



April 5, 2004

Honorable Dana B. Covington, Sr
Commissioner
Postal Rate Commission
1333 H Street, NW
Washington DC 20268-0001

Dear Commissioner Covington:

My name is Frank Lynn. I serve Cadmus Communications in the role of Corporate Director of Postal Affairs and Strategic Distribution. Cadmus is the fifth largest printer of Periodicals publications nationally and the largest print supplier to scientific journals market.

Cadmus wishes to express its support of the Postal Service's request for Experimental Periodicals Co-Palletization Dropship Discounts for High Editorial Publications (Docket No. MC2004-1). Cadmus needs the proposed incentives to enable us to offer co-palletization opportunities to all of our Periodicals customers. Without these incentives, it does not make sense for us to do any co-palletization. The proposed incentives would justify us switching from sacks to pallets for our many low-advertising customers, as well as for our other customers, who would use the existing discounts. It is important in our planning for these changes to learn as soon as possible whether the Postal Rate Commission will recommend the proposed incentives.

We believe that the proposed rates provide just enough additional financial incentive for higher weight and low advertising content publishers to participate in the co-palletization program. Even if publishers receive only limited postage savings, they may take advantage of the following program benefits:

- Expedited in-home deliveries of their ECSI-content (Educational, Cultural, Scientific and Information) publications since the participating copies will be drop-shipped to either SCFs or ADCs.
- Reduced broken bundles and mail piece damage as a result of reduced postal handlings.
- Supplying mail to the Postal Service that can lower their processing costs. Lower mail processing costs offers the greatest opportunity to provide more-stable future Periodicals rates.

Many of our scientific and scholarly publishers are driven by humanitarian motives. They believe that the dissemination of medical and cultural content will aid all readers and countries. They would support initiatives such as these where delivery services can be improved without increasing their postage costs.

Sincerely,

Frank Lynn
Corporate Director of Postal Affairs and
Strategic Distribution



