

## 10 Second-Class Mail

Only publishers and registered news agents who have been approved for second-class mailing privileges may mail at the second-class rates of postage. The applicable single piece third- or fourth-class rate must be paid for magazines and newspapers mailed by the general public. Call or visit your post office for additional information.

### Third-Class Mail

Third-class mail, also referred to as bulk business mail, or advertising mail, may be sent by anyone, but is used most often by large mailers. This class includes printed material and merchandise weighing less than 16 ounces. There are two rate structures for this class: single piece and bulk rate. Many community organizations and businesses find it economically attractive to use the bulk rates. Also, individuals may use third-class mail for mailing lightweight parcels. Insurance can be purchased, at the option of the mailer, to cover loss or damage of articles mailed at the single piece third-class rate. (For further details see *Insurance*, page 19.) Your post office has information on what category of third-class mail is best suited to your needs.

*If faster service is needed, use First-Class Mail, Priority Mail or Express Mail service.*



## Addressing Mail

11

All mail needs a complete delivery address and should also have a return address. The following guidelines are recommended:

### A. Return Address:

1. Sender's name
2. Sender's street address, post office box number, or rural route number and box number.
3. Sender's city, state, and ZIP Code or ZIP+4 code. Also include USA if mail is going to a foreign country.

### B. Destination Address:

1. Recipient's name (or company name if applicable).
2. Recipient's street address, P.O. Box number, rural route number, or highway contract route number. In addition, include the following in the address line:
  - N (North), S (South), E (East), W (West), NE, NW, SE or SW.
  - AVE (Avenue), ST (Street), DR (Drive), RD (Road), PL (Place), or CIR (Circle).
  - RM (Room), STE (Suite), or APT (Apartment) number.
3. Recipient's city, state, and Zip Code or ZIP+4 code. For international mail include the city or town, provincial or state name and applicable foreign postal code, if known.
4. The country name, preferably in capital letters, should be on the last line of the address *for international mail only*.

### C. Format:

You will get the best possible service if you:

1. Capitalize everything in the address.
2. Leave out all punctuation in the address, except the hyphen in the ZIP+4 code.