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[Proposed Rules]

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Standard Mail

Renaming Standard Mail to ``USPS Marketing Mail''

The Postal Service is proposing to rename Standard Mail to ``USPS Marketing Mail''. This name change will better communicate to our customers the message that Standard Mail fits into their marketing mix.

The 2015 Household Diary Study shows that customers primarily use Standard Mail to send advertisements. According to the study, taken in Fiscal Year 2015, 84.1 percent of Standard Mail volume \1\ received by households, contained advertising. Standard Mail is a primary tool for customers to market a product, service, or an organization. Renaming Standard Mail to ``USPS Marketing Mail'' will make it easier for customers to understand what Standard Mail is and how it can be used. The name change further supports the customer engagement message of direct mail, reinforces Postal Service initiatives to promote combining physical and digital advertising formats as part of the omni-channel outreach. This outreach is encouraged by the USPS 2017 Mail Promotions, and enhances the value of the Postal Service's brand. To help smooth the transition for this change, the Postal Service will modify postage statements and the DMM for January 2017 and implement other changes to

postal forms or documents during the normal update cycles. The initial implementation date for mailers to adopt the new USPS Marketing Mail abbreviations (such as MKT in lieu of for STD) is July 1, 2017.

Abbreviations and examples of permit imprints will be available in a future Postal Bulletin.

\1\ John Mazzone & Samie Rehman, The Household Diary Study: Mail Use & Attitudes in FY 2015, United States Postal Service (May 2016).

Available at: http://www.prc.gov/docs/96/96795/Household%20Diary%202015_2.pdf.

\1\ The Household Diary Study, Table A3-1.
