

How to Reduce Parcel Costs by Understanding Shipping Zones



As a shipper, you're always on the lookout for ways to save money. However, you sometimes must balance cost-savings with the need to get your shipments to their destination on a specific day and time. It's the classic example of speed versus cost that you are all-to-familiar with.

But shippers do have options to achieve both goals. By becoming familiar with shipping zones, you can determine whether expedited shipping services — which cost extra — are actually necessary or if ground services would get your products there in the same amount of time.

See how you can use zones to avoid paying expedited prices for overnight shipping.

What determines the cost of your small parcel shipment?

Shipping service level

Express Shipping

\$\$
Delivery is between 1-3 business days in the contiguous U.S.

Ground Shipping

\$
Delivery is between 1-5 business days to most U.S. zip codes.

Shipping mode

Ships by truck or airplane, depending on distance and speed of delivery.



Ships by truck.



Size and weight

Use the right-sized box for your shipment. You'll be charged for whatever is greater: actual weight or **dimensional weight**.

Added costs

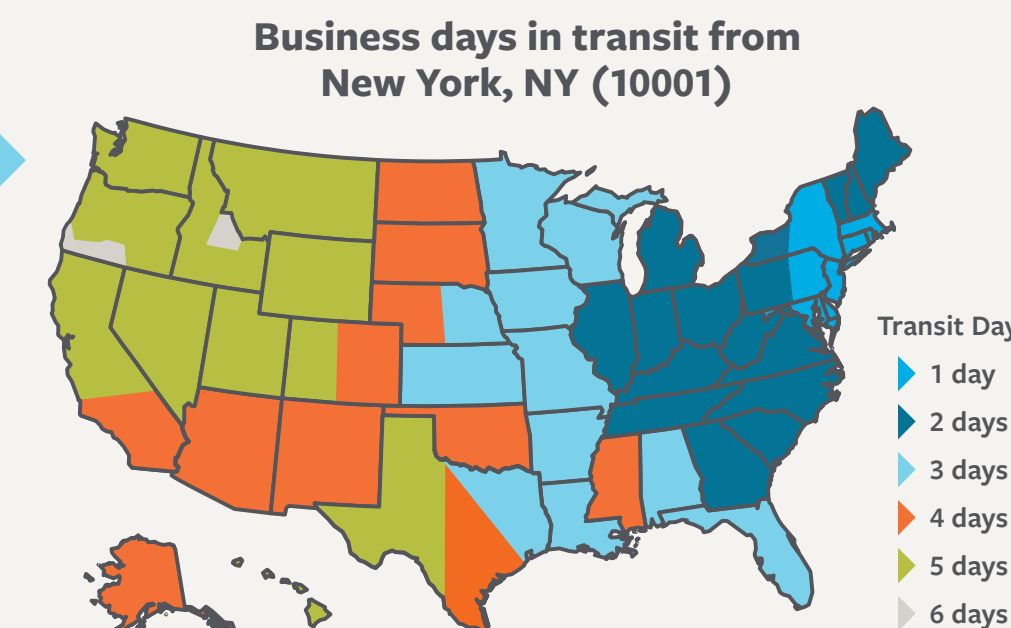
Surcharges for **fuel fluctuations** and **residential delivery** will also affect the price of your shipment.



Shipping zones

The price for shipping via express and ground is partially based on the shipment's origin and destination. The geographic sections a shipment travels through are called shipping zones.

- Zones are grouped by ZIP codes, with Zone 2 being the distance closest to the shipment's origin and Zone 8 (or the highest zone) being the farthest.
- Each zone has its own pricing, which is based on the shipment's origin and destination, and sometimes the weight of the package.
- Carriers set their own zones, and some have different zones for different services.



Map Source: [UPS Ground Maps](#)

How to fit zones into your shipping strategy

When shipping to Zone 2, your packages will arrive the next day via truck with both express and ground shipping, but you'll save on shipping costs using ground.

Express

\$\$
Next-day delivery to Zone 2.

Ground

\$
Next-day delivery to Zone 2.

A tip for low-cost shipping for small businesses

Store your inventory in warehouses or fulfillment centers closer to your customers where you can ship via ground and get Zone 2 pricing and speed.

As a leading third-party logistics provider, Worldwide Express (WWEX) can help you find the best shipping solutions for your business and shipping strategy. As part of the largest non-retail authorized reseller of UPS® in the nation, WWEX and UPS have more than 140 years of logistics experience helping small and mid-size businesses with their small package shipping needs.

Are you ready to upgrade your shipping game?

▶ **Get a free consultation today!**

