

# High-Density Co-Mail Optimization Program

## Your Postal Savings Partner

Postage rates are the single most significant budgetary cost for direct mailers. Now more than ever, it is essential to keep postage costs in check due to the USPS's substantial postal rate increase. Enru's proprietary High-Density (HD) Optimization Program maximizes postal savings over traditional co-mail processing.

Our turnkey solution delivers additional co-mail savings through our proprietary postal optimization software. We handle all labeling, distribution and mailing at a shared savings rate. Mailbox delivery starts 28 days after mail files submission. Your customers will enjoy seamless service and the added benefit of USPS Mail Tracker visibility, so they'll know exactly when their material reaches their customers.



## Schedule and Specifications

### Scheduling is Flexible and Condensed

- Mail files to Enru - Monday (Day 1)
- Magazines to Enru - Monday (Day 14)
- National in-home deliveries - 28 days from mail file due date

### Participation is Easy



- No scheduling commitments or reservations necessary
- Large and small mailings are welcome (4,000 copy minimum)

### Pricing is Risk Free

- Run rates are based on a savings share

### Specifications

- Minimum Size 7" X 9"
- Maximum Size 9" X 10.875"
- Minimum Thickness is .05"
- Maximum Thickness is 0.625"
- EPS account for postage payment
- Final presort provided
- Dropship freight provided
- Standard Address Location

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1 Postal Optimization	Mail files due at 10AM						
WEEK 2 Pool Manufacturing		Product Due to Co-Mail →					
WEEK 3 Distribution		→					
WEEK 4 In Home		→					

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Did you know the July postal increase will inflate your postage by . . .

## Proposed Price Change by Mail Class

Class	Percent Change
Marketing Mail / Carrier Route Flats	9.92%
Periodical	9.75%

\*July 2024 Proposed Rates Pending Regulatory Approval

Did you know Enru's HD Co-Mail will qualify you for lower rates . . .

## Marketing Mail

Piece Rate / Profit / Auto SCF	Postal Rate
Basic Carrier Route	\$0.43
Enru High Density Co-Mail	\$0.35
Percent of Discount	19%

## Periodical

Piece Rate / Profit / Barcode	Postal Rate
Basic Carrier Route	\$0.29
High Density	\$0.25
Percent of Discount	14.2%

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 [www.enru.io](http://www.enru.io)