Redesign Your Mail to Save on Postage

Courtesy of Pitney Bowes
Redesign Flats to Letters

Save ~ 40%
Redesign Flats to Letters *continued*

- Duplex pages
- Use lighter weight paper
- Narrow margins
- Use smaller fonts
- Use 2-way (reusable) envelopes
- Half or tri-fold
Redesign Envelopes to Cards

Benefits

• No “openability” issue
• Cards can serve as coupons
• Lower material costs
• First-Class Mail® postcard postage is lower than Standard Mail® letter prices
• Leverage QR Code to lead recipients to your web site!