

**BEFORE THE
POSTAL REGULATORY COMMISSION
WASHINGTON DC 20268-0001**

**Notice of Market Dominant Price
Adjustment for First-Class Mail
and Standard Mail**

Docket No. R2011-5

COMMENTS OF THE ASSOCIATION FOR POSTAL COMMERCE

Pursuant to Commission Order No. 715, the Association for Postal Commerce (“PostCom”) submits these comments in Docket No. R2011-5 to express its views on the United States Postal Service’s (Postal Service) Notice of Market Dominant Price Adjustment for First-Class Mail and Standard Mail. PostCom commends the Postal Service on bringing forth an innovative approach for promoting and testing the integration of direct mail with mobile technology. We fully support the Postal Service’s attempt to provide direct marketers with an upfront discount to initiate interaction with consumers via mobile smart phone to market, promote, or educate. The upfront discount and non-existence of customer-specific thresholds will help to eliminate many of the issues related to past promotional programs that the Postal Service has conducted. We encourage the Commission to allow the Postal Service to move forward with this summer promotion. We also ask that the Commission expedites its decision to ensure timely implementation for our members.

Respectfully submitted,

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