

BEFORE THE  
POSTAL REGULATORY COMMISSION  
WASHINGTON, D.C. 20268-0001

MARKET TEST OF EXPERIMENTAL PRODUCT –  
MARKETING MAIL MADE EASY

Docket No. MT2011-3

UNITED STATES POSTAL SERVICE NOTICE OF ERRATA TO NOTICE OF MARKET  
TEST OF EXPERIMENTAL PRODUCT – MARKETING MAIL MADE EASY

The United States Postal Service hereby provides notice of errata to its Notice of Market Test of Experimental Product – Marketing Mail Made Easy. On page three of the Notice under the eighth bullet, the Postal Service incorrectly referred to the Delivery Statistics File as “(DSF<sup>2</sup>®). DSF<sup>2</sup> is a registered trademark that applies to Delivery Sequence File, rather than Delivery Statistics File. That abbreviation should be omitted from page 3 of the Notice, as shown in the corrected page that follows.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

R. Andrew German  
Managing Counsel, Pricing & Product  
Development

Daniel J. Foucheaux, Jr.  
Chief Counsel, Pricing & Product Support

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Brandy Osimokun  
David H. Rubin

475 L'Enfant Plaza West, S.W.  
Washington, D.C. 20260-1137  
(202) 268-2982, Fax -6187  
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market test allows mailings without permits or related fees and also simplifies mail entry. By introduction of this product, therefore, the Postal Service will enable those businesses to communicate by mail more cost-effectively within their target marketing areas, while eliminating two of the current major barriers to mail entry (complexity and cost).

### **Product Description**

Although this product has been designed with small and medium-sized customers in mind, all customers, including Mail Service Providers, are eligible to participate in the program, provided they meet the following volume, addressing format and physical characteristics requirements:

- Mail must be presented in daily quantities not-to-exceed 5,000 pieces per delivery unit, but no less than one full carrier route
- Each mailing must be entered and paid for at the Destination Delivery Unit (DDU) responsible for delivery of the mail. Simplified acceptance procedures will be available at retail units for qualifying mail.
- Each mailing must meet the preparation requirements of the “Simplified Address” option for Standard Mail Saturation mail (see DMM 602.3.2.2 thru 602.3.2.5)
- Each mailpiece must be a Standard Mail flat and weigh less than 3.3 ounces
- Mailings for city, rural, and highway contract route delivery destinations are eligible
- Each mail piece must include an approved indicia
- No permit, permit fee, or annual mailing fee is required to qualify for this product; however, customers who do not have a Permit account will be required to register with the Postal Service so that their mailing data can be tracked.
- Customers must present USPS approved documentation with the total number of active deliveries by route, as reported by the USPS Delivery Statistics File.
- Customers must submit a sample mailpiece along with documentation at time of mailing.