



July 2025 Market Dominant Price Change Filing Webinar Q&A Document

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	Question	Answer
1	When will the decision be made as to which of the two options will be going into effect in July?	The Postal Regulatory Commission has 51 days to provide a ruling on the rate case. They could make this decision any time between now and May 30.
2	When will the competitive changes be filed?	This presentation is on Market Dominant pricing only.
3	Is there a list of presort software companies available that support Plus One? We cannot find anyone who supports it....BCC, Accuzip, etc. Trying to find options for our current DML clients.	Currently no, there are discussions on this and the companies that would like to use. We are looking at a possible exception with a roadmap to get it into software one could use. If it does not go into any software or someone doesn't develop it, it could put that product offering at risk.
4	What the status of finding a solution for DML and Plus One since USPS nor third parties will have programming done in time for the Price Increase?	we have asked all software companies to program for Plus One with the addition of flats.
5	How will USPS have a good baseline for catalogs if the catalog incentive did not give USPS the data it needed?	The Catalog incentive provided data on the number catalogs and the volumes by product and shape. The new Catalog Insights promotion provides information on catalog price elasticity.
6	For the 10/1/25 catalog insights start date, is that start date based on when the mail is submitted to the USPS? Not the target in-home date?	It is the date the mail is entered, as it begins 10/1.
7	Will DNDC discounts be gone with either price scenario option?	Yes.
8	Informed Delivery is a lot of work for 1%.	Not sure we understand the statement as a question, is this the technical and work effort to create a campaign? If so, there are simple how to's showing how to create campaigns in as little as 10-20 mins. Go to: Tutorial for Informed Delivery Campaigns USPS Delivers
9	Why wouldn't the catalog promo apply to BPM?	We will take this back and into consideration.
10	Will there be discounts offered for mail drops at the new RPDC centers?	Not at this time, for July 13, 2025.
11	Do you have an ETA on when the Guidebook will be out for Catalog Insights Promo?	The team is working on the guidebook for Catalogs and expects to have it posted pending PRC approval by June 6th.
12	Can you use both Growth and Catalog combined	The MGI and Promotions including the catalog promotion can be both used. You cannot have two base promotions at the same time. This does not apply to incentives.

13	What is the definition of “Catalog Mailers”? We mail a 7.125” x 10.5” flat monthly in multiple markets that we would like to apply this new Catalog Insights Promotion Discount.	The definition of a catalog is provided in the DMM, section 600.10. This promotion is available for Marketing Mail letters, flats, and parcels.
14	Good time for some Market Dominant NSAs to alleviate the NDC issue	We are open to exploring MD NSAs and discussing these with individual mailers. There is a current approved NSA template for MD that one could look at available now.
15	BPM should be allowed in catalog promo. It's unfair to punish heavy catalog mailers based on whether or not PRC approves BPM change.	We will take this back and into consideration.
16	And you can't even get the 1% for Informed Delivery unless it is bundled with another promotion. The USPS needs to make the discounts easy, and ID was which is why so many clients leveraged it. I am literally begging the USPS to reconsider this decision not to have it as a standalone in 2026	Promotions are designed to get customers to try things they might not do normally. Incentives (i.e. MGI) are about growth. The promotions really aren't about costs as much as it's about getting customers to test things and the "discount" is a way to help buffer or offset what might be an added cost the customer could be paying for technology or materials, etc. We would encourage MGI where possible as it's a real opportunity for those that can qualify and lower overall price per piece.
17	Was the catalog discount added to incentives so you can come back and add it to price increase in January?	No, it's an assessment to see if the discount drives more volume in the catalog industry.
18	Will Plus One be available for DDU entry when expanded to flats (with the letter plus one) or will it be for only SCF entry as it is now?	Plus One is expanding to allow Saturation Marriage Mail Flats mailers to use Plus One cards in addition to Saturation Marriage Mail Letter mailers. The specifications will be the same for both Letters and Flats (size, price, addressing, etc.) except the host Flat can be entered at DDU and DDU entered. Flats will not require a barcode. The Plus One card must be entered at DSCF in all cases as Plus One rules currently exist, except that the Plus One card will be allowed to be entered within two days of host Letter or Flat entry rather than at the same time as the host Letter or Flat. DML will no longer be offered.
19	Can you give a bit more detail about the Marketing Mail SCF pallet rate?	SCF Pallet Discount Flats (0.032) Basic CR Flats (0.026) HD Flats (0.018) HD Plus Flats (0.017) Saturation/EDDM Flats (0.006) Automation and Nonautomation Letters (0.003) Automation and Nonautomation ECR Letters (0.003)
20	Why is the postal service pressing forward with the most complex rate increase in 30 years before a new Postmaster General can be installed? Doesn't the new PMG/CEO have a right to weigh in on such a critical change in the organization?	The Postal Service Governors approve price changes, and these changes have been approved by them.
21	So small mailers are paying for the discounts given to large mailer using Growth Incentive.	Price cap rate authority factors in both price increases and price decreases, across all customers. Open to hear how one can infuse more pieces into the overall system so the avg price per piece, or avg cost per delivery could be lower.
22	What was the total value of the Growth Incentive discount back to customers. How many customers were able to take advantage of the Growth Incentive?	\$521.4M in postage credits were issued to customers. 1300 customers registered for the MGI incentive more than 5K could have registered and qualified according to our modeling.

23	So, the actual increase for presort FC is 8.7% not 7.6% - correct?	8.7% is the average price increase based on the average profile of presort mail, for customers that do not participate in Seamless, Full-Service, promotions, SCF pallet discount. The % price change will vary from customer to customer based on their unique profile.
24	What visibility can Marketers expect from USPS in July when mail is entered at Origin with NDC entry going away while their marketing campaign volumes are in transit with USPS transportation to destination facility?	Informed Visibility (IV) should be able to show where mail is in the system. USPS needs to be reliable with its service so customers can plan for effective in-home delivery.
25	When do you anticipate the next rate increase (January 2026, July 2026)?	The Postal Service files forward guidance with the Postal Regulatory Commission on the current price change schedule. As of right now the Postal Service has documented planned bi-annual price changes. This decision can change, and updated guidance would be filed to address a change in schedule.
26	So MSPs will be able to gain another .004 discount on FCM letters for the SCF discounts?	This discount is not limited to Mail Service Providers. Confirmed that the discount value for FCM letters on a SCF or finer pallet is \$0.004.
27	How will NDC elimination affect plant load agreements? Is USPS transportation prepared to do additional truckload pickups at mail service providers?	Plant load and NDC are different things. USPS is retooling and its facilities. Plant loads are designed to assist in operational efforts for USPS and its customers that meet the plant load criteria
28	I am looking at the proposed Notice 123 correctly. You dropped the savings for SCF discounts as well?	The reduction in SCF discounts is driven by the increases in the efficiency of the Postal Service transportation network in 2024. These discounts are heavily regulated, and the Postal Service set the discount as high as possible and still remain within the workshare compliance regulations.
29	I submitted questions re DML and Plus One that have not been answered - 1) are you getting rid of the "only can sell to existing marriage mail customers; 2) and relief for flat mailers entering to the DDU - that have entered both pieces for decades - please address this	1) It is still limited to marriage mail customers 2) The card for the flat-shaped parent piece is required to be entered at the DSCF so that it can be processed on automation equipment.
30	Can Heavy Printed Matter be used for catalogs NOT in an envelope? Or is an envelope required? I have a client who needs to plan for this now.	The envelope will not be required for Heavy Printed Matter.
31	So would a book be able to be mailed under marketing mail?	If the book is being sold in a retail transaction, it would not be able to go as Marketing Mail. It would have to go as Media Mail or Ground Advantage.
32	With the increase in local entry volume due to eliminating DNDC, how will the USPS handle in home driven mail? This is going to have a huge impact on how we (MSP) produce and transport to achieve the desired in-home for our clients.	Agree, we all need to be transparent on how/what changes would be happening to ensure campaigns are reliably delivered along with the other campaign elements in the proper delivery standards.
33	Why should only catalogue mailers benefit from HD, HD+, Sat CRRT mail. There are letter mailers that also mail at these levels?	Catalog promotion is also available to all shapes (Letters, Flats and Parcels) and rate categories (excl. EDDM-Retail) for Marketing Mail.
34	Why did the estimated increase change from 11.6% to 10.4%?	The methodology used to quantify these figures was finalized, along with updated figures for the value of MGI and promotions.
35	A "discount" that is then recouped by the discounting entity (in this case the USPS) is not a discount, it's a loan. For the growth incentive, it's a loan that the largest mail owners got that ALL mail owners will now have to pay off.	We would respectfully disagree with this perspective. Smaller mailers will be getting other opportunities and tools that larger mailers have in their infrastructure.
36	Could the incoming PMG alter these proposed rates?	The Governors have approved the rate filing.

37	Can you please advise what market dominant products are still under water or non-compensatory? And is there still a cap of 2% increase for those products?	In the 2024 Annual Compliance Report the following products are non-compensatory: Marketing Mail Flats, Periodicals, Alaska Bypass. Yes, we are applying the additional 2% above the class average price increase for these categories.
38	For Marketing Mail--with the elimination of the DNDC Entry Discount, will these lots be pushed into NONE or DSCF Entry Discounts?	Yes, we anticipate that customers will either leverage Origin rates or DSCF rates.
39	Will the mail growth incentive ever be available to MSP and not just mail owners	Generally, promotions and incentives are for mail owners, however we will take this back to the team and explore further. MSPs can leverage incentives and promotions as options for their customers. The goal is to generate more mail pieces, and the challenge is determining what's new vs what is shifted to another MSP. Mail owners is the most accurate way. USPS is open to ideas on how to create parameters that might provide MSP participation.
40	With the elimination of BPM, can we get more information on what all is being carried over to marketing? Are rules based on barcoded/nonbarcoded and presorted/no presorted being carried over?	We are currently finalizing the proposed DMM language for Heavy Printed Matter and we will share a soon as it is available.
41	How does "all in" postage get calculated - based on 1) actual participation in last year's incentives / discounts or 2) next years estimated participation	It's what is used, not speculated or estimated.
42	What was the reason for increasing the 5-digit SCF rate the most?	Rate levels are set using a multitude of factors: volume trends, price elasticity, workshare discount constraints, Marketing Mail nonprofit ratio, rational rate relationships, etc. Discount reductions for SCF entry were due to changes in the costs avoided/improvement in USPS network efficiency in 2024.
43	Noticed in the filing the rate for HD letters was 0.348. Sharon's slides and the spreadsheet show .347 - this is true of other MM cells	In Sharon's slides it is the average price per piece for all HD letters, not a rate cell-level price.
44	one of our mail owners was told the USPS now allows marriage mail discounts applied to non-automated letters and flat - is this true? They mail all saturation ccr at origin	Marriage Mail Discounts are available to HD Plus and Saturation Letters and HD Plus and Saturation Flats. For Nonautomation HD plus and Saturation Letters, since they are paying corresponding flats price they're getting corresponding flats discounts.
45	NDC pallets will now go to origin? That will mean more USPS trailers needed onsite for MSPs since they will no longer be going to a freight company.	The NDC volume will now be considered as Mixed (MXD) volume and would process at origin plants. Customers may also choose to transport their mail to SCFs.
46	How will NDC elimination affect plant load agreements? Is USPS transportation prepared to do additional truckload pickups at mail service providers?	Plant load and NDC are different things. USPS is retooling at its facilities. The goal is to not drop in NDCs but to other facilities.
47	If NDC's are going away, that volume goes to origin, which is plant loaded. How will the USPS accommodate higher local entry via plant load?	The volume should go to the assigned facility. It may or may not be origin. Plant loads are for accepting mail onsite that might bypass a local facility. They may go to a different destination, i.e. RPDC or some other appropriate facility. We should really not be doing a plant load that just gets trucked to the local facility. It defeats the purpose of efficiencies.
48	Will the SCF pallet discounts be on top of the FS discounts?	Yes, the discounts are independent and additive.

49	I think we understand you need to be self-sustaining however penalize non-auto rates more then. As Kim states above you have increased the 5 Digits SCF rate. Reward the MSPs for list cleansing and getting rid of UAA mail. Thoughts? I think if we tell our customers that anything that is not DPV validated needs dropped and it will help with your postage costs I think that would be easier to swallow than raising 5-digit SCF rates. Just spit balling here.	Rate levels are set using a multitude of factors: volume trends, price elasticity, workshare discount constraints, Marketing Mail nonprofit ratio, rational rate relationships, etc. Discount reductions for SCF entry were due to changes in the costs avoided/improvement in USPS network efficiency in 2024.
50	5dg SCF is another example, but slightly diff - shows .355 which matches filing, but the spreadsheets USPS made available on Postal Pro show .354	There are two sets of rates for Marketing Mail and Package Services. The rates are not exactly the same between the two price scenarios.
51	FCM 5D received a largest increase among presort FCM. It seems it is the most efficient and most profitable mail. Why the huge increase and only providing just over 85% of passthrough?	Rate levels are set using a multitude of factors: volume trends, price elasticity, workshare discount constraints, rational rate relationships, etc. The workshare discount for FCM 5D presortation has remained the same, compared to July 2024.
52	Once these postal rates are approved by PRC, when would we see the new periodical cell rates?	The proposed rates for Periodicals are available on Postal Explorer today.
53	So, Alaska Bypass is increasing?	The proposed price increases for Alaska Bypass are either 9.4% or 9.7%, depending on the price scenario.
54	Why are the rates different between the two MM options for CRRT/Automation Letters which are separate from HPM?	The inclusion/exclusion of HPM impacts the total cap space available for use. With a change in the cap space, rates were adjusted to accommodate.
55	Where can we go to get a better understanding of the differences between Plus One and DMLs? Previous questions indicate that there is not currently software that supports this. Do I understand that correctly?	That is correct. Software providers have not prioritized it. - most likely due to the few companies (under 6) as compared to the majority of what other customers (thousands) do. it would be nice if a coder/developer made the software available -or the users got together and had someone develop it for them.
56	I've seen "finer than SCF discount" a few times, exactly what is that?	Example: The new FCM SCF or Finer pallet discount can be claimed for 5-Digit pallets.
57	What is the likelihood PRC will decide on Eliminating BPM or not? IE, which rates should we work with to play it safest?	There is no likelihood that can be shared/available at this time. Only the PRC can accurately address questions regarding what they will do.
58	Seems like current BPM flats under 20 ounces will benefit significantly when classified as MM and co-mailed with DSCF entry.	The Postal Service endeavored to minimize the impact to all BPM customers while aligning shape definitions across mail classes.
59	So can we drop ship mixed NDC to NDCs, just for no discount?	Only if the current NDC is processing origin volume today. We have been moving mail away from the NDCs. Both the NDC volume and Mixed NDC should go together on the MXD pallet now.
60	What is the definition of a catalog?	A Catalog is a bound (stapled, stitched, glued or fastened together along one edge) mailpiece with at least 12 pages, providing an organized listing of products or services offered for sale. A Catalog mailpiece may be letter-shaped, flat-shaped or parcel-shaped, and is mailed at USPS Marketing Mail or Bound Printed Matter rates. The product listing must include images, photographs or illustrations of the products or services, descriptive details, fulfillment information and prices or contain an alternate method for the reader to determine prices. Catalogs must contain enough information to allow an order to be placed, e.g., an order form, a phone number, a web address, or the means to access a web address. Catalogs will also enable fulfillment options for the products or services offered for sale.

61	Can the new combined product be sold to any advertiser - including "new" advertisers that were not prior Marriage Mail customers? (Mailed in a prior Marriage mail package)	Plus One is designed for marriage mail users. They don't have to have been one previously. They have to meet the requirements. i.e. in the MM and on the Plus One mailing.
62	Will the post office provide additional plant load trucks with all of these changes	USPS will work with customers and their various volumes within the plant load criteria.
63	To be clear - Will NDC pallets be accepted at NDC facilities, even with no drop-ship discount? Or will NDC facilities NOT be accepting marketing mail at all after this July rate case?	No, the mail will be dropped at the origin plant. Only Marketing Mail parcels will go to NDC/RPDC sites. All other MXD volumes will go to origin.
64	How are you going to handle In Home dates for mail now if MSP's have to enter the mail at origin rather than a freight company taking to NDC	The Postal Service endeavors to meet documented service standards. Customers have the choice to enter mail at the SCF to prioritize in home dates.
65	Is the First-Class SCF pallet discount just a preparation discount or do we also drop ship the mail first the discount?	This is a presortation discount. The pallet is still entered at Origin. This pallet would then be cross docked to the SCF. The purpose of this discount is to incentivize containerization which avoids a tray sort.
66	Have you worked hand in hand with MSP software providers on these changes?	USPS works with software providers on changes.
67	There is room to grow the MGI program in the future. Great	There should be, as well as an openness to figure out other solutions to grow mail.
68	Will we have zone maps to give us some idea of the time frames marketing pieces will take to reach different areas if we drop at origins as opposed to dropping to the SCF?	https://www.usps.com/service-standards/ API - https://developer.usps.com/standardsv3 Data files - https://postalpro.usps.com/operations/service-standards
69	When will the proposed DMM changes be published?	We are looking to post the proposed rules within the next week or so.
70	Do you see Growth Incentive ever going below 1,000,000 pieces?	We have done analysis. The current threshold is likely to not change. That said, USPS is open to other ideas and incentives.
71	Is there a possibility to have the MGI managed/redeemed by MSPs instead of just mail owners?	We will certainly take this back and explore this opportunity however there would need to be parameters in place to ensure the integrity of the intent of growing mail volume.