

considered to have the character of actual or personal correspondence merely because it contains:

- a. Specific information about a product offered for sale or lease (e.g., size, color, price) or a service being offered (e.g., the name, address, and telephone number of a company representative).
- b. Information relating the addressee directly to an advertised product or service.
- c. Information such as the amount paid for a previous purchase, pledge, or donation, when associated with a sales promotion or solicitation for donations.

3.0 ENCLOSURES AND ATTACHMENTS

3.1 Nonincidental First-Class Enclosures

Letters or other pieces of nonincidental First-Class Mail, subject to postage at First-Class rates, may be enclosed with Standard Mail (A). Postage for the First-Class enclosure must be placed on the outside of the mailpiece. It may be affixed separately or added to the postage for the host piece. The mailer must place the endorsement "First-Class Mail Enclosed" on the mailpiece, below the postage and above the address.

3.2 Nonincidental First-Class Attachments

Letters or other pieces of nonincidental First-Class Mail may be placed in an envelope and securely attached to the address side of a Standard Mail (A) mailpiece or of the principal mailpiece, as applicable. Combination envelopes or containers with separate parts for the two classes of mail may be used. The names and addresses of the sender and addressee must be placed on both the principal mailpiece and the attachment. Alternatively, the sender's name and address must be placed on one part and the addressee's name and address on the other. If the mailpiece is a combination container with inseparable parts or compartments, the names and addresses may appear on only one part. The applicable Standard Mail (A) postage for the Standard Mail (A) matter must be prepaid and placed in the upper right corner of the address space. Postage at the applicable First-Class rate must be paid for and affixed to the First-Class attachment, unless other payment methods are permitted by standard.

3.3 Attachment of Other Standard Mail (A) Matter

The front cover page or the back cover page of a Standard Mail (A) mailpiece

may bear an attachment that is other Standard Mail (A) matter if:

- a. Each piece in the mailing bears the same attachment.
- b. The material qualifies for and is mailed at bulk rates.
- c. The pieces bearing the attachment are larger than 6 by 11 inches.
- d. The attachment is secured so as not to interfere with processing or delivery. Folded or multipage attachments must be secured to prevent opening during handling.
- e. The mailing is presorted to carrier routes.

3.4 Protective Covers

A protective cover (insert) on a catalog or book must fully cover (to within 3/4 inch of each edge) the main body of the catalog or book, front and back, or the entire piece must be enclosed in a wrapper (a full sleeve or envelope).

4.0 BULK RATES

4.1 General Information

Bulk rates apply to mailings meeting the basic standards in E611 and the standards for presort, automation, and destination entry in E630, E640, and E650, respectively, as appropriate for the rate claimed. Nonprofit rates may be used only by organizations authorized by the USPS under E670. Bulk rate Standard Mail (A) may not use registry, insurance, special delivery, special handling, certified, return receipt for merchandise, and COD services. Not all processing categories qualify for every bulk rate.

4.2 Minimum Per Piece Rates

The minimum per piece rates (i.e., the minimum postage that must be paid for each piece) apply to Automation rate and Enhanced Carrier Route rate pieces weighing 0.2059 pound (3.2941 ounces) or less, Regular rate pieces weighing 0.2067 pound (3.3067 ounces) or less, and nonprofit rate pieces weighing 0.2149 pound (3.4383 ounces) or less. The base postage rate applies to pieces meeting minimum preparation standards (e.g., basic presort) and may be reduced if additional standards are met. For the minimum per piece rates, mail is generally categorized as either "letters" or "other than letters," based on the letter-size standard in C050 that disregards address placement. The exception is for Automation rates, which are applied to the "other than letters" category, based on the standards in C820. Address placement is also used to apply the aspect ratio standard for letter-size automation rates in C810.

4.3 Piece/Pound Rates

Pieces exceeding the weight limits specified in 4.2 are subject to a two-part piece/pound rate that includes a fixed charge per piece and a variable pound charge based on weight. The base postage rate applies to pieces meeting the minimum preparation standards (e.g., basic presort) and might be reduced if additional standards are met.

4.4 Net Postage

The net postage rate that must be paid is either the minimum per piece rate or the piece/pound rate, as reduced in either case by one or more discounts for which the piece might be eligible. The net postage rate is commonly designated by the name of the primary discount (e.g., carrier route rate, Barcoded rate, DBMC rate).

4.5 Minimum Bulk Rate

Postage is computed at the applicable rates on the entire bulk mailing to be mailed at one time. Except as noted in 4.6, the total postage paid on any bulk mailing may not be lower than the amount determined by multiplying the proper minimum per piece rate (less applicable discounts) by the total number of mailpieces. If the total postage computed at pound rates, after adding any adjustment for presort level, is less than the minimum postage charge, postage must be computed at the minimum per piece rate.

4.6 Exception

When the postage computed at the bulk Standard Mail (A) rates is higher than a Standard Mail (B) rate for which the matter and the mailing could qualify except for its weight, the Standard Mail (B) rate may be paid without adding needless weight. All other standards for bulk Standard Mail (A) apply.

4.7 Annual Fees

Bulk rate Standard Mail (A) is subject to an annual fee once each 12-month period. The fee may be paid in advance only for the next year and only during the last 30 days of the current service period. The fee charged is that in effect on the date of payment. Other standards apply, based on how postage is paid:

- a. When mailings are paid with meter or precanceled stamps, each mailer who enters mailings at the regular or nonprofit bulk rates must pay an annual bulk mailing fee at each post office of mailing. Persons or organizations paying this fee may enter mail of their clients as well as their own mail.

- b. When a mailing is paid with a permit imprint, the mailer whose permit imprint is on the mailpiece must put that permit number on the mailing