

**To: District Manager, Business Mail Entry,**

I am applying on behalf of the business/nonprofit entity \_\_\_\_\_, of which I am a responsible official, to participate in the Standard Mail® Saturation Enhanced Carrier Route (ECR) Mail Incentive Program for the annual period beginning May 11, 2009 and ending May 10, 2010. This program offers participants able to demonstrate an increase in mailing volume from the prior year a per-piece credit to postage paid on the incremental volume recorded during the established program period. I understand that I must provide a copy of this letter via hardcopy or in .pdf format, with my signature attached and a copy of the letter via email as an attachment, in .doc format. The email must also include the completed [Saturation Mail Incentive Program Application Data spreadsheet](#) in .xls format as an attachment.

I understand that applications can be made on one of two bases:

1. Total market: an overall increase in my total saturation mailing volume.
2. Market specific: an increase in the volume of saturation ECR mailpieces designating to ZIP Codes within a specific sectional center facility (SCF) (or group of SCFs) that I have identified.

For each market I am applying (either total market or each of the specific SCFs I select) I must be able to demonstrate saturation ECR mailing activity in both of the 2007 and 2008 calendar years and must be able to demonstrate a minimum of 6 saturation ECR mailings in the 2008 calendar year.

I understand that I must pay saturation ECR postage through a permit imprint advance deposit account at the time of application and for the duration of the program, and that each permit imprint advance deposit account used for the payment of postage for saturation ECR mailings must be administered by a Postal facility having *PostalOne!*® capability.

I understand the USPS will need to verify my mailing and volume data, provided in the attached spreadsheet.

I understand I must have a functioning CAPS account prior to the close of the program period.

***If I am requesting eligibility for a market-specific volume increase*** I must, in addition to the above requirements:

1. Submit mailing documentation electronically to the Postal Service using an approved method (e.g. Mail.dat) at the time of application and for the duration of my participation in the program.
2. If I did not submit documentation in electronic format for any period between January 1, 2007 and the time of application, I will provide upon request, my internal files for that period in an .xls spreadsheet format. The Postal Service will contact me to provide details for the specific format.

I understand that I will receive notification of approval or denial of my acceptance into the program from an official at USPS Headquarters.

**Signature of Applicant** \_\_\_\_\_

**Title** \_\_\_\_\_

**Date** \_\_\_\_\_