



E600 Standard Mail

E660 Customized MarketMail

[8-10-03]

Summary E660 describes the eligibility standards for Customized MarketMail (CMM) pieces including standards for minimum volumes, addressing, and drop shipment.

1.0 BASIC STANDARDS

General Customized MarketMail (CMM) is an option for mailing nonrectangular and irregular-shaped Regular Standard Mail and Nonprofit Standard Mail pieces if the pieces weigh 3.3 ounces or less and meet the physical characteristics and the dimensional requirements in [C600](#) and the mail preparation standards in [M660](#). Other Regular and Nonprofit Standard Mail pieces measuring 3/4 inch thick or less and meeting the applicable standards in [C600](#), E660, and [M660](#) may be entered as CMM at the mailer's option. CMM must be entered directly at a destination delivery unit (DDU).

Basic Standards All pieces in a CMM mailing must:

- 1.2
- a. Meet the basic standards for Standard Mail in [E610](#) and, for Nonprofit Standard Mail, the additional standards in [E670](#).
 - b. Be part of a single mailing of at least 200 addressed pieces. All pieces must be identical in size, shape, and weight unless excepted by standard under an approved postage payment system.
 - c. Bear a complete delivery address using the exceptional address format or occupant address format under [A020](#) with the correct ZIP Code or ZIP+4 code. Each piece also must bear a carrier release endorsement as specified in [D042](#). These additional addressing standards apply:
 - (1) Detached address labels (DALs) under [A060](#) are not permitted.
 - (2) Ancillary service endorsements under [F010](#) are not permitted.
 - (3) All 5-digit ZIP Codes included in addresses on pieces must be verified and corrected within 12 months before the mailing date, using a USPS-approved method. The mailer's signature on the postage statement certifies that this standard has been met when the corresponding mail is presented to the USPS. This standard applies to each address individually, not to a specific list or mailing. An address meeting this standard may be used in mailings at any other rates to which the standard applies during the 12-month period after its most recent update.
 - (4) At the mailer's option, a carrier route information line under [M014](#) may be added. If this option is used, a carrier route code must be applied to every piece in the mailing and must be applied using CASS-certified software and the current USPS Carrier Route File scheme, hard copy Carrier Route Files, or another Address Information Systems (AIS) product containing carrier route information, subject to [A930](#) and [A950](#). Carrier route information must be updated within 90 days before the mailing date.
 - d. Be marked, sorted, and documented as specified in [M660](#).

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- e. Be entered at the destination delivery unit appropriate to the delivery address on the corresponding mail, as a mailing subject to the applicable requirements in [E610](#) and [E650](#), as a mailing using Express Mail or Priority Mail drop shipment under [M072](#), or as a plant-verified drop shipment (PVDS) mailing under [P950](#). Minimum volumes per destination are not required.

2.0 RATES

Each piece in a CMM mailing is subject to the Presorted Regular or Nonprofit Standard Mail nondestination entry basic nonletter rate plus the residual shape surcharge. CMM pieces are not eligible for any discount including the parcel barcode discount in [E620](#). CMM pieces are not subject to the nonmachinable surcharge for letters.

3.0 SPECIAL SERVICES

CMM is not eligible for any special service.