

# 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!

