

New Tools In Shipping And Mailing For Businesses

(NAPSA)—Shipping made easy? Cost-effective? Resources found online? Sound too good to be true? Well, it's not. Companies and organizations looking for ways to ship their products and services can turn to the U.S. Postal Service for answers. It's all found in an easy-to-use guide that explains how best to use the retail, discount and online services provided in over 30,000 post office locations around the country and online at www.usps.com.

A Guide to Mailing for Businesses and Organizations—available in hard copy at the post office and on the Internet—provides step-by-step information that demonstrates ways to effectively send postcards, letters and packages to customers, while saving on postage with discount mail services.

An Unmatched Resource for Growing Companies

"The Guide is one of the best resources we offer for small and medium volume mailers," said Stephen Kearney, the U.S. Postal Service's vice president of pricing and classification. "A Guide to Mailing for Businesses and Organizations will make mailing easier and more efficient, because it is specifically designed around how customers use the mail. It is packed with tips and suggestions." Kearney added, "Smaller companies and nonprofit organizations using the mail every day will better understand how to use our cost-effective marketing and fulfillment tools to help grow their businesses."

Educational, Etc. owner Danielle Faulkner agrees. She mails 1500 pieces of mail every month. "The guide has made my life 100 percent easier. It does all of the work for you," said the Severna Park, Md., businesswoman.

The Guide provides step-by-step information on how to effectively send postcards, letters and



packages to customers, saving on postage with postal discount mail services and using online mailing services. It guides users through the key decision points concerning discount mail.

Business mail, according to the Guide, includes "all the ways mail is used to accomplish the goals of your business or organization. Bills, invoices, catalogs, coupons, solicitations, newsletters, magazines, merchandise and advertising in any quantity are just some of the items businesses and organizations mail every day."

You can even use online mailing services to send greetings to friends and loved ones.

A Guide to Mailing for Businesses and Organizations (DMM 200-A) can show you how. It devotes an entire section to Netpost Services and Click-N-Ship, with detailed instructions for users.

From desktop to door step, the Postal Service offers several online services that combine the speed of the Internet with the effectiveness of traditional mail. NetPost Mailing Online helps you create and send a variety of mailpieces from your computer. You can upload your own text and graphic files for letters, postcards, booklets, flyers, and self-mailers or you can choose from hundreds of gallery images to create postcards or greeting cards.

The Postal Service helps you send them to everyone on your mailing list. You can upload your list or key in the addresses manually. NetPost services are securely transmitted to a third-party printing site close to the recipients' addresses. Documents are then printed, addressed, stamped and transported to the post office for processing and delivery. Typically, mail pieces are printed and delivered in as few as one to two days.

With Click-N-Ship, you can print shipping labels with or without postage for Express Mail and Priority Mail items right from your desktop. All you need is a computer with an Internet connection and a printer.

A Guide to Mailing for Businesses and Organizations, Click-N-Ship, and NetPost Services are all on www.usps.com.

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. It is an independent federal agency that makes deliveries to about 140 million addresses every day and is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$66 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world.

The U.S. Postal Service delivers more than 43 percent of the world's mail volume—some 203 billion letters, advertisements, periodicals and packages a year—and serves seven million customers each day at its 38,000 retail locations nationwide.