones. Para más detalles, visite una oficina de correos.
©1999 USPS.

Ad No. PE1-P34-K601
4/C PROCESS - FULL PAGE BLEED AD
TRIM SIZE: 8" X 10 7/8"
BLEED SIZE: 8 1/4" X 11 1/8"
SAFETY SIZE: 7" X 10"
"USPS: NAVIDAD 2000 CAMPAIGN"
"PARCEL GIFT-DOMESTIC"
HISPANIC MAGAZINE

This advertisement prepared by
The Bravo Group, N.Y. (415-100-601)
Client: USPS Product: SPECIALTY MARKET Codes: (415-100-801)
Copy—S ORTIZ Art—J RODO Acc't Mgt.—J SOSA

CLIENT: UNITED STATES POSTAL SERVICE

PRODUCT: HOLIDAY CAMPAIGN

PROJECT: DOMESTIC VERSION

MEDIUM: PRINT AD

TITLE: "DOMESTIC" REV. 1

DATE: 10-7-98

CREATIVE DIRECTOR: FERNANDO DELGADO

ART DIRECTOR: SALAZAR/RODO

COPYWRITER: SILVIA ORTIZ

BACK TRANSLATION: ROSA MIRANDA

BACK TRANSLATION

To send greetings, smiles and gifts... The eagle flies further.

During this joyful season, the United States Postal Service delivers your message of love to your loved ones and friends in the United States. And something very important: with the speed you need, and at a fair price. Choose the service that's best for you:

Priority Mail™, send packages at prices *as low as just \$3 for up to 2lb.*
Giros Seguros or domestic *money orders* for money gifts that are guaranteed.*

* Replacement with receipt. Fees and conditions apply. Check your Post Office for details.

(Logo & Tagline

DUPLICATE

Quark 4.02R1	JOB NUMBER PE1-P34-K623	TIME/DATE 3:00PM / 2-17-00
CLIENT: USPS	CONTACT: S SUCHMAN	SET UP BY: DLB
FOLDER: BVSTNY/PE1-P34-K623	EXT: 8217	REVISED BY: DLB 2/23/00 4:05PM
FILE NAME: PE1-P34-K623/NEWSWEE	FILE PAGE: 1	MECH. DUE DATE: 2/24/00
FONT USAGE: HELV NEUE, FRUITGER, AMERICAN TYPEWRITER		

PRINT AT
100%

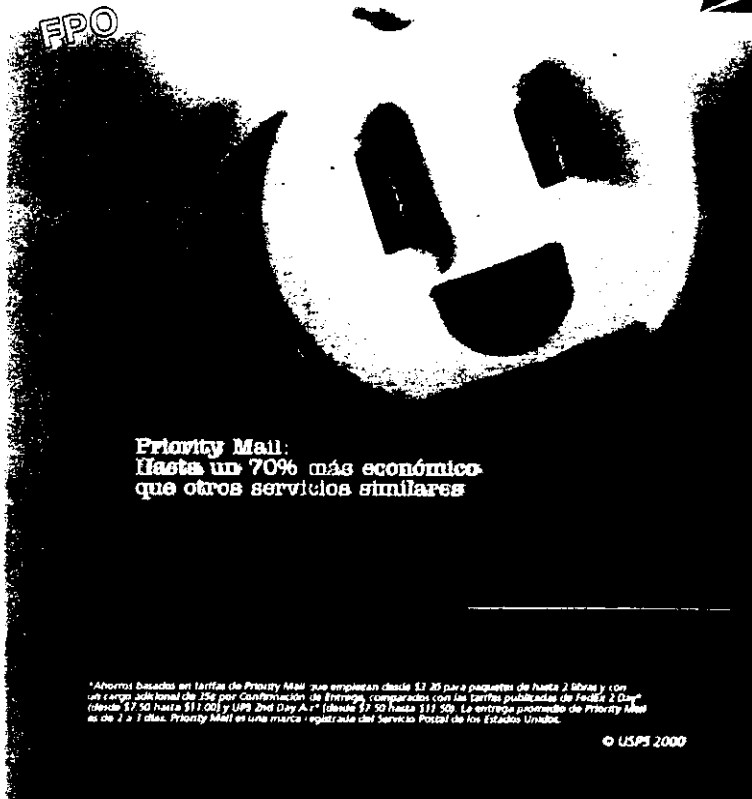
PICTURE FILES: XXXX



Priority Mail®



La mejor conexión siempre despierta sonrisas. El águila vuela más lejos.



Priority Mail.
Hasta un 70% más económico
que otros servicios similares

Con el servicio Priority Mail, sus envíos de hasta 2 lbs. llegan en un plazo de 2 a 3 días por sólo \$3.20. Además, para su tranquilidad, ahora puede confirmar la entrega por sólo 35¢.

¡Con Priority Mail ahorra hasta un 70% sobre otros servicios similares!*

Como se trata del Servicio Postal de los Estados Unidos, sabe que toma una buena decisión para su negocio. Ciertamente, esa sonrisa es de pura satisfacción.

Para más detalles, llame al:
1 800 275-8777.

Priority Mail. La decisión más fácil para su negocio.



www.usps.com

*Ahorros basados en tarifas de Priority Mail que empiezan desde \$7.25 para paquetes de hasta 2 libras y con un cargo adicional de 35¢ por Confirmación de Entrega, comparados con las tarifas publicadas de FedEx 2 Day (desde \$7.50 hasta \$11.00) y UPS 2nd Day Air™ (desde \$7.50 hasta \$11.50). La entrega programada de Priority Mail es de 2 a 3 días. Priority Mail es una marca registrada del Servicio Postal de los Estados Unidos.

© USPS 2000

Ad No. PE1-P34-K623
4/C PROCESS - FULL PAGE BLEED AD
TRIM SIZE: 8" X 10 1/2"
SAFETY SIZE: 7" X 9 5/8"
BLEED SIZE: 8 1/4 X 10 3/4"

"USPS: SOCKETS"
NEWSWEEK EN ESPANOL MAGAZINE

THIS ADVERTISEMENT PREPARED BY
THE BRAVO GROUP, N.Y. (415-100-612)

Client: USPS Product: PRIORITY MAIL Codes: (???)
Copy---XXX Art---J. RODO Acc't Mgt.---J. SOSA

S02/00

THE BRAVO GROUP
 230 PARK AVE SOUTH
 NEW YORK, NY 10003
CLIENT/BRAND: USPS
PROJECT: Priority Mail
MEDIUM: Print Ad

CREATIVE DIRECTOR: F. Delgado
CREATIVE SUPERVISOR: C. Salazar
COPYWRITER: M. Colón
ART DIRECTOR: José Rodo
TITLE: "Connect"
DATE: May, 5 1999

SPANISH

SOCKETS: Otros servicios.

Priority Mail™ un 70% más económico que otros servicios similares.

HEADLINE WHOOSH:

La mejor conexión siempre despierta sonrisas.

El águila vuela más lejos. ®

Con el servicio de Priority Mail™, sus envíos de hasta 2 lbs. llegan en 2 a 3 días por sólo \$3.20.

Además para su tranquilidad, ahora puede confirmar la entrega por .35¢.

Con Priority Mail ahorra hasta un 70% sobre otros servicios similares* y ahora puede confirmar que recibieron su paquete!

Como se trata del Servicio Postal de los Estados Unidos sabe que está tomando una buena decisión para su negocio.

Ciertamente, esa sonrisa es de pura satisfacción.

Para más detalles, llame al 1-800-221-1811

TAG: Priority Mail. La decisión más fácil para su negocio.

LEGAL: *Ahorros basados en Priority Mail de hasta 2 libras que comienzan en \$3.20; .35¢ adicionales por Confirmación de Entrega, comparado con las tarifas publicadas para 2 libras de FedEx 2 Day™ desde \$7.50 a \$11.00 y UPS 2nd Day Air® desde \$7.25 a \$11.25. Priority Mail entrega promedio en 2 a 3 días. © 1999 U.S. Postal Service

BACK TRANSLATION

SOCKETS COPY:

Other services

Priority Mail™ 70% more economical than other similar services

HEADLINE WHOOSH:

The best connection always brings on a smile.

The eagle flies farther. (Fly like an eagle)®

With Priority Mail™, your packages of up to 2 pounds arrive within 2 to 3 days for only \$3.20.

And for your peace of mind, now you can confirm the delivery for .35¢.

With Priority Mail you save up to 70% over other similar services* and now you can even confirm that your package was received.

And because it's from the United States Postal Service, you know you're making a good business decision. Certainly, that smile is from pure satisfaction.

For more details, call 1-800-221-1811

TAG: Priority Mail. The easiest solution for your business.

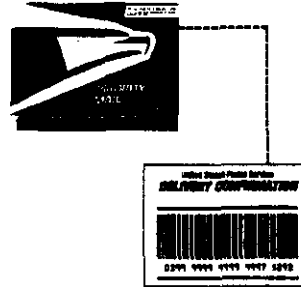
LEGAL: *Savings based on Priority Mail up to 2 lbs. starting at \$3.20; .35¢ extra for Delivery Confirmation vs. 2 lb. published rates for FedEx 2Day™ from \$7.50 to \$11.00 and UPS 2nd Day Air® from \$7.25 to \$11.25. Priority Mail average delivery of 2-3 days. © 1999 U.S. Postal Service

THE STUDIO

Quark 4.02R1	JOB NUMBER K629	TIME/DATE 8/28/00 2:53 PM
CLIENT: US Postal Service	CONTACT: S SUCHMAN	SET UP BY: DL
FOLDER: USPS	EXT: 8217	REVISED BY: xxxxx
FILE NAME: K629 Eye test/US Postal	FILE PAGE: 1	MECH. DUE DATE: xxxxx
FONT USAGE: xxxxx		
PICTURE FILES: xxxxx		

E
C B
D L F
P T E O
PRIORITY
MAIL

Visión clara para su negocio. El águila vuela más lejos.™



Con el servicio Priority Mail® usted puede verificar que sus clientes recibieron su paquete con una llamada o por el Internet, simplemente pide el servicio de Confirmación de Entrega™.

¡Y Priority Mail le ahorra más de un 50% en paquetes de hasta 2 lbs, comparado con otros servicios de entrega en 2 días.*! Un ahorro claro para su negocio.

Para más detalles, llame al:
1 800 275-8777.



Priority Mail.
Usted es nuestra prioridad.

UNITED STATES
POSTAL SERVICE
www.usps.com

*Ahorros basados en el costo de entrega de Priority Mail® que comienza desde \$3.20 para paquetes de hasta 2 libras comparado con el costo de otros servicios de entrega en dos días, además de 35 centavos adicionales para el servicio de Confirmación de Entrega. La entrega promedio del servicio Priority Mail es de 2 a 3 días.

© USPS 2000

Ad No. K629

This advertisement prepared by
The Bravo Group, N.Y. (2000)

Client: USPS Product: Ad Codes: (PE1)
Copy—J. Dayan Art—J. Rodo Acc't Mgt.—J. Sosa

9/00

SPANISH**HEADLINE WHOOSH:**

Visión clara para su negocio

El águila vuela más lejos.™

Con el servicio Priority Mail® usted puede verificar que sus clientes recibieron su paquete con una llamada o por el internet, simplemente pide el servicio de Confirmación de Entrega™.

¡Y Priority Mail le ahorra más de un 50% en paquetes de hasta 2 lbs, comparado con otros servicios de entrega en 2 días.*!
Un ahorro claro para su negocio

Para más detalles, llame al: 1 800-275-8777.

TAG: Priority Mail. Usted es nuestra prioridad.

LOGO: PRIORITY MAIL & CONFIRMATION BAR

USPS LOGO www.usps.com

LEGAL: *Ahorros basados en el costo de entrega de Priority Mail® que comienza desde \$3.20 para paquetes de hasta 2 libras comparado con el costo de otros servicios de entrega en dos días, además de 35 centavos adicionales para el servicio de Confirmación de Entrega. La entrega promedio del servicio Priority Mail es de 2 a 3 días. ©USPS 2000.

BACK TRANSLATION**HEADLINE WHOOSH:**

Clear vision for your business.

Fly like an eagle.™

By using Priority Mail® Service you can verify that your clients received the package by a simple call or via the Internet, just ask for the Delivery Confirmation™ service

And Priority Mail saves you more than 50% in packages of up to 2 pounds, compared to other 2 day services!
Clear savings for your business.

For more details, call 1 800-275-8777.

TAG: Priority Mail. You are our priority.

LOGO: PRIORITY MAIL PACKAGE & CONFIRMATION BAR

USPS LOGO www.usps.com

LEGAL: *Savings based on Priority Mail® delivery starting at \$3.20 for up to 2lbs, over 2-day services, with 35 cents extra for Delivery Confirmation™ service. Priority Mail service average delivery of 2-3 days. ©USPS 2000

Express and Priority Mail Mass Advertising -- Fiscal Year 2001

TV -- General

Title	Product
Snow Amazon	Priority
Snow Nordstrom	Priority
Reindeer Amazon	Express
Reindeer Nordstrom	Express
Factory	Express

Radio -- General

Title	Product
None	

Print -- General

Title	Product
Truck	Priority
Snow	Express
Hotel	Express

TV -- Asian

Title	Product
None	

Radio -- Asian

Title	Product
None	

Print -- Asian

Title	Product
"God of Fortune", Chinese	PM mentioned in copy
"God of Fortune", Vietnamese	PM mentioned in copy
"God of Gates", Chinese	PM mentioned in copy
"God of Gates", Vietnamese	PM mentioned in copy
"Gates", Korean	PM mentioned in copy
"Pouch", Korean	PM mentioned in copy

Television -- Hisp

Title	Product
Window of Opportunity/Spanish	Priority Mail
Window of Opportunity/English	Priority Mail

Radio -- Hispanic

Title	Product
None	

Print -- Hispanic

Title	Product
Box	Priority Mail

Express and Priority Mail "Mass" Advertising -- Fiscal Year 2001

TV -- General

Title	Product
Snow Amazon	Priority
Snow Nordstrom	Priority
Reindeer Amazon	Express
Reindeer Nordstrom	Express
Factory	Express



u.s. postal service

30-Second Film

"snow - amazon"

amazon priority
qyps9271

Approved for Bidding: 11/08/00
ceh
Revision #2: 11/17/00
ceh
Revision #3: 11/22/00
ceh

Job #: P31722

Video

1 open on home desert town as usps
truck pulls up.
2 cut to carrier delivering priority mail
packages on dolly.
3 cut to guy dumping biodegradable
styrofoam peanuts out of boxes.
4 cu of priority mailbox.
5 cut wide to see guy continuing to
dump packing peanuts out of box.
6 wide shot of yard filled with peanuts.
7 cu of packing supply web site.
8 cu amazon.com web site as snow
shovel is selected.
9 cu of generic web site as boots are
selected. super: average of 2
to 3 days delivery from shipping date.
see amazon.com for shipping details.
10 cut to three dimensional priority
mailbox.
11 cut back to guy with boots and snow
shovel on front lawn.
12 wide shot of guy shoveling his walks.
13 end logo frame. super:
fly like an eagle.

AUDIO

avo: Spread some joy this holiday season.
Shop on line.
Ship it on its way
and be sure it gets there in 2 to 3 days.
With Priority Mail delivery from the United
States Postal Service.
sing: FLY LIKE AN EAGLE



U.s. postal service

30-Second Film

"reindeer - amazon"

amazon EXPRESS
qyps9272

Approved for Bidding: 11/08/00
ceh
Revision #2: 12/06/00
ceh
Revision #3: 12/12/00
ceh

Job #: P31722

Video

1 open on guy sitting on front porch
surrounded by styrofoam peanuts.
he's wearing boots and his snow
shovel is in background.
2 cu of guy looking at something off
camera
cu of pink flamingo in styrofoam
3 setting.
cut back to guy.
4
5 cut back to flamingo.
6 cut to usps truck pulling up.
7 cut to guy holding up reindeer from
express mail package.
8 guy puLLS flamingo out of ground
and replaces with reindeer.
cu of express mail box.
9
10 cu amazon.com web site as guy
selects reindeer
cu of reindeer on site.
11 super: no other leading national
carrier delivers on december 25th at
no extra charge. see amazon@.com
for shipping details.
12 cut back to guy as he dumps
remainder of styrofoam on lawn.
end logo frame. SUPER:
13 FLY LIKE AN EAGLE.

AUDIO

avo: You've got last minute shopping.
we've got last minute shipping

with Express Mail delivery from the United
States Postal Service
we're the only ones who guarantee to get
it there on December 25.

sing: FLY LIKE AN EAGLE



U.S. POSTAL SERVICE

30-Second Film

"REINDEER - NORDSTROM"
NORDSTROM EXPRESS
QYPS9274

Approved for Bidding: 11/08/00
ceh
Revision #2: 12/06/00
ceh
Revision #3: 12/12/00 vrk
Job #: p31722

Video

AUDIO

1 open on guy sitting on front porch
surrounded by styrofoam peanuts.
he's wearing boots and his snow
shovel is in background.
2 cu of guy looking at something off
camera
3 cu of pink flamingo in styrofoam
setting.
4 cut back to guy.
5 cut back to flamingo.
6 cut to usps truck pulling up.
7 cut to guy holding up scarf from
express mail package.
8 guy puts scarf around flamingo.
9 cu of express mail box.
10 cu nordstrom web site as guy selects
reindeer
11 cu of scarf on site.
super: no other leading national
carrier delivers on december 25th at
no extra charge. see nordstrom
™.com for shipping details.
12 cut back to guy as he dumps
remainder of styrofoam on lawn.
end logo frame. SUPER:
13 FLY LIKE AN EAGLE.

avo: You've got last minute shopping.
we've got last minute shipping
With Express Mail delivery from the United
States Postal Service
we're the only ones who guarantee
delivery
on December 25.
sing: FLY LIKE AN EAGLE



u.S. POSTAL SERVICE

30-Second Film

"snow - NORDSTROM"

nordstrom priority
QYPS9273

Approved for Bidding: 11/08/00
ceh
Revision #2: 11/17/00/ce
h
Revision #3: 11/22/00
ceh

Job #: p31722

Video

- 1 open on home desert town as usps truck pulls up.
- 2 cut to carrier delivering priority mail packages on dolly.
- 3 cut to guy dumping biodegradable styrofoam peanuts out of boxes.
- 4 cu of priority mailbox.
- 5 cut wide to see guy continuing to dump packing peanuts out of box.
- 6 wide shot of yard filled with peanuts.
- 7 cu of packing supply web site.
- 8 cu generic web site as snow shovel is selected.
- 9 cu of nordstrom web site as boots are selected. super: average of 2 to 3 days delivery from shipping date. see nordstrom.com for shipping details.
- 10 cut to three dimensional priority mailbox.
- 11 cut back to guy with boots and snow shovel on front lawn.
- 12 wide shot of guy shoveling his walks.
- 13 end logo frame. super: fly like an eagle.

AUDIO

AVO: Spread some joy this holiday season.
Shop on line.
Ship it on its way
and be sure it gets there in 2 to 3 days.
With Priority Mail delivery from the United States Postal Service.

sing: FLY LIKE AN EAGLE



u.s. postal service
30-Second Film
"factory rev."
usps

Approved for Bidding: 10/04/01 vrk

qyps9294

Job #: p32200

Video

AUDIO

1 TEXT: oPEN oN AIRPORT tarmac AS
A collection MAILBOX DRIVES BY.

2 CUT TO cu of MAILBOX background
moves past.

3 SHOT OF truck WITH MAILBOX IN
BACK SEAT AND PULLING UP TO
FACTORY.

4 cut to factory interior as supervisor sees
collection box.

5 cut inside factory from opposite angle.
the supervisor's back and opposite side
of mailbox faces camera.

6 cu of mailbox reveals the message on the
side: "gENTLEMEN, LET THE
MONKEY BUSINESS BEGIN!
MICRO-TECH MFG., CORP. SAN
DIEGO, CA.

7 CUT BACK TO FACTORY FLOOR
WHERE A WORKER OPENS ONE OF
THE MANY EXPRESS MAIL BOXES
SURROUNDING HIM.

8 CUT TO CU OF THE OPEN BOX.
INSIDE IS A TRAY FULL OF
MICROCHIPS. HE PULLS ONE OUT,
GRABS A NONDESCRIPT BROWN
OBJECT AND PLACES THE CHIP
INSIDE.

9 shot of worker putting the object on the
assembly line as we reveal that it is a toy
monkey.

10 the toy monkey comes
TO LIFE AND SPEAKS

11 CUT TO HAND HITTING BUTTON
ON WALL.

AVO: (MUSIC THROUGHOUT)

SAX: (CHIRPING OF MOTORIZED CART)

MONKEY: Me want hug.

SFX: (ASSEMBLY LINE BUZZER)



LEO BURNETT U.S.A.

35 WEST WACKER DRIVE, CHICAGO, IL 60601
(312) 220-5959

u.s. postal service
30-Second Film
"factory rev."
usps

Approved for Bidding: 10/04/01 vrk

qyps9294

Job #: p32200

12 CUT TO WIDE SHOT OF ASSEMBLY
LINE STARTING AND WORKERS
TAKING THEIR POSITIONS AS A
BUNCH TOY MONKEYS START
COMING DOWN THE ASSEMBLY
LINE.

VO: When they need to get it fast, count on Express

Mail from the US Postal Service.

The United States Postal Service is everywhere

so you can be anywhere.

THE MAILBOX SITS IN THE
FOREGROUND OF THIS SHOT
ACTING AS THE END LOGO

Express and Priority Mail "Mass" Advertising -- Fiscal Year 2001

Print -- General

Title	Product
Truck	Priority
Snow	Express
Hotel	Express



Through rain, sleet and snow. Through 56k, DSL and cable modems.

This holiday season Priority Mail™ delivery from the United States Postal Service is bringing gifts and packages from these e-tailers:

Amazon.com™

Nordstrom.com™

HSN.com

jcrew.com

eToys.com

Chadwicks.com

Cabelas.com™

Roadrunnersports.com

Replacements.com

Netflix.com

and thousands more directly into your hands.

Fly Like an Eagle.™



**UNITED STATES
POSTAL SERVICE®**

www.usps.com



A holiday portrait of everyone else delivering on Christmas Day.

Fly Like an Eagle.™ 

 UNITED STATES POSTAL SERVICE
www.usps.com

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DEAR MR. FORGETFUL:
YOU MIGHT NEED
THE PRODUCT FOR
THE PRODUCT DEMO.

Anna (your assistant)
Palo Alto, CA



✔ fleets of planes ✔ dedicated cargo space ✔ call 1-800-222-1811 for pickup

The U.S. Postal Service is everywhere so you can be anywhere™
www.usps.com

Express and Priority Mail "Mass" Advertising -- Fiscal Year 2001

Print -- Asian

Title	Product
"God of Fortune", Chinese	PM mentioned in copy
"God of Fortune", Vietnamese	PM mentioned in copy
"God of Gates", Chinese	PM mentioned in copy
"God of Gates", Vietnamese	PM mentioned in copy
"Gates", Korean	PM mentioned in copy
"Pouch", Korean	PM mentioned in copy



**今年財神向精打細算的
您誠意推介 -
送禮海外就用美國郵政
與DHL的「環球速遞
保證」服務。**

新春饋贈海外親友，有更簡單可靠的方法！美國郵政特與DHL全球快遞公司合作，為您提供迅速、方便、確保準時送達的「環球速遞保證」Global Express Guaranteed™ 服務：

- 您的佳節賀禮可在指定日期保證* 抵達親友手中
- 服務範圍覆蓋全球200多個國家與地區
- 如果郵件無法在指定日期前送達，可獲得全額退款*
- 郵費中內附高達\$100保險，可額外購買保險高達\$2,499
- 可隨時上網www.usps.com/gxg或致電1-800-222-1811追蹤郵件最新狀況

此外，寄送海外郵件還可選擇提供郵件追蹤及郵費中內附\$500保險超值服務的「環球特快專遞」Global Express Mail™，或取費低廉的「環球優先郵件」Global Priority Mail®。至於國內郵件，則可選擇保證隔日送達的「特快專遞」Express Mail®**，或經濟合算、只需2至3天的「優先郵件」Priority Mail®***。美國郵政不眠不休，全力為您傳達新年每個祝福。

詳情請電免費英語專線
1-800-ASK-USPS
(1-800-275-8777)

美國郵政 滿足新年大小事 *Fly Like an Eagle.™*



www.usps.com

*國內互寄限制。國際郵件及國際國內包裹郵費標準由美國郵政制定。服務於其他國家政府。
**Eagle.com網站中的「國內運費計算器」(Domestic Rate Calculator) 為準為準。郵件郵費將在郵局內全額支付。改運時間以郵件的目的地不同而異。
Eagle symbol is a registered trademark of the United States Postal Service. ©2001 United States Postal Service

A PARTNERSHIP, INC.
York, NY 10016

12 E 33rd Street 4th Floor, New

Client: United States Postal Service

Product: Expedited Services

Medium: Print

Job title: Lunar New Year

Language: English back translation

Version: God of fortune

H/L: Here comes the God of Fortune

S/H: This year, the God of the Fortune reminds smart consumers like you to use "Global Express Guaranteed™" from the United States Postal Service and DHL Worldwide Express® when you send out your gifts overseas.

COPY:

There's an easy and reliable way to send your gifts overseas! The United States Postal Service, together with DHL Worldwide Express®, brings you the "Global Express Guaranteed™", a fast, convenient, and date certain delivery service:

- your cards and gifts will be delivered to your friends and family on the guaranteed* delivery date
- service reaches over 200 countries and territories.
- full refund if the package doesn't arrive at its destination by the specified date*
- rates include up to \$100 insurance, additional insurance up to \$2,499 may be purchased
- you can track your package at www.usps.com/gxg or by calling 1-800-222-1811

Or, if you like, your overseas package can be sent by "Global Express Mail™", which offers great value with tracking service and \$500 insurance at no additional charge; or affordable "Global Priority Mail®". For domestic mailing, you can choose the next-day delivery "Express Mail®" or economical 2 to 3 day "Priority Mail®". The U.S. Postal Service works day and night to deliver every good wishes in the Lunar New Year.

CTA:

Please call the English hotline for details
1-800-ASK-USPS(1-800-275-8777)

LOGO:

UNITED STATES POSTAL SERVICE®
www.usps.com

Sign-Off:

U.S. Postal Service fulfill all your needs for the Lunar New Year

Legal:

*Some restrictions apply. Ask your retail clerk at participating locations for countries, service and details on the guarantee.

**This is an estimate by the Domestic Rate Calculator at usps.com for packages from New York to San Francisco. Your result may vary depending on your delivery destination.

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送禮就



有美國郵政與DHL
的「環球速遞保證」
服務，海外送禮輕鬆
轉手就到！

新春贈送海外親友，有更簡單可靠的方法！美國郵政特與DHL全球快遞公司合作，為您提供迅速、方便、靈保準時送達的「環球速遞保證」Global Express Guaranteed™ 服務：

- 您的佳節賀禮可在指定日期保證* 送達親友手中
- 服務範圍廣達全球200多個國家與地區
- 如果郵件無法在指定日期前送達，可獲得全額退款*
- 郵費中內附高達\$100保險，可額外購買保險高達\$2,499
- 可隨時上網www.usps.com/gxg或致電1-800-222-1811追蹤郵件最新狀況

此外，寄送海外郵件還可選擇提供郵件追蹤及郵費中內附\$500保險賠償服務的「環球特快專遞」Global Express Mail™，或收費低廉的「環球優先郵件」Global Priority Mail®。至於國內郵件，則可選擇保證兩日送達的「特快專遞」Express Mail®**，或經濟合算、只需2至3天的「優先郵件」Priority Mail®**。美國郵政不寒不休，全力為您傳遞新年每個祝福。

詳情請電免費英語專線
1-800-ASK-USPS
(1-800-275-8777)

美國郵政 滿足新年大小事 Fly Like an Eagle.™



UNITED STATES
POSTAL SERVICE.®

www.usps.com

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Quà của quý vị gửi đi thật dễ dàng!



Với "Global Express Guaranteed™" của Sở Bưu Điện Hoa Kỳ gửi quà đi ngoại quốc dễ dàng như truyền từ tay này qua tay kia.

Có một cách gửi quà đi ngoại quốc dễ dàng và đáng tin cậy! Sở Bưu Điện Hoa Kỳ cùng với công ty DHL Worldwide Express® cống hiến quý vị chương trình "Global Express Guaranteed™", một dịch vụ nhanh chóng, tiện lợi, và bảo đảm giao quà đúng hẹn:

- bưu thiệp và quà quý vị gửi cho bạn bè và gia đình được đảm bảo* giao đúng ngày
- dịch vụ bao trùm hơn 200 quốc gia và lãnh thổ
- hoàn lại đầy đủ tiền bưu phí nếu gói quà không tới người nhận đúng ngày chỉ định*
- giá biểu gồm bảo hiểm lên tới 100 Mỹ Kim, có thể mua thêm bảo hiểm tới mức 2.499 Mỹ Kim
- quý vị có thể theo dõi gói quà được gửi đi trên mạng lưới toàn cầu tại: www.usps.com/gxg hoặc gọi số 1-800-222-1811

Hoặc, nếu quý vị muốn, có thể gửi quà đi ngoại quốc bằng "Global Express Mail™", rất tiện lợi gồm cả dịch vụ theo dõi món hàng và được bảo hiểm 500 Mỹ Kim mà không mất thêm lệ phí; hay quý vị cũng có thể gửi bằng "Global Priority Mail™" với giá rẻ hơn. Gửi thư trong nước, nếu muốn thư được giao ngay ngày hôm sau, quý vị có thể chọn "Express Mail™", hay nếu muốn tiết kiệm, quý vị có thể chọn "Priority Mail™", thư sẽ được giao trong vòng 2 tới 3 ngày. Sở Bưu Điện Hoa Kỳ làm việc ngày đêm để chuyển mọi lời chúc mừng tốt đẹp trong dịp Tết Nguyên Đán.

Muốn biết chi tiết, xin gọi đường dây trợ giúp bằng tiếng Anh tại:

**1-800-ASK-USPS
(1-800-275-8777)**

Sở Bưu Điện Hoa Kỳ đáp ứng mọi nhu cầu của quý vị trong dịp Tết Nguyên Đán. *Fly Like an Eagle.™*



**UNITED STATES
POSTAL SERVICE®**

www.usps.com

Global Express Guaranteed™ (GXG) is a service mark of DHL. © 2004 United States Postal Service. All rights reserved. *Guaranteed delivery only for GXG. Delivery times are subject to change without notice. Delivery times are based on current rates and service conditions. Delivery times are not guaranteed for GXG. Delivery times are not guaranteed for GXG. Delivery times are not guaranteed for GXG.

Global Express Guaranteed™ (GXG) is a service mark of DHL. © 2004 United States Postal Service. All rights reserved. *Guaranteed delivery only for GXG. Delivery times are subject to change without notice. Delivery times are based on current rates and service conditions. Delivery times are not guaranteed for GXG. Delivery times are not guaranteed for GXG. Delivery times are not guaranteed for GXG.

A PARTNERSHIP, INC. 12 E 33rd Street 4th Floor, New York,
NY 10016

Client: United States Postal Service

Product: Expedited Services

Medium: Print

Job title: Lunar New Year

Language: English back translation

Versions: Gods of the Gate

H/L: Sending your gifts is as easy as this!

S/H: With "Global Express Guaranteed™" from the United States Postal Service and DHL Worldwide Express®, sending your gifts overseas is just like passing them from one hand to the next.

COPY:

There's an easy and reliable way to send your gifts overseas! The United States Postal Service, together with DHL Worldwide Express®, brings you the "Global Express Guaranteed™", a fast, convenient, and date certain delivery service:

- your cards and gifts will be delivered to your friends and family on the guaranteed* delivery date
- service reaches over 200 countries and territories.
- full refund if the package doesn't arrive at its destination by the specified date*
- rates include up to \$100 insurance, additional insurance up to \$2,499 may be purchased
- you can track your package at www.usps.com/gxg or by calling 1-800-222-1811

Or, if you like, your overseas package can be sent by "Global Express Mail™", which offers great value with tracking service and \$500 insurance at no additional charge; or affordable "Global Priority Mail®". For domestic mailing, you can choose the next-day delivery "Express Mail®" or economical 2 to 3 day "Priority Mail®". The U.S. Postal Service works day and night to deliver every good wishes in the Lunar New Year.

CTA:

Please call the English hotline for details
1-800-ASK-USPS(1-800-275-8777)

LOGO:

UNITED STATES POSTAL SERVICE®
www.usps.com

Sign-Off:

U.S. Postal Service fulfill all your needs for the Lunar New Year

Legal:

*Some restrictions apply. Ask your retail clerk at participating locations for countries, service and details on the guarantee.

**This is an estimate by the Domestic Rate Calculator at usps.com for packages from New York to San Francisco. Your results may vary depending on your delivery destination.

Eagle symbol is a registered trademark of the United States Postal Service. ©2001 United States Postal Service



기억하시죠?
한푼 두푼 세뱃돈 아껴쓰던
호시절 그 마음



해외 친지에게 보내는 선물 -
저렴하면서도 믿을만한
방법을 찾고 계십니까?

미 우정국은 DHL Worldwide Express®와
함께 신속 편리하고 정해진 기일 내에
배달 서비스하는 Global Express
Guaranteed™ 을 제공합니다.

- 원하시는 분께 카드와 선물을
지정일까지 반드시* 배달해 드립니다.
- 지구촌 200개국 어디나 달려갑니다.
- 지정된 날짜에 목적지까지 배달되지
않은 소포에 한해서는 전액 환불해
드립니다.*
- 요금은 우편물에 대한 \$100의 보증을
포함하며 최고 \$2,499까지 보상에
드리는 최고의 보험 서비스 - 믿고
맡길 수 있습니다.
- 보내신 우편물의 운송진행 정보를 확인
하시려면, www.usps.com/gxg를
방문하시거나 1-800-222-1811로
전화하시면 됩니다.

그 뿐만이 아닙니다. 해외 소포의 경우
운송진행 확인 서비스는 물론, 추가요금
없이 \$500까지 보험 서비스해드리는
Global Express Mail™ (해외 급행 우편)과
더욱 경제적인 Global Priority Mail™ (해외
특급 우편), 국내 우편의 경우엔 비록
다음날 배달되는 Express Mail™ (급행
우편)과 2-3일 안에 배달되는 Priority
Mail™ (특급 우편) 등 다양하게 선택하실 수
있습니다. 잊지 마십시오. 미 우정국의 설날
우편배달 서비스는 밤낮없이 계속됩니다.

영어로 문의하실 때에는
1-800-ASK-USPS (1-800-275-8777)

미 우정국의 설날 서비스는 최고의 만족을 드립니다.

Fly Like an Eagle.™



UNITED STATES
POSTAL SERVICE®

www.usps.com

CTA:

Please call the English hotline for details
1-800-ASK-USPS(1-800-275-8777)

LOGO:

UNITED STATES POSTAL SERVICE®
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Sign-Off:

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Legal:

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Eagle symbol is a registered trademark of the United States Postal Service. ©2001 United States Postal Service

A PARTNERSHIP, INC.
York, NY 10016

12 E 33rd Street 4th Floor, New

Client: United States Postal Service
Product: Expedited Services
Medium: Print
Job title: Lunar New Year
Language: English back translation
Version: God of fortune (Chinese, Vietnamese) / Pouch
(Korean)

H/L: Here comes the God of Fortune

S/H: This year, the God of the Fortune reminds smart consumers like you to use "Global Express GuaranteedTM" from the United States Postal Service and DHL Worldwide Express® when you send out your gifts overseas.

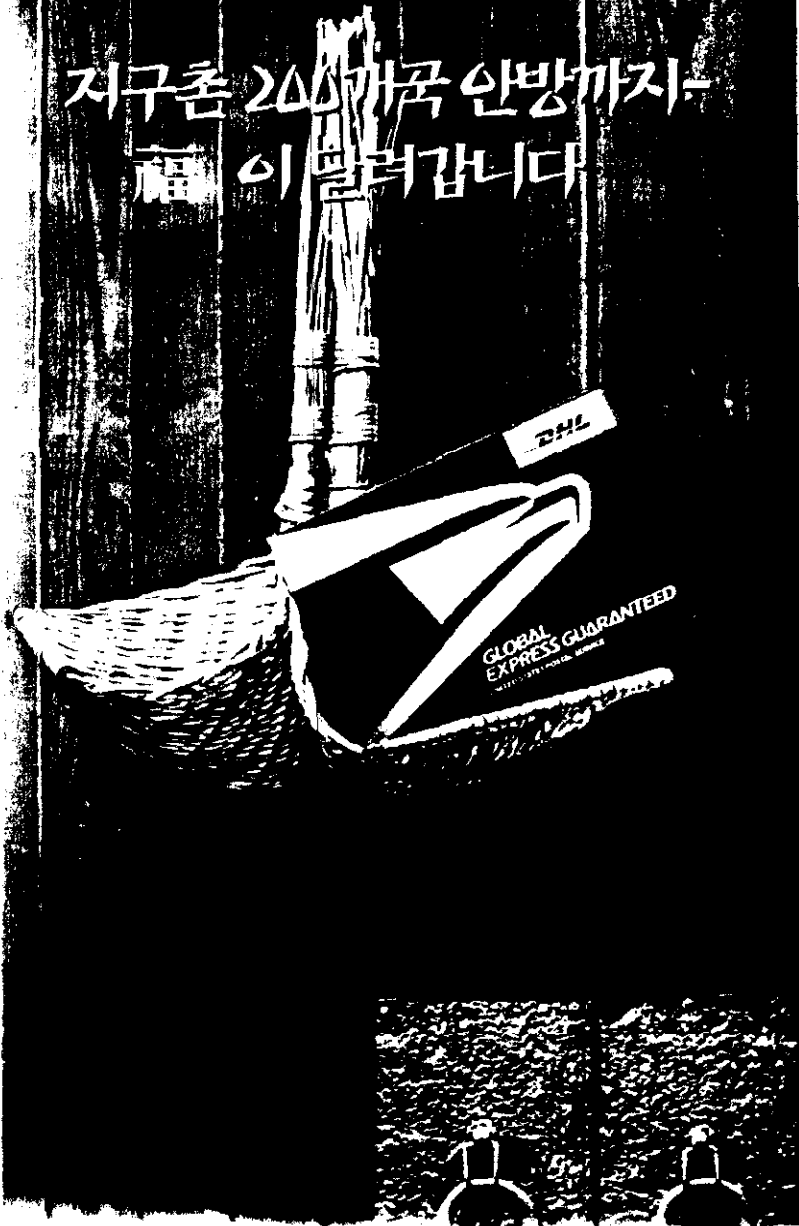
COPY:

There's an easy and reliable way to send your gifts overseas! The United States Postal Service, together with DHL Worldwide Express®, brings you the "Global Express GuaranteedTM", a fast, convenient, and date certain delivery service:

- your cards and gifts will be delivered to your friends and family on the guaranteed* delivery date
- service reaches over 200 countries and territories.
- full refund if the package doesn't arrive at its destination by the specified date*
- rates include up to \$100 insurance, additional insurance up to \$2,499 may be purchased
- you can track your package at www.usps.com/gxg or by calling 1-800-222-1811

Or, if you like, your overseas package can be sent by "Global Express MailTM", which offers great value with tracking service and \$500 insurance at no additional charge; or affordable "Global Priority Mail®". For domestic mailing, you can choose the next-day delivery "Express Mail®" or economical 2 to 3 day "Priority Mail®". The U.S. Postal Service works day and night to deliver every good wishes in the Lunar New Year.

지구촌 240개국 안방까지 福이 펼쳐집니다



미 우정국의 설날 서비스는 최고의 만족을 드립니다.

Fly Like an Eagle.™



해외 친지에게 보내시는 새해 첫인사, 편리하고 믿음 만한 방법을 찾고 계십니까?

새해 인사라면 세계적인 네트워크를 지닌 DHL, Worldwide Express*와 손잡은 미 우정국에 맡기세요. 지구촌 구석구석까지, 빠르고 편리하게 그리고 정확하게 배달해드리는 Global Express Guaranteed™ - 보내시는 분께는 안심용, 받으시는 분께는 만족을 드립니다.

- 원하시는 분께 카드와 선물을 자랑할까지 반드시* 배달해 드립니다.
- 지구촌 200개국 어디나 달려갑니다.
- 지정된 날짜에 목적지까지 배달되지 않은 소포에 대해서는 전액 환불해 드립니다.
- 요금은 우편물에 대한 \$100의 보증을 포함하여 최고 \$2,499까지 보상해 드리는 최고의 보편 서비스 - 믿고 맡기실 수 있습니다.
- 보내신 우편물의 운송진행 정보를 확인하시려면, www.usps.com/gtg를 방문하시거나 1-800-222-1811로 전화하시면 됩니다.

그 뿐만이 아닙니다. 해외 소포의 경우 운송진행 확인 서비스는 물론, 추가요금 없이 \$500까지 보험 서비스까지 제공하는 Global Express Mail™ (해외 급행 우편)과 더욱 경제적인 Global Priority Mail™ (해외 특급 우편), 국내 우편의 경우엔 바로 다음날 배달되는 Express Mail™ (급행 우편)과 2-3일 안에 배달되는 Priority Mail™ (특급 우편) 등 다양하게 선택하실 수 있습니다. 잊지 마십시오. 미 우정국의 설날 우편배달 서비스는 밤낮없이 계속됩니다.

영어로 문의하실 때에는
1-800-ASK-USPS (1-800-275-8777)

UNITED STATES
POSTAL SERVICE®
www.usps.com

A PARTNERSHIP, INC. 12 E 33rd Street 4th Floor, New York,
NY 10016

Client: United States Postal Service

Product: Expedited Services

Medium: Print

Job title: Lunar New Year

Language: English back translation

Versions: Gods of the Gate (version)

H/L: Sending your gifts is as easy as this!

S/H: With "Global Express Guaranteed™" from the United States Postal Service and DHL Worldwide Express®, sending your gifts overseas is just like passing them from one hand to the next.

COPY:

There's an easy and reliable way to send your gifts overseas! The United States Postal Service, together with DHL Worldwide Express®, brings you the "Global Express Guaranteed™", a fast, convenient, and date certain delivery service:

- your cards and gifts will be delivered to your friends and family on the guaranteed* delivery date
- service reaches over 200 countries and territories.
- full refund if the package doesn't arrive at its destination by the specified date*
- rates include up to \$100 insurance, additional insurance up to \$2,499 may be purchased
- you can track your package at www.usps.com/gxg or by calling 1-800-222-1811

Or, if you like, your overseas package can be sent by "Global Express Mail™", which offers great value with tracking service and \$500 insurance at no additional charge; or affordable "Global Priority Mail®". For domestic mailing, you can choose the next-day delivery "Express Mail®"*** or economical 2 to 3 day "Priority Mail®"***. The U.S. Postal Service works day and night to deliver every good wishes in the Lunar New Year.

CTA:

Please call the English hotline for details
1-800-ASK-USPS(1-800-275-8777)

LOGO:

UNITED STATES POSTAL SERVICE®
www.usps.com

Sign-Off:

U.S. Postal Service fulfill all your needs for the Lunar New Year

Legal:

*Some restrictions apply. Ask your retail clerk at participating locations for countries, service and details on the guarantee.

**This is an estimate by the Domestic Rate Calculator at usps.com for packages from New York to San Francisco. Your results may vary depending on your delivery destination.

Eagle symbol is a registered trademark of the United States Postal Service. ©2001 United States Postal Service

Express and Priority Mail "Mass" Advertising -- Fiscal Year 2001

Television -- Hispanic

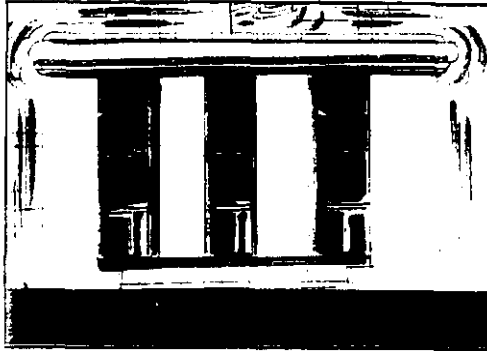
Title	Product
Window of Opportunity/Spanish	Priority Mail
Window of Opportunity/English	Priority Mail

VIDEO

TREATMENT WILL INCLUDE
RED POSTAL STRIPE ALONG
THE BOTTOM OF THE ENTIRE
COMMERCIAL.
WE SEE A US POSTAL SERVICE
BUILDIND SHAKING AND WE
HEAR TYPING AND CLICKING



THE BUILDING KEEPS COMING
TOWARDS THE FRONT.
MORE CLICKING. BUILDING
COMES CLOSER.



CLICKS, AND THE BUILDING
COMES EVEN CLOSER.
CLICKS, AND WE SEE A
CLOSE-UP OF BUILDING
INSIDE MONITOR.



CAMERA OPENS TO REVEAL A
BUSINESS WOMAN,
PLEASANTLY SURPRISED.



CUT TO DIFFERENT VIEW TO
REVEAL
WWW.USPS.COM/CORREO
WEB PAGE



AUDIO

Annrc: El Servicio Postal
de los Estados Unidos

Annrc: The U.S. Postal Service

llega a tu negocio...

Annrc: comes to your
business...

Annrc: ...para que tu negocio
llegue más lejos aquí,
y alrededor del mundo.

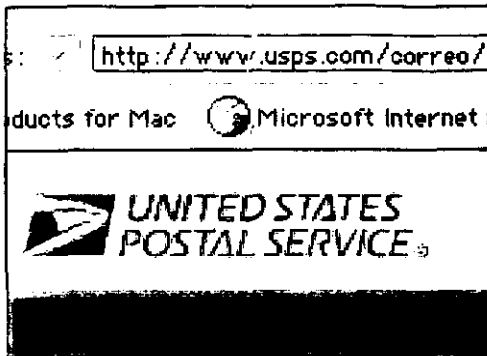
Annrc: ...so that your business
can go further, here in the
US. and around the world.

Con el tiempo y dinero
que tú ahorras...

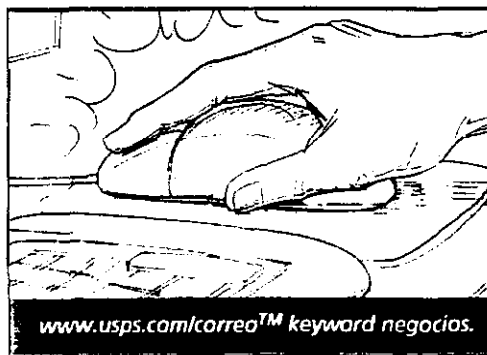
Your clients benefit from
the time...

VIDEO

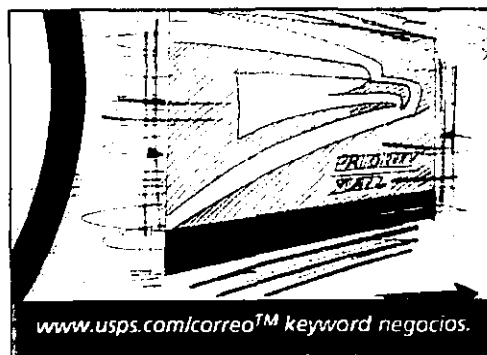
ZOOM IN TO MONITOR
SCREEN



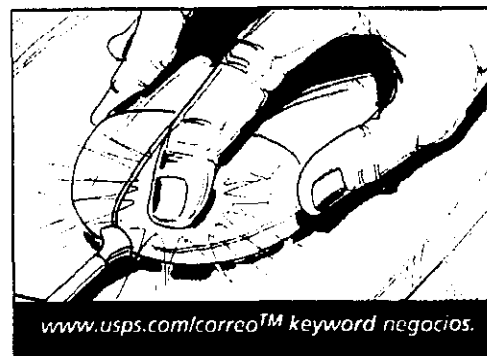
C.U. OF HAND CLICKING



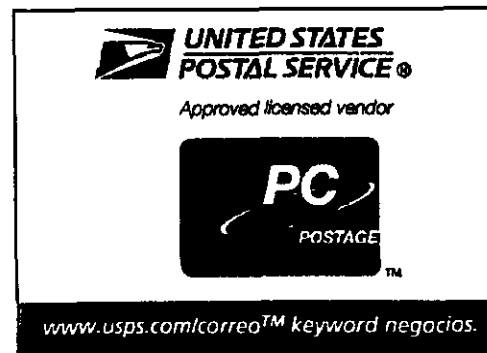
WE SEE A GXG BOX AND
BROWN BOX WITH PRIORITY
MAIL THAT COMES FROM
LEFT TO RIGHT OF SCREEN,
TURNS AND THEN LEAVES



ANOTHER C.U. OF HAND
CLICKING



WE SEE THE PC POSTAGE
LOGO THAT COMES FROM
LEFT TO RIGHT, TURNS AND
THEN LEAVES



AUDIO

tus clientes se benefician.

... and money you save.

Anncr: En un mismo sitio
encuentras las soluciones...

Anncr: At a single web site
you will find the solutions...

... para controlar costos
de los envíos...

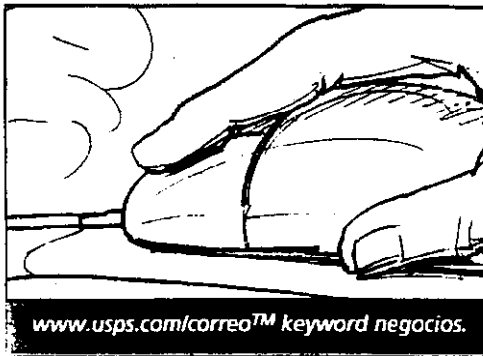
... your business needs for
controlling shipping costs...

... obtener franqueo...

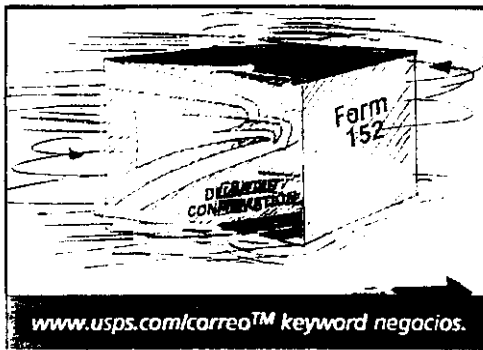
... obtaining postage...

VIDEO

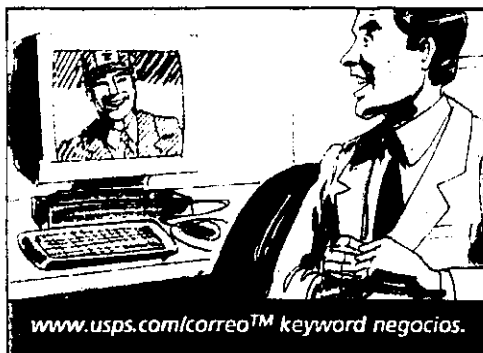
ANOTHER C.U. OF HAND
CLICKING



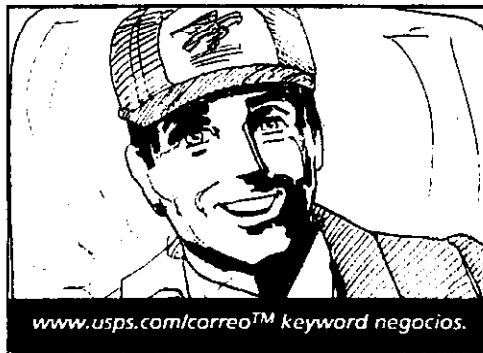
WE SEE A PRIORITY MAIL
BROWN BOX WITH A
DELIVERY CONFIRMATION
LABEL (FORM 152) THAT
COMES FROM LEFT TO RIGHT,
TURNS AND THEN LEAVES



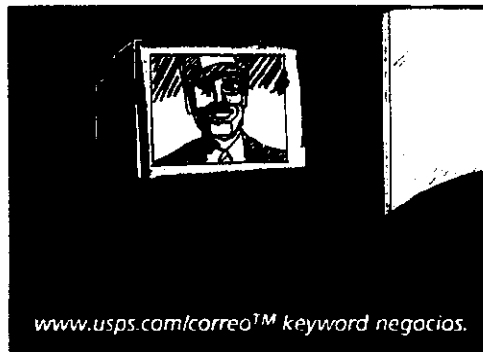
WHEN THE BUSINESS
WOMAN TURNS, SHE SEES
THAT THE POSTAL SERVICE
ASSOCIATE IS STILL
ONSCREEN.



CU OF POSTAL SERVICE
ASSOCIATE REPLYING TO
BUSINESS OWNER



BUSINESSMAN LEAVES
AND TURNS OFF THE LIGHT



AUDIO

... verificar entregas...

 verifying deliveries...

Owner: ¿No te vas?

 Owner: Aren't you leaving?

USPS man: Yo me quedo,
por si alguno de tus clientes
me necesita.

 USPS man: I'm staying, your
clients may need me.

Anncr: Soluciones para tu
negocio.

 Anncr: Solutions for small
business.

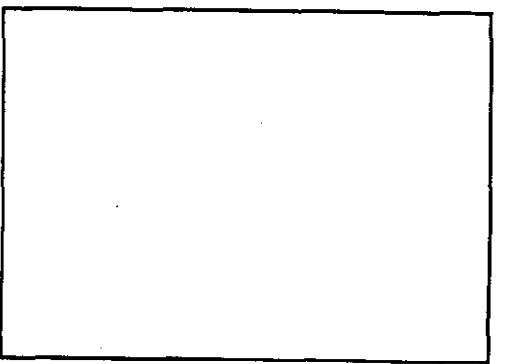
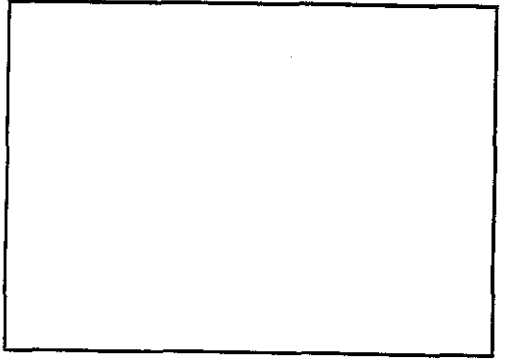
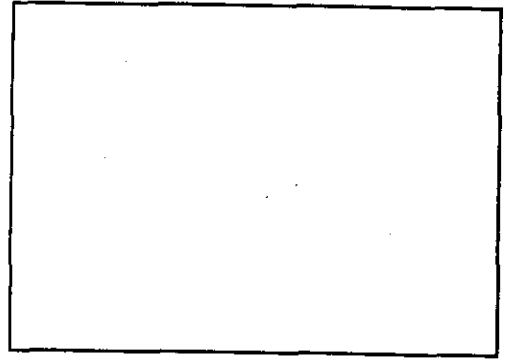
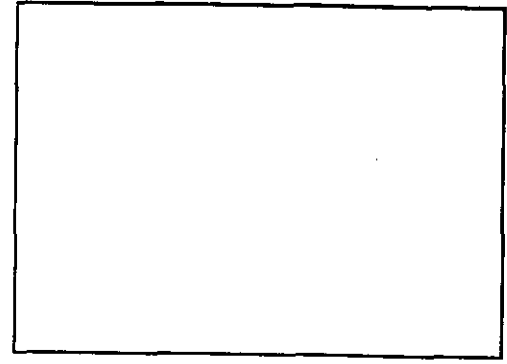
The I nvo Group

CL/PROD. US POSTAL SERVICE
TITLE "WINDOW OF OPPORTUNITY"

) F. TRAEGER ART J. RODO COPY E. LANDEBERGER
TYP TV LENGTH 30 sec DATE 04/06/2001

PAGE 4
REVISION _____

VIDEO



AUDIO

El águila vuela más lejos.
Sung: "There's a Solution"

Sung: "There's a Solution"

JOB# K0017

DATE 4/9/2001 5:31 PM

SAVED 4/25/01 1:24 PM

CLIENT USPS

DESC SM. BUS. SOLUTIONS CAMP

READER# 1

FILE NAME K0017 BOX ENG LAT STYLE

PUBLICATION 8.125 X 10.5

MEDIA DUE

SET UP BY CT

CREATED 4/10/01 - 1:20 PM

OPERATOR K.M.

CONTACT KAR

EXT

JOB PATH NY02200515.VOL2Group BVSTNY USPS K0017 BOX MAG CURRENT K0017 BOX ENG LAT STYLE

FONT# BL Futiger Black, Futiger 67BoldCn, Futiger 77BackCn, Helvetica, Futiger Italic, R Futiger Roman

MAGS# LG/Lt, Serv/Col/REV @ 56.4%, 2USPS/Hz/Rev/Col @ 35%, 25691/box/4 samp @ 35%, 1198-178 Su/Stock 17 @ 80%

NOTES

FPO NOT ENOUGH PICTURE AREA

Abre tu ventana de negocios.



Visit us at
www.usps.com/correo
 Keyword: negocios

FPO NOT ENOUGH PICTURE AREA

Ad No. K0017
 "BOX"

This advertisement prepared by
 The Bravo Group, N.Y. (XXXX)

LATINA STYLE

TRIM SIZE: 8-1/8" x 10-1/2"

Bleed Size: 8-3/8" x 11 1/8"

Live area: 7-1/2" x 9-7/8" (5/16" from TRIM)

Client: USPS Product: SMALL BUSINESS Codes: (US2/Q01)
 Copy—E. LANDESBERGER Art—J. RODO Acc't Mgt.—J. SOSA

S04/01

THE BRAVO GROUP
230 PARK AVE SO.
NEW YORK, NY 10003

CLIENT: USPS
PRODUCT:
MEDIUM: PRINT
TITLE: BOX
DATE: 4.3.01

SPANISH PRINT AD

Abre tu ventana de negocios.
El águila vuela más lejos.

El Servicio Postal de los
Estados Unidos llega a tu
negocio para que tu negocio
llegue más lejos, aquí en los
Estados Unidos, y alrededor
del mundo.

En un mismo sitio encuentras
las soluciones para controlar
costos en los envíos, obtener
franqueo, confirmar entregas,
y mucho más.

Con el tiempo y dinero que tú
ahorras, tus clientes se
benefician.

Soluciones para tu negocio.

El águila vuela más lejos™.

Legal: El logotipo del águila
es una marca registrada de
los EE.UU. ©USPS 2001

CD: Federico Traeger
W: Evelyn Landesberger
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