Automated Business Reply Mail® (ABRM)

An enhanced Reply Mail design tool is now available online!

The United States Postal Service® is excited to announce the system-wide enhancement of the Automated Business Reply Mail® (ABRM) website, an online, self-service tool that allows Reply Mail customers to create approved USPS camera-ready artwork for domestic Reply Mail pieces in just a few steps.

What is the USPS Automated Business Reply Mail® (ABRM) application?

The USPS Automated Business Reply Mail® (ABRM) application is an online, self-service tool that allows Reply Mail customers to create domestic card, letter, and flat-sized mailpieces of **Business Reply Mail (BRM) ®, Courtesy Reply Mail (CRM) ™,** and **Metered Reply Mail (MRM) ™**. ABRM also creates artwork for card and letter-size pieces of **Qualified Business Reply Mail (QBRM) ™**. Additionally, ABRM provides the option to create a Facing Identification Mark (FIM) and Barcode only for CRM and BRM artwork.

The ABRM tool provides a number of features for Reply Mail customers, including the ability to:

- Design and create approved USPS camera-ready artwork with an Intelligent Mail barcode (IMb)™
- Place the barcode above the address block or in the barcode clear zone
- Add an image or logo related to the mailpiece
- Allow a third-party vendor or mail service provider to create artwork for clients
- Download artwork designs in PDF and EPS formats
- Store mailpieces and logos in the ABRM library for future use (up to 100MB)

It is the goal of the Automated Business Reply Mail® (ABRM) application to provide a fast, flexible, and simple way to create official USPS camera-ready artwork online.

What direct benefits can customers take advantage of by using the ABRM Online Tool?

The Automated Business Reply Mail (ABRM) Tool offers customers effective, innovative means for generating approved USPS Reply Mail artwork for domestic use.
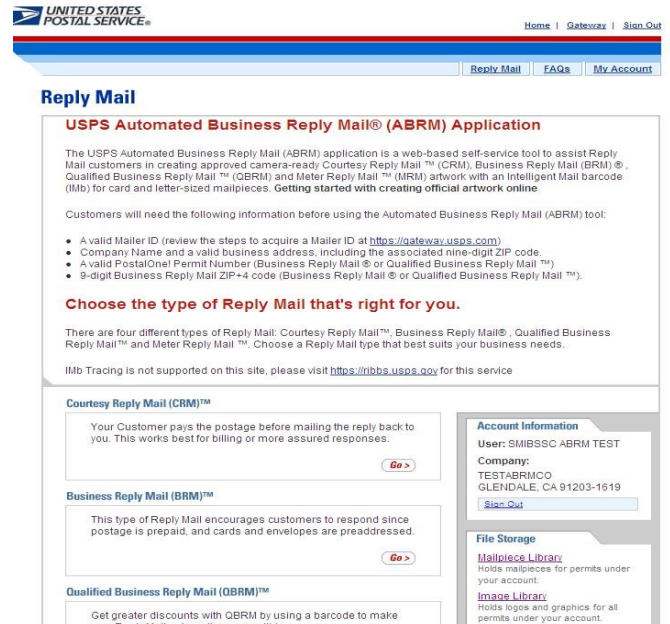

- **Ease of Use:** The ABRM Tool is easy to use and navigate, and provides a clear step-by-step process for creating artwork from beginning to end.

- **24/7 Availability:** Customers no longer have to wait to receive their artwork! The ABRM Tool is available 24 hours a day, 7 days a week**.**

- **Cost and Time Savings:** The ABRM Tool reduces the **time** and **cost** associated with the generation of artwork

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Getting started with creating official artwork online

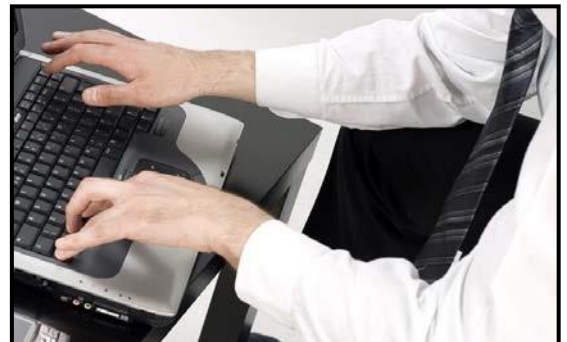Customers can begin creating official Reply Mail artwork online immediately by following these easy steps:

1) Access the website at: USPS Business Customer Gateway

2) Sign in or create an account for the USPS Business Customer Gateway

3) Select the type of mailpiece you would like to create – CRM, BRM, QBRM, MRM, or FIM & Barcode only

4) Enter your Permit number, associated Post Office ZIP code, and Mailer ID for BRM or QBRM pieces

5) Design your mailpiece – Select the delivery address, mailpiece size, font, logo, and other details

6) Review an image of your artwork immediately, live on your computer screen

7) Download the artwork to your computer, ready for printing!

The following information is needed before using the Automated Business Reply Mail® (ABRM) Tool:

- A valid Mailer ID (review the steps to acquire a Mailer ID at **https://gateway.usps.com**)
- Company name and a valid business address, including the associated nine-digit ZIP code
- A valid *PostalOne!* Permit Number for Business Reply Mail® or Qualified Business Reply Mail™ pieces
- Unique, USPS assigned, 9-digit Business Reply Mail® ZIP+4 code (Business Reply Mail® or Qualified Business Reply Mail™)

In addition, Reply Mail customers can contact the MDA Support Center for help or questions by dialing **877-672-0007 Option 2, Option 2** or by sending a request via email to **MDA@usps.gov**. The MDA Support Center's hours of operation are **Monday through Friday**, between **7:00 am and 7:00 pm CST**.

Additional Resources

For additional information on:

Reply Mail and Reply Mail Design [Publication 25, Designing Letter and Reply Mail (usps.com)](usps.com) **Frequently Asked Questions about Reply Mail** https://www.usps.com/faqs/replymail-faqs.htm	**USPS Online Business Offerings** https://gateway.usps.com **The USPS ABRM Tool** https://www.usps.com/business/reply-mail-solutions.htm or https://gateway.usps.com

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