



# THE PS INSIDER

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## Postal Logistics Savings



**\$5,279,014!**

Cumulative postal savings since January 2009 through our Postal Logistics Services

## IMB Countdown

**142 days**

Until the USPS mandates the IMB for all automated mailings

## PS Call to Join!

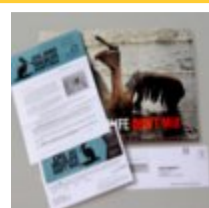
Ambitious individuals to compliment our team. [To learn more...](#)

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## Five Hot Package Formats from 2010

2010 was an up-hill year in which we partnered more closely than ever with the clients we served. We embraced the challenge of making the most of shrinking budgets and doing more with less (the new 'black?'). Mailing smarter continued to be a top priority - optimizing postal discounts and greater print efficiencies. But equally important were the research and the development of techniques that could elevate ordinary mail to the level of 'irresistible'.



Texture, folds, color, dimension, die cuts, size, and bumpiness - these were just a few of the format techniques we used in 2010 to engage the senses of targeted markets. Interactive strategies continued to be a top priority in creative discussions - and the techniques continued to become increasingly innovative as printers and mailshops invested in technology to keep up with market demands. The sophistication of 'hand written' fonts duplicated by machine is one example of manufacturer innovation, as is the growing number of digital print solutions to support targeted and integrated marketing campaigns.

We are sharing with you five package formats from 2010 that were strategically used to make a difference in our client's direct marketing programs. [Read More...](#)

## I Don't Pay for Overs! Really?

**Myth:** In an effort to control your costs, telling printers to remove line item pricing means you do not pay for the charges.

**Fact:** Not only will you still pay for these line items, you may pay MORE!



Plate changes, author's alterations (AAs) and spoilage, a.k.a overs - these are the additional costs that many mailers consider "nickel and dime" charges.

Plate Changes - while they vary depending on the type of print press, plate changes can average \$75 to \$150 each (and more if we talk labels and large heat-set web presses).

Author's Alterations - again, these costs (which always seem to come up during production) vary depending on the scope of changes, but the average price can be \$50 - \$200 total for one round of changes (and more if we print catalogs or calendars). [Read More...](#)

## New "Smart Mail" Format Demo - The Transformailer



## What's in Store for Direct Marketers in 2011?

These past three years have been challenging for direct marketers. We are all painfully aware that at the end of 2007 the U.S. economy entered a recession that according to government reports ended in June 2010. While there is debate about whether we have returned to business as usual, it is clear that every aspect of our economy was affected in some way and direct marketing was hit especially hard.



Unemployment rates were the highest we have seen since the great depression (over 10% in August 2009 reported by the Bureau of Labor Statistics), the housing market was in shambles, banks stopped lending, consumers dramatically pulled back on spending and the philanthropic dollar shrunk by staggering numbers. Yet, as we enter 2011 there appears to be a light at the end of the tunnel. [Read More...](#)

## Ask the Expert

**Q: What percentage increase in postage and production costs should my organization budget for in 2011?**



Some of our clients are budgeting a conservative increase of 3% - 4% for both postage and production costs. Others are budgeting 5%, and some even 8% to play it safe. No one really knows what the true cost increases will be.

The two wild cards are (1) the possible exigent postage increase - which has been rejected, but is now under appeal (this could be an average increase of 6% for letters and 10% for flats) (2) and paper costs. We have seen a consolidation in the paper industry that has reduced competition in some paper stocks. We have seen the cost of some paper stocks increase this past year, and we should expect to see more increases in 2011

**Thank you again for partnering with Production Solutions for your direct marketing needs!**