

BEFORE THE
POSTAL RATE COMMISSION
WASHINGTON, D.C. 20268-0001

POSTAL RATE AND FEE CHANGES, 2006

Docket No. R2006-1

RESPONSE OF UNITED STATES POSTAL SERVICE
TO INTERROGATORIES OF DAVID B. POPKIN
(DBP/USPS-38-39)
(June 9, 2006)

The United States Postal Service hereby provides its response to the following interrogatories of David B. Popkin, filed on May 26, 2006:

DBP/USPS-38-39

Each interrogatory is stated verbatim and is followed by the response.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

Daniel J. Foucheaux, Jr.
Chief Counsel, Ratemaking

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RESPONSE OF UNITED STATES POSTAL SERVICE TO
INTERROGATORY OF DAVID B. POPKIN

DBP/USPS-38. Please provide a listing of all USPS advertising which either promotes or utilizes the Priority Mail flat rate box. This listing should be from the day that Priority Mail flat rate boxes were authorized. Please provide a copy of the poster, brochure, sign, display, etc.

RESPONSE:

See Attachment DBP/USPS-38-A





**IF IT FITS
IT SHIPS***
JUST \$8.10

**Order your free
Priority Mail®
Flat Rate Boxes.** [GO >>](#)

* Certain limitations on content apply. See retail clerk for details, or visit our mailing standards Web site at pe.usps.gov.

 **UNITED STATES
POSTAL SERVICE.**



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Rollover to learn more »

Order your free Priority Mail® Flat Rate Boxes.



IF IT FITS IT SHIPS
JUST \$8.10

 UNITED STATES POSTAL SERVICE®

Rollover to learn more »

If it fits, it ships.

Flat Rate Boxes let your small business ship almost anything, anywhere in the United States for **one flat rate of \$8.10**. Order them free online, and we'll deliver them right to your door, so you can get back to business.



VIDEO FPO

Impact TIP
Make customer communication a priority

PLAY» CLOSE



IF IT FITS IT SHIPS
JUST \$8.10

Order yours now. [GO »](#)

Certain limitations on content apply. See retail clerk for details, or visit our mailing standards Web site at pe.usps.gov.

 UNITED STATES POSTAL SERVICE®



THIS IS MY POST OFFICE.

Turn any office into a Post Office™ at usps.com/smartbusiness

Aravier Batiz is a really busy guy. He's the owner, designer, distributor, salesman, accountant and all-around errand runner for IN53KTO (pronounce it "Insekto"), his own line of T-shirts and hooded sweatshirts. So he depends on the convenience and reliability of shipping with the U.S. Postal Service® "I wouldn't be in business without them," says Aravier. He's not alone. Every day, more people are making the Postal Service™ a bigger part of their business with time-saving tools like My Desktop Post Office,™ Carrier Pickup™ and Priority Mail® Flat Rate Boxes.





SHIP IT WIN IT

Enter to **WIN**
\$10,000
to spend on eBay!
Plus, weekly prizes!

Take a Priority Mail Flat Rate Box and enter your Code from the Entry Form for a chance to WIN!

shiptowin.com

Take one today!

\$8.10

SHIP IT WIN IT

WIN \$10,000 to spend on eBay!

Enter today at shiptowin.com

The poster features a green background with a white and blue Priority Mail Flat Rate Box. A yellow price tag indicates the cost of the box is \$8.10. The text is in white and yellow, with the 'SHIP IT WIN IT' logo in a blue banner at the top. A screenshot of the website is shown at the bottom.

may



eBay® Sweepstakes Promotes Priority Mail® Flat Rate

This spring we're partnering with eBay® to launch the *Ship It, Win It* Sweepstakes that will allow your customers to go online and register to win amazing prizes on eBay. Our goal is to increase awareness of Priority Mail® Flat Rate boxes. The *Ship It, Win It* Promotional Kit will be shipped to the 10,000 highest revenue offices. This event will also build awareness for the Click-N-Ship™ and Carrier Pickup™ services online. The sweepstakes is a great way for your office to increase revenue, so keep a look out for it and make sure to order plenty of Priority Mail Flat Rate boxes to prepare for the rush!

*Program details and timing subject to change.

Ship Anywhere in the U.S. for \$8.10

Attachment DBP/USPS®38-A



Let your customers know they can ship packages to any of the 50 states with Priority Mail® Flat Rate Boxes for only \$8.10. For one low rate, they can ship as long as the contents are properly secured in a Flat Rate Box to any U.S. destination. Extra services such as Delivery Confirmation™, Signature Confirmation™ and Insurance are available to use with Priority Mail Flat Rate Boxes. Recommend these boxes to your customers and remind your manager to order plenty of boxes!

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	Monday 1	Tuesday 2	Wednesday 3	Thursday 4	Friday 5	Saturday 6
	Prepare and submit vending data				\$\$\$ payday!	
Sunday 7	8	9	10	11	12	13
				focus! Remind your small business customers that GXG™ makes global shipping easy and cost effective.		
14	15	16	17	18	19	20
Mother's Day		take action! To replace out dated or damaged POP items in your office, call 1-800-711-0428 and follow the voice prompts to In-Store POP.			\$\$\$ payday!	Armed Forces Day
21	22	23	24	25	26	27
28	29	30	31	May Stamps		
	Memorial Day (Offices Closed)					



Literal Arts
Katherine Ann Porter



Wonders of America



Canada Joint Issue:
Samuel de Champlain



Amber Alert



Distinguished
American Diplomats

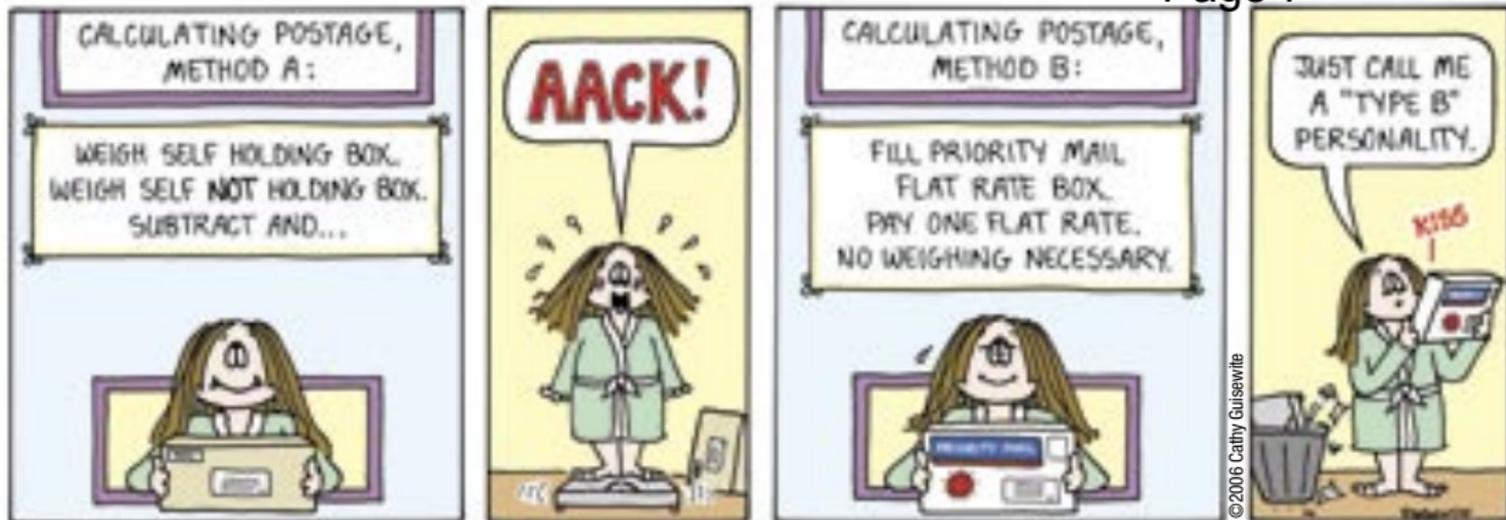
For specific stamp release dates, check your Postal Bulletin.

KEEPING YOU POSTED

NEXT TIME, USE A FLAT RATE BOX

Attachment DBP/USPS-38-A

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**Just \$8.10 to ship Flat Rate Boxes.
\$4.05 to ship Flat Rate Envelopes.
Hey, what's to weigh?**

With easy, flat rate packaging, shipping almost anything to anywhere is simple!

- Choose from two box sizes – either shoebox or shirtbox.
- Just fill it and seal it (no need to weigh, or calculate postage).
- Go to usps.com/clicknship to pay postage or pay at the Post Office.™

**With Priority Mail® Flat Rate Boxes and Envelopes – if it fits, it ships.*
Order yours free at usps.com/flatrate1 (or pick 'em up at the Post Office).**

*Certain limitations on content apply. See retail clerk for details, or visit our mailing standards Web site at pe.usps.gov



Presorted Standard
Postage & Fees Paid
USPS
Permit No. G-10

KEEPING YOU POSTED

Attachment DBP/USPS-38-A
IF IT FITS, IT SHIPS.
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It's amazing what can ship for \$8.10.

Priority Mail® Flat Rate Boxes and Envelopes are the easiest way to send almost anything to anyplace in the U.S. No weighing. No calculating postage. If it fits, it ships*— available in:

- Flat Rate Boxes in shirt size and shoebox size. Just \$8.10 for shipping.
- Flat Rate Envelopes.
Just \$4.05 for shipping.

It's easy to pay for postage too. Visit usps.com/clicknship, use your postage meter or go to the Post Office.™

Order your FREE flat rate packaging now at usps.com/smartbusiness54 (or pick 'em up at the Post Office).



FLAT RATE REGARDLESS OF WEIGHT TO THE FIFTY STATES.



Just \$7.70 gets anything you can fit into this Priority Mail® box to anywhere in the USA. They're available in shirt box and shoe box sizes, and you can pay for postage online with Click-N-Ship®. It's quick. It's easy. It's convenient. It's another way the U.S. Postal Service is working for you.



RESPONSE OF UNITED STATES POSTAL SERVICE TO
INTERROGATORY OF DAVID B. POPKIN

DBP/USPS-39. For each of the items provided in response to Interrogatory DBP/USPS-38, please provide either a statement that there is no information provided in the advertisement which would allow a postal customer to make an educated choice as to whether to utilize a flat rate box or a non-flat rate box for their mailing or if there is information provided, please provide the details.

RESPONSE:

It is unclear what you mean by "an educated choice." Nonetheless, the items speak for themselves.

CERTIFICATE OF SERVICE

I hereby certify that I have this date served the foregoing document in accordance with Section 12 of the Rules of Practice and Procedure.

Brian M. Reimer

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June 9, 2006
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