

Reno Type Postage Policy

At Reno Type, we prioritize transparency and fairness in our pricing. To support this commitment, we offer two options for handling postage:

Option 1: No Mark-Up Option (Postage Paid Directly to U.S. Postmaster)

This is our default and preferred method of handling postage.

We do not apply any markup or service charge for postage when payment is provided in advance in the form of a check, cashier's check, or money order **made payable to the U.S. Postmaster**. Payment must be received on or before the time the project is presented to the post office or when stamps are purchased.

Option 2: Postage Paid to Reno Type

If you prefer to pay Reno Type directly to cover postage, **a 20% markup will apply**. This markup reflects the following considerations:

Credit Card Payments: When postage is paid via credit card, we incur processing fees that must be accounted for.

Financing Costs: When Reno Type covers your postage, we are effectively financing this expense on your behalf. The postage amount reflects as a cost-of-good on our financial records, which—without a markup—negatively impacts our profit margins.

Postage as a Percentage of Overall Cost: Postage is often the single largest expense associated with a mailing project and may account for the majority of the final job cost.

Administrative and Tax Implications: Passing postage through our accounting system adds administrative complexity and increases tax-related costs.

This option provides convenience for clients who prefer to streamline their payments through Reno Type while ensuring that the associated financial and operational costs are transparently addressed.

Postage Calculations and Estimates

Exact postage costs will be calculated when your mailing list is processed. We will clearly communicate this amount to you once it is determined. Any estimates or quotations provided before work begins are rough approximations, and we err on the high side to ensure you are never faced with unexpected surprises.

Why This Policy?

By offering these options, we strive to balance flexibility and fairness, ensuring our clients have choices that meet their preferences while maintaining the sustainability of our business operations.

