



May 16, 2011

Shoshana M. Grove
Secretary
Postal Regulatory Commission
901 New York Avenue, NW, Suite 200
Washington, DC 20268-0001

Re: Docket No. R2010 - 3

In accordance with Commission Order No. 439, issued on April 7, 2010, the Postal Service hereby provides its final data collection report on the 2010 Standard Mail Volume Incentive Program.

Sincerely,

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Attorney

2010 SUMMER SALE FINAL DATA COLLECTION REPORT

INTRODUCTION

As required by Order No. 439 in Docket No. R2010-3, the Postal Service presents its final data collection report on the 2010 Standard Mail Volume Incentive Program ("Summer Sale").

PARTICIPATION AND REBATE SUMMARY STATISTICS

There were a total of 1130 certified participants in the 2010 Summer Sale. Of these certified participants, 334 (30%) participants received rebates, and 796 (70%) participants did not receive rebates.

There were \$90,929,195.87 in rebate credits paid in six rebate rounds. Rebate earners mailed 4.3 billion Standard Mail letter and flat mailpieces during the July 1 through September 30, 2010 timeframe, which comprised 20.7% of all Standard Mail letters and flats volume sent during the same period.

COMMISSION-REQUESTED DATA

The four excel spreadsheets, filed in conjunction with this report, "*PRC_Report_4-20-2011v2.xls*", "*PRC_Summary_4-20-2011v2.xls*", "*PRCIV_4-20-2011v2.Report.xls*" and "*PRCIV_4-20-2011v2.Summary.xls*" include the summary and detail data requested by the Commission. Customer identifications are masked in both of the workbooks.

The excel files, "*PRC_Report_4-20-2011v2.xls*" and "*PRC_Summary_4-20-2011v2.xls*" include the Standard Mail rate-category data by month for October 2009 through October 2010 for the 152 Summer Sale participants whose data changed since the initial report filed on December 29, 2010 and one participant whose data had been omitted from both prior PRC data reports. The main sources of variance were the identification of new Permit account ownership and the identification of volume entered by third-party mail service providers.

The excel files "*PRCIV_4-20-2011v2.Report.xls*" and "*PRCIV_4-20-2011v2.Summary.xls*" contain the threshold data for six participants. One of these participants is the mailer whose data had been omitted from both prior reports. The other five participants identified a permit during the rebate process that contained Standard Mail volumes prior to June 1, 2010. These customers were recertified in the sale and their threshold volumes were revised to include the missing permit data. As in the November 2010 report, the First-Class Mail

data and the data for months not used either in the calculation of the thresholds or in measuring performance during the sale included here have not been reconciled with multiple data sources, nor have the data been validated by the participant. To the extent that customers use mail service providers to prepare and enter mail, it is unlikely that volume or revenue is fully captured in this data set.

All 2010 Summer Sale Rebates have been credited to customer accounts (as of April 8, 2011).

Cost

Administrative cost

The following table shows the administrative costs presented in the December 29, 2010 report, followed by additional costs that were incurred after that date:

Expenses filed December 29, 2010		
Expense Item	Planned	Actual
Program Support - Dedicated USPS Personnel	\$500,000	\$499,446
Program Support – Travel		\$1,287
Contractor analytical support	\$300,000	\$416,534
Registration website creation	\$30,000	\$8,553
Production of customer print communications	\$100,000	\$107,255
Programming for rebate issuance		\$6,879
Total as of 12/29/2010	\$930,000	\$1,039,954
Additional Expenses after filing		
Expense Item	Planned	Actual
Program Support - Dedicated USPS Personnel	\$500,000	\$38,714
Program Support – Travel		0
Contractor analytical support	\$300,000	\$107,429
Registration website creation	\$30,000	0
Production of customer print communications	\$100,000	0
Programming for rebate issuance		0
Revised Total	\$930,000	\$1,186,097