

USPS MARKETING MAIL (STANDARD)

Commercial Rates (\$)

LETTERS

3.5 oz or less	AUTOMATION			CARRIER ROUTE		
Entry Point	5-Digit	AADC	Mixed AADC	Saturation	High Density Plus	High Density
Origin, Per Piece	0.372	0.407	0.433	0.244	0.275	0.365
DSCF	0.355	0.390	—	0.227	0.258	0.348

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FLATS

4 oz or less	AUTOMATION				NON-AUTOMATION			
Entry Point	5-Digit	3-Digit	ADC	Mixed ADC	5-Digit	3-Digit	ADC	Mixed ADC
Origin, Per Piece	0.770	0.986	1.101	1.185	0.869	1.046	1.110	1.220
DSCF	0.732	0.948	1.063	—	0.831	1.008	1.072	—
More than 4 oz (Pound price only applies to weight exceeding 4 ounces)								
Origin, Per lb	0.745	0.745	0.745	0.745	0.745	0.745	0.745	0.745
DSCF, Per lb	0.433	0.433	0.433	—	0.433	0.433	0.433	—

USPS MARKETING MAIL (STANDARD)

Nonprofit Rates (\$)

LETTERS & POSTCARDS

3.5 oz or less	AUTOMATION			CARRIER ROUTE		
Entry Point	5-Digit	AADC	Mixed AADC	Saturation	High Density Plus	High Density
Origin, Per Piece	0.178	0.213	0.239	0.155	0.171	0.175
DSCF	0.161	0.196	—	0.138	0.154	0.158

FIRST-CLASS MAIL

Commercial & Retail Rates (\$)

1 oz or less	AUTOMATION				RETAIL	
	5-Digit	3-Digit	AADC	Mixed AADC	Single Piece (1 oz or less)	Each Additional oz
LETTERS* (up to 3.5 oz)	0.593	—	0.641	0.672	0.780	0.29
FLATS	0.970	1.235	1.331	1.488	1.630	0.27 (up to 4 oz)
POSTCARDS	0.420	—	0.445	0.462	0.610	—

**U.S. POSTAL RATES
EFFECTIVE:
7/13/2025**

*The United States Postal Service (USPS) now offers an SCF (Sectional Center Facility) pallet discount for First-Class Mail starting in July 2025.



POLARIS
DIRECT™

LET'S CONNECT

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Customer Service Isn't Just a Department. It's Our Mindset.

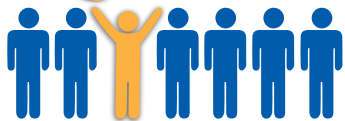
When you partner with Polaris Direct, you're backed by a team of experienced professionals dedicated to your success. **Our team-based approach means you're not just another project — you're a priority.** From day one, you'll work with a dedicated Customer Service Representative who understands your goals, your program, and your unique needs.

When it comes to postal savings, we've got your back. Our Customer Service Representatives will help you navigate USPS promotions in 2025 and beyond, ensuring you get the best postage rate for your mailing. We'll also help you tap into USPS promotional postage discounts — unlocking added cost savings without compromising reach or impact.



“ With Polaris guiding us through the USPS postal promotions, we not only mailed smarter, but maximized our budget. ”

-Production Manager, Advertising Agency



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 PolarisDirect.net



WHAT'S OUR SECRET SAUCE?

It's our Strategic Marketing Services Team, offering a data-driven marketing solution that brings together strategic planning, standout creative, and seamless execution.



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