



Friends of Carefree, I inadvertently listed an incorrect date for the US Postal Service rate change in the prior edition of this newsletter. The correct effective date is January 21, 2024. I will include the entire text from the USPS email I received below. My apology for the miscue and for adding clutter to your Inbox.

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## Early Notice of Postal Rate Changes

Dear Valued Customer,

The United States Postal Service (USPS) will once again increase postage rates on **January, 21st 2024**. The new rates will impact all mailers, but Click2Mail's customers will continue to benefit from lower presort automation rates on every mailpiece with a standardized address.

### Quick Breakdown

First Class letters:

- Retail, non-Click2Mail postage **increases 2¢ to \$0.68** for the first ounce, additional ounces cost 24¢ each
- Click2Mail postage **only increases 1¢ to \$0.571** for up to three ounces

Postcards:

- Retail, non-Click2Mail postage increases 2¢ to \$0.53, size limit is 4.25" x 6"
- Click2Mail postage increases by **less than a cent to \$0.39** and is also available for 5" x 8" and 6" x 9" postcards (volume requirements may apply)

First Class flat mail:

- Retail, non-Click2Mail postage increases 4¢ per ounce
- Click2Mail postage only increases 1¢ per ounce

Certified Mail:

- Basic Certified Mail fee increases 5¢ to \$4.40
- Green card Return Receipt increases 10¢ to \$3.65
- Electronic Return Receipt increases 12¢ to \$2.32

**IMPORTANT:** Please note that orders submitted after 8:00 PM EST on **January 19th** will be subject to new rates

## Key points

In the face of rising postage costs, we remain committed to providing you with the best value for automated printing, mailing and postal tracking. With **no fees or subscription costs**, and no minimum volume requirements, Click2Mail makes it easy to stay on budget.

We offer discounted postage rates on almost all First Class and Marketing Mail, **regardless of volume**, allowing you to choose the most cost-effective USPS service for your needs.

Repeat clients can benefit from our **Frequent Mailer discounts** based on a committed average monthly volume starting as low as 500 pieces. Reach out to our customer support team to discuss your options further.

To further support your success, we continuously innovate and develop new tools and resources to streamline your mailing process, helping you save time and money.

## What can you do now?

To help mitigate the impact of the postage rate increase, we recommend considering the following options:

- **Talk to the experts:** Could you selectively use black and white and/or double-sided printing, reducing your mailing expenses with the click of an option? How much time would your organization save by sending mail directly from your CRM? Are you using the right option for urgent mail?
- **Plan Ahead:** If you have any upcoming mailing projects, we suggest finalizing them before the new rates take effect at 8PM on January 19th, to take advantage of the current pricing.
- **Optimize Mailing Lists:** Ensure that your mailing lists are up to date and accurate to minimize any potential wastage caused by undeliverable mail.

We value your continued trust and partnership with Click2Mail, and we remain committed to delivering the best software-based printing and mailing solutions for your business and/or personal needs.

Questions, concerns, suggestions?

Customer support: 1-866-665-2787 or [support@click2mail.com](mailto:support@click2mail.com)

Technical integration and API: [api\\_support@click2mail.com](mailto:api_support@click2mail.com) or 1-855-294-5601

We know that you have choices and we thank you for choosing Click2Mail!

Sincerely,

The Click2Mail Team

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**And there you have it, for now.**

Respectfully submitted by John Traynor

**Notice:** In addition to reporting *facts*, this Newsletter will contain the author's perspective on topics or events affecting Carefree residents. That perspective may not be popular with the mayor, council members, staff, town attorney, or Facebook Trolls. The fact is, I don't care what they think.

*If we lived in a perfect world, we would need but one newspaper.*

God Bless America.

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*"The power of accurate observation is frequently called cynicism by those who don't have it." - George Bernard Shaw*