



Understanding Your Priority Mail® Options

Why Priority Mail Matters

Priority Mail from the U.S. Postal Service® offers fast and affordable shipping for packages and envelopes. Endicia solutions provide you with discounted Priority Mail rates and free USPS Tracking (formerly delivery confirmation), allowing you to keep your prices competitive and your customers happy.

Make the Right Choice for Your Business

As the only 2 to 3 day service that delivers to mailboxes, mail slots and PO Boxes, Priority Mail offers multiple options.

Priority Mail, Zone-based Service

Ideal for shipping lightweight packages

- 2 to 3 day delivery
- No extra cost for Saturday or residential delivery
- Free Package Pickup™
- Free USPS Tracking
- Free packaging from the USPS
- Priced by weight, size and distance
- Online discounts with Endicia

Priority Mail Flat Rate™

Ideal for shipping dense packages long distances

- 2 to 3 day delivery
- No extra cost for Saturday or residential delivery
- Free Package Pickup™
- Free USPS Tracking
- Free packaging from the USPS
- Price by predefined package type
- Online discounts with Endicia

Priority Mail, Regional Rate

Ideal for shipping dense packages short distances

- 2 to 3 day delivery
- No extra cost for Saturday or residential delivery
- Free Package Pickup™
- Free USPS Tracking
- Free packaging from the USPS
- Priced by box size and destination
- Online discounts with Endicia

To find out which option is right for your shipment, it's important to compare your box size and weight, as well as your destination. We've prepared this easy-to-use guide to make quick work of the decision for you.

Use the tables inside to find the most cost-effective Priority Mail service for your business.

Zone 1&2	
Regional Rate	\$5.32
1 lb	\$5.05
2 lb	\$5.32
	\$5.49

Grey cell: shows the Regional Rate price
 White cell: Zone-based service is cheaper
 Blue cell: Regional Rate or Flat Rate box is cheaper



About Endicia®

Endicia is the leading provider of innovative and intuitive shipping technologies and services. We deliver value by creating breakthrough shipping solutions that help global businesses, small and big, reach their customers.

Our consultative style means that whether you are running an eCommerce business, an expansive warehouse, or a business out of your home,

Endicia can help you run your operations more smoothly and function more successfully.

Endicia also offers seamless access to USPS® shipping services through our integration with more than 200 ecommerce partner solutions.

Endicia has printed over \$10B in postage and is a trusted partner of the U.S. Postal Service®.

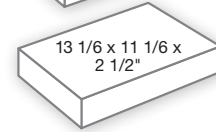
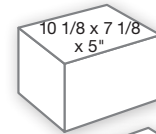
1 (800) 576-3279 x140
www.endicia.com

Comparison: Priority Mail Regional Rate vs. Priority Mail Zone-based

Priority Mail Regional Rate Box A

ZONE-BASED PRICING

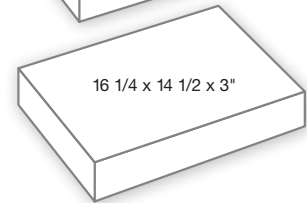
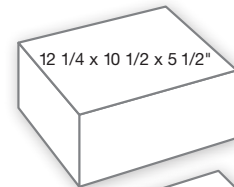
Zones	L, 1 & 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Box A	5.32	5.44	5.84	7.55	8.26	8.98	9.97	11.96
1 lb	5.05	5.23	5.35	5.54	5.75	6.02	6.51	7.81
2 lb	5.32	5.44	5.84	7.55	8.26	8.98	9.97	11.96
3 lb	5.49	6.39	7.36	9.11	10.72	11.59	13.52	16.22



Priority Mail Regional Rate Box B

ZONE-BASED PRICING

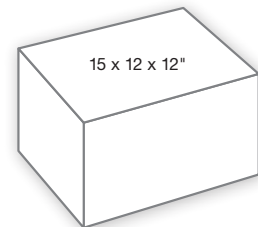
Zones	L, 1 & 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Box B	6.16	7.25	8.10	10.66	13.37	14.42	16.28	19.53
1 lb	5.05	5.23	5.35	5.54	5.75	6.02	6.51	7.81
2 lb	5.32	5.44	5.84	7.55	8.26	8.98	9.97	11.96
3 lb	5.49	6.39	7.36	9.11	10.72	11.59	13.52	16.22
4 lb	6.16	7.25	8.10	10.66	13.37	14.42	16.28	19.53
5 lb	6.78	7.33	8.42	12.47	15.22	16.58	18.87	22.64



Priority Mail Regional Rate Box C

ZONE-BASED PRICING

Zones	L, 1 & 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
Box C	15.25	19.89	23.62	33.03	37.38	40.89	47.43	57.39
1 lb	5.05	5.23	5.35	5.54	5.75	6.02	6.51	7.81
2 lb	5.32	5.44	5.84	7.55	8.26	8.98	9.97	11.96
3 lb	5.49	6.39	7.36	9.11	10.72	11.59	13.52	16.22
4 lb	6.16	7.25	8.10	10.66	13.37	14.42	16.28	19.53
5 lb	6.78	7.33	8.42	12.47	15.22	16.58	18.87	22.64
6 lb	6.95	7.55	8.55	14.89	17.08	18.90	21.61	25.94
7 lb	7.27	7.75	10.22	16.88	18.91	21.31	24.27	29.12
8 lb	7.54	9.79	13.44	18.58	20.79	23.46	27.25	32.70
9 lb	8.18	10.68	14.31	20.00	22.61	25.41	30.30	36.36
10 lb	9.41	13.18	15.55	21.70	24.43	27.93	32.95	39.54
11 lb	11.36	14.11	16.83	23.38	26.21	30.40	35.70	43.20
12 lb	12.17	15.10	18.03	25.12	28.58	32.87	38.28	46.32
13 lb	12.90	16.06	19.00	26.44	30.69	34.20	39.64	47.97
14 lb	13.67	17.04	20.15	28.11	32.41	36.12	41.61	50.35
15 lb	14.28	18.00	21.27	29.74	33.66	36.80	42.71	51.68
16 lb	14.70	18.97	22.46	31.36	35.57	38.86	45.06	54.52
17 lb	15.25	19.89	23.62	33.03	37.38	40.89	47.43	57.39
18 lb	15.56	20.57	24.75	34.64	39.35	42.90	49.82	60.29



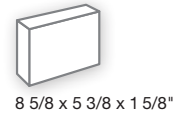
- Regional Rate
- Zone-based pricing is cheaper than Regional Rate
- Regional Rate box is cheaper than Zone-based for selected weight and above

Comparison: Priority Mail Flat Rate vs. Priority Mail Zone-based

**Priority Mail
Small
Flat Rate Box:
\$5.25**

ZONE-BASED PRICING

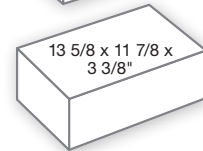
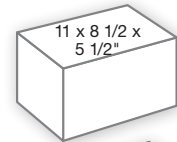
Zones	L, 1 & 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
1 lb	5.05	5.23	5.35	5.54	5.75	6.02	6.51	7.81
2 lb	5.32	5.44	5.84	7.55	8.26	8.98	9.97	11.96
3 lb	5.49	6.39	7.36	9.11	10.72	11.59	13.52	16.22



**Priority Mail
Medium
Flat Rate Box:
\$11.30**

ZONE-BASED PRICING

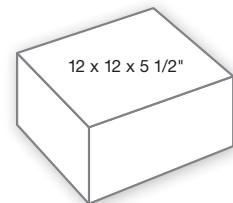
Zones	L, 1 & 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
1 lb	5.05	5.23	5.35	5.54	5.75	6.02	6.51	7.81
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9 lb	8.18	10.68	14.31	20.00	22.61	25.41	30.30	36.36
10 lb	9.41	13.18	15.55	21.70	24.43	27.93	32.95	39.54
11 lb	11.36	14.11	16.83	23.38	26.21	30.40	35.70	43.20



**Priority Mail
Large
Flat Rate Box:
\$15.80**

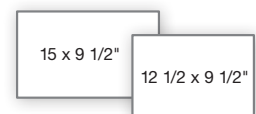
ZONE-BASED PRICING

Zones	L, 1 & 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9
1 lb	5.05	5.23	5.35	5.54	5.75	6.02	6.51	7.81
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15 lb	14.28	18.00	21.27	29.74	33.66	36.80	42.71	51.68
16 lb	14.70	18.97	22.46	31.36	35.57	38.86	45.06	54.52
17 lb	15.25	19.89	23.62	33.03	37.38	40.89	47.43	57.39
18 lb	15.56	20.57	24.75	34.64	39.35	42.90	49.82	60.29
19 lb	15.97	21.02	25.26	35.57	41.12	44.91	52.19	63.14



**Priority Mail
Flat Rate
Envelopes**

Priority Mail Flat Rate Envelope: \$5.05
Priority Mail Flat Rate Padded Envelope: \$5.70
Priority Mail Legal Flat Rate Envelope: \$5.25



Zone-based pricing is cheaper than Flat Rate
 Flat Rate box is cheaper than Zone-based for selected weight and above

Case Study: Firefighters Bookstore™

Shippers are using Priority Mail to move their business forward



Founded in 1985, Firefighters Bookstore serves the firefighting community. Specifically, it sells books and training material to firefighters, aspiring firefighters, fire training academies, and anyone purchasing on their behalf.

Firefighters Bookstore ships about 30% of its parcels via the Postal Service. Nearly 75% ship via Priority Mail. Its penchant for using Priority Mail is due to the savings in cost and time

afforded it by the flat rates – Priority Mail Flat Rate Box and Priority Mail Flat Rate Envelope. With the rates being constant irrespective of weight, shipping by Priority Mail is particularly cost-effective for heavy shipments, such as books. Additional cost savings arise from the boxes and envelopes for these mail types being supplied free of charge by the Postal Service. In fact, when a customer's order fits into a Priority Flat Rate Box or Envelope, Firefighters Bookstore diverts the shipment from UPS to the Postal Service because doing so saves it money. Secondly, it diverts shipments from UPS to the Postal Service when merchandise is small and ships more quickly via the Postal Service.

Not only has Firefighters Bookstore's use of Priority Mail provided savings, it has actually helped Firefighters Bookstore grow the business and better serve its customers. Since its customers almost always receive in-stock merchandise within two days of ordering when shipped by Priority Mail, the customers are extremely pleased by the quick turnaround and, as a result, place additional orders and tell other firefighters about their positive experiences with Firefighters Bookstore.

To find out more or to sign up for a free 30 day trial, visit www.endicia.com.

Need your package to get there next day? Ask us about U.S. Postal Service Express Mail®, an overnight service.



Endicia's Role:

An **Endicia Premium** customer since 2003, Firefighters Bookstore uses Endicia for postage, insurance, and tracking.

Commenting on what Endicia has meant to her business, Peggy Glenn states:

"Endicia has saved us about an hour a day, freeing up my shipping staff to ship more orders, which, in turn, has enabled me to spend more time on promoting the business."

For the full case study and more customer testimonials, please go to www.endicia.com/CaseStudies/