

FIRST-CLASS MAIL.
THERE'S A REASON IT'S CALLED FIRST CLASS.





ENHANCE YOUR SERVICE AND YOUR MESSAGE. MAIL FIRST-CLASS.™

As many marketers have already learned, First-Class Mail® is a valuable resource that delivers a number of first-class benefits. It is fast, efficient, and secure. What's more, it gives you the power to target your audience and personalize your message – creating added impact in the mailbox. But this is just the beginning. Before you launch your next mail initiative, consider all the benefits that First-Class Mail brings to both you and your customers.

REACH YOUR AUDIENCE FASTER AND WITH GREATER RELIABILITY.

- The U.S. Postal Service® has reached record levels of performance with First-Class Mail. When sent locally, **95% of First-Class Mail arrives within one day**, and when sent nationwide, **90% of First-Class Mail arrives within three days***
- This level of reliability and timeliness equips you with a unique advantage: the ability to coordinate mailings with specific marketing events, such as sales, promotions, and in-store activities
- The predictability of First-Class Mail delivery also lets you time your mail campaigns with television, radio, and other media efforts for a powerful, multichannel impression in the marketplace

PROTECT YOUR CUSTOMERS' PRIVACY AND SECURITY.

- Research reveals that 63% of consumers worry about the security of online financial transactions.† In light of this statistic, it is important to note that First-Class Mail offers your customers a high level of privacy and security. It is protected by the vigilance of Postal Inspectors and cannot be opened for inspection without legal authorization

MAKE A FIRST-CLASS FIRST IMPRESSION.

- By its very name, First-Class Mail® suggests importance, priority, and exclusivity; moreover, its personalized and relevant messaging helps keep your customers feeling valued and special
- The premium impression made by First-Class Mail can also help you stand out among competitors and gain the attention of prospective clients
- Certified Mail™ and Registered Mail™ are two premium First-Class Mail services that offer added security and help ensure your message gains the attention of the recipient

BENEFIT FROM MAIL FORWARDING AND RETURN SERVICES AT NO EXTRA COST.

- With First-Class Mail, the Postal Service™ forwards your message – without charge – to customers who have moved within the past 12 months
- This no-cost forwarding service gets your communication to a greater percentage of your target, potentially boosting response rates and ROI
- As a further benefit, nondeliverable mail is returned to you at no additional cost

KEEP YOUR DATA UP TO DATE.

- With the return of nondeliverable mail – and available address correction service – First-Class Mail lets you easily update your customer database, keeping it as current and accurate as possible
- By helping to keep your database accurate and up to date, First-Class Mail limits mail waste and helps get your communications and promotional offers in more hands

REDUCE MAILING COSTS.

- Significant savings may be available to those who presort volume mailings of First-Class Mail. Quantities as low as 500 mail pieces can qualify for this presort discount
- First-Class postcards are an especially cost-effective way to enjoy the benefits of First-Class Mail. They are delivered with the same speed and reliability as First-Class letters

INTEGRATE MAIL WITH YOUR OTHER MEDIA CHANNELS.

- As part of a fully integrated campaign, First-Class Mail gives you a targetable, trackable, and measurable media channel
- In addition, mail typically generates a higher response rate than television, magazine, and radio
- First-Class Mail also allows for personalization, detailed product information, and a wide range of creative formats
- Finally, mail can be easily shared and saved by consumers, helping to increase the reach and shelf life of your message

ARE YOU READY TO GO FIRST-CLASS?

Start enjoying the value-added benefits of First-Class Mail today. Contact your local Postal Service representative.



* Based on Qtr. 4, 2005 EXFC study.

† From the "Value of Mail" study conducted by InnoMedia on behalf of the U.S. Postal Service.