Mailer ID Exception Process

Mailer Identifier System Overview

The Postal Service will issue a Mailer Identifier (MID) to a mailer for use in the Intelligent Mail® container barcode, Intelligent Mail® tray barcode, Intelligent Mail® barcode or Intelligent Mail® package barcode. The MID is a field within the Intelligent Mail barcodes and is used to identify the mailer. MIDs obtained through the Business Customer Gateway Mailer ID system are assigned to the requesting mailer for his own use. To request a Mailer ID (MID) through the Business Customer Gateway, go to https://www.usps.com/ and select the Business Customer Gateway, located on the bottom right hand corner of the web page footer. You will need to logon as an existing user or register as a new user for a business account to gain access to the Business Customer Gateway. Once you have access, in order to obtain a MID, login to the BCG; go to Mailing Services; find Mailer ID and click on "Go to Service"; click the drop-down menu in the upper left corner; select "Request MID" and follow the prompts.

Volume Rules

9-digit
  • 1st MID can be obtained with no verified volume check.
  • 2nd MID and additional MIDs require 1 million pieces in verified volume per MID request.

6-digit
  • 1 - 5 MID(s) requires 10 million pieces per MID (i.e., 5 MIDs requires 50 million pieces of verified volume). No exception required.

Permit information will be verified by the *PostalOne!* Help Desk, Business Mail Entry Unit, or USPS HQ through postal systems (i.e. *PostalOne!*®, Customer First, NMATS, etc.) If volume cannot be verified through a postal system, a Mailing Agent can provide automated documentation, depicting monthly volume to support mail owner mailpiece volume for the prior year.

Exception Process
If the Mail Owner cannot obtain the desired number or type (i.e. 9-digit versus 6-digit) of MIDs through the Business Customer Gateway - MID Tool, the exception process requires submitting an application form to the Business Mail Entry Unit (BMEU) or Mailpiece Design Analyst (MDA). Through this process, a request for additional MIDs is submitted in writing, identifying the justification and how MIDs will be implemented into mailing processes. The Mailer ID Application and Additional Accounts Information documents are located at
https://postalpro.usps.com/mailing/mailer-id

The Mailer ID Application is a method for a Mailer to obtain an additional MID which is beyond the authorized assignment through the Business Customer Gateway Mailer ID system. The Mailer ID Application is also a method for a Mailing Agent to request a MID on behalf of a Mail Owner. In this case, the Mailing agent and the mail owner must read, complete and sign section 3b of the Mailer ID application. Requests for more than the authorized 9 or 6-digit MIDs are approved through USPS HQ.
Exception request should include at a minimum four elements:
- Total mailing volume (per year)
- Number of mailing locations
- Total volume per mailing location (per year)
- Mailing cycles at locations (i.e. estimated total number of pieces within a 45 day period)

Exception Process Assistance
Mailers can contact their local BMEU or Mailpiece Design Analyst (MDA), by accessing:
https://postalpro.usps.com/ppro-tools/business-mail-entry (BMEU locator)
https://postalpro.usps.com/node/774 (MDA brochure)

The BMEU representative or MDA will verify that the MID application is complete and validate the mailing volumes through the *PostalOne!* system, or other pertinent documentation that demonstrates mailing volumes. The BMEU representative or MDA will forward the MID application information to include the mailer's name and volume data via email to the *PostalOne!* Help Desk and copy the mailer. The *PostalOne!* help desk will adjust mailers piece volume and notify the customer to return to the Business Customer Gateway Mailer ID application to obtain their MID.