



M600 Standard Mail (Nonautomation)

M660 Customized MarketMail

Summary M660 describes the basic preparation and marking standards for Customized MarketMail (CMM) pieces meeting the eligibility standards in [E660](#).

1.0 BASIC STANDARDS

All Mailings 1.1 All mailings and all pieces in each mailing prepared as Customized MarketMail (CMM) are subject to specific preparation standards in [1.0](#) and [2.0](#) and to these general standards:

- a. All pieces must meet the standards for basic eligibility in [E610](#) and specific eligibility in [E660](#). Nonprofit Standard Mail pieces must meet the additional eligibility standards in [E670](#).
- b. CMM pieces must not be part of a mailing containing any other type of Standard Mail pieces.
- c. Each mailing must meet the applicable standards for mail preparation in [M010](#) and [M020](#) and the following:
 - (1) Subject to the marking standards in [M012](#), Regular Standard Mail pieces must be marked "Presorted Standard" (or "PRSRT STD") and Nonprofit Standard Mail pieces must be marked "Nonprofit Organization" (or "Nonprofit Org." or "Nonprofit"). All pieces must also be marked "Customized MarketMail," "CUST MKTMAIL," or "CMM."
 - (2) 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, printed Carrier Route Files, or another 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. All pieces in the mailing must meet the specific sortation and preparation standards in M660.
- e. Pieces are subject to the rate eligibility specified in [E660](#).

Postage 1.2 CMM is subject to the same options of postage payment (precanceled stamps, metered postage, or permit imprint) for Standard Mail pieces as permitted under [P600](#).

Documentation 1.3 A complete, signed postage statement, using the correct USPS form or an approved facsimile with the residual shape surcharge, must accompany each mailing. The mailer must also provide an extra copy of the postage statement and a sample of the CMM mailpiece. The sample and the copy postage statement are then forwarded by the USPS to the PCSC (see [G042](#) for address). Mailings of nonidentical-weight pieces or mailings using more than three different types of containers must also be supported by standardized documentation meeting the standards in [P012](#). Documentation for nonidentical-weight pieces is not required if the correct rate is affixed to each piece.



2.0 [3-4-04] PREPARATION

Required Bundling

2.1

Bundling is required before sacking, traying, or filling other types of mailing containers. A bundle must be prepared when two or more addressed pieces are destined to the same 5-digit ZIP Code or to the same carrier route if the optional carrier route presort level is used. The maximum weight for any bundle is 20 pounds. Pieces of irregular thickness must be counterstacked as provided in [M020](#). At the mailer's option, facing slips, optional endorsement lines, or pressure-sensitive bundle labels may be used on bundles. CMM pieces prepared in optional carrier route bundles are subject to [M050](#) and [E630](#) but are not required to meet any minimum number of pieces per route.

Bundling and Labeling

2.2

Preparation sequence, bundle size, and labeling:

- a. Carrier route (optional); no minimum; and carrier route information line (required).
- b. 5-digit (required); no minimum; and facing slip (optional), red Label 5 (optional), or optional endorsement line (OEL).

Required Containerizing

2.3

The following standards apply to containerizing CMM bundles:

- a. Bundles and single pieces to a destination must be prepared in 5-digit containers or optionally in 5-digit scheme under [L606](#), carrier route, or 5-digit carrier routes containers, with no minimum volume (piece or weight) required for an individual container.
- b. Bundles for PVDS drop shipment mailings or non-PVDS mailings under [E650](#) must be placed in letter trays, flat trays, or sacks. Bundles in Priority Mail and Express Mail drop shipments under [M072](#) may be placed in USPS-supplied or mailer-supplied mailing containers.
- c. The container size must be appropriate to the dimensions of the pieces, and the number of containers must be appropriate to the volume of pieces in the mailing.
- d. If more than three types of containers are used, the mailing must be prepared using an approved manifest mailing system (MMS), unless the manager, Business Mailer Support (BMS) approves another postage payment system. Each mailing presented in mailer-supplied containers must include sample containers for tare weight calculations.

Containerizing and Labeling

2.4

Containers are prepared and labeled as follows:

- a. PVDS drop shipments and non-PVDS mailings under [E650](#) must be prepared in 5-digit trays or sacks, or as an option, in 5-digit scheme (under [L606](#)), carrier route, or 5-digit carrier routes trays or sacks, labeled as follows:
 - (1) Line 1: For 5-digit, carrier route, 5-digit carrier routes, city, state, and 5-digit ZIP Code on mail; for 5-digit scheme (optional), [L606](#).
 - (2) Line 2: "DEL LTR STD CMM MAN" (for letter trays); "DEL FLTS STD CMM MAN" (for flat trays); "DEL STD CMM MAN" (for sacks).
 - (3) Line 3: Office of mailing or mailer information (see [M031](#)).
- b. Express Mail and Priority Mail drop shipments must be prepared in USPS-provided Express Mail or Priority Mail containers (i.e., pouches, sacks, cartons, or envelopes) or in mailer-supplied containers, labeled under [M072](#).