UNITED STATES POSTAL SERVICE ®

2017 Earned Value Promotion

October 26, 2016

Agenda

- 2017 Promotions Calendar
- Overview of 2017 Earned Value Promotion
- Promotion Dates
- Process
- Benefits
- Registration Process
- What is New?
- Resources
- Questions

2017 MAILING PROMOTIONS CALENDAR

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As of September 30,, 2016

PRC approved as of June 16, 2016

NOV – DEC 2016	JAN – FEB - MARCH	APRIL – MAY - JUNE	JULY – AUG - SEPT	OCT – NOV - DEC

FIRST-CLASS MAIL

Earned Value

Registration
Nov 15 -
Dec 31, 2016

Promotion Period (6 months)
January 1 – June 30

*registration closes Dec. 31, 2016

Color Transpromo

Registration
May 15 - Dec 31

Promotion Period (6 months)
July 1 – December 31

STANDARD AND FIRST-CLASS MAIL

Emerging & Advanced Technology

Registration
Jan 15 – Aug 31

Promotion Period (6 months)
March 1 – August 31

STANDARD MAIL

Tactile, Sensory & Interactive Engagement

Registration
Dec 15 – June 30

Promotion Period (6 months)
February 1 – July 31

Direct Mail Starter

Registration
March 15 – July 31

Promotion Period (3 months)
May 1 – July 31

Mobile Shopping

Registration
June 15 – Dec 31

Promotion Period (5 months)
August 1 – December 31)

Earned Value

Mailers enrolled in the 2017 Earned Value Promotion will earn credits for BRM, CRM, and Alternate Postage pieces. Credits can be applied toward future mailings of First-Class Mail presort and automation cards, letters and flats and Standard Mail letters and flats.

Promotion Dates

Registration Period: November 15th through December 31st 2016

Promotion Period: January 1st through June 30th 2017

Eligible Mail: Business Reply Mail, Courtesy Reply Mail, and Alternate Postage cards and letters

Acceptance Period for Credits: Quarter 1 January 1st through March 31st 2017
Quarter 2 April 1st through June 30th 2017

The volumes must be accepted by September 15th 2017; otherwise the credits will be forfeited. The credits will be released when the participant agrees to their volumes after each quarter.

Promotion Dates

Earned Value Credits: $0.05 per BRM, CRM, and Alternate Postage pieces counted based on their enrolled MID's

Expiration Date for Credits: December 31st 2017

Process

Registration

- Register via the Business Customer Gateway (BCG)
- Eligible Permits: Meter, Imprint, OMAS Meter, OMAS Imprint, Precancelled

CRM, BRM, and Alternate Postage

- Must contain Intelligent Mail barcode with the registered MID(s) encoded

Credits

- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard

Earned Value Credits

- RR in the CCR field or use the dropdown menu in Postal Wizard

Benefits

Earned Value Credits

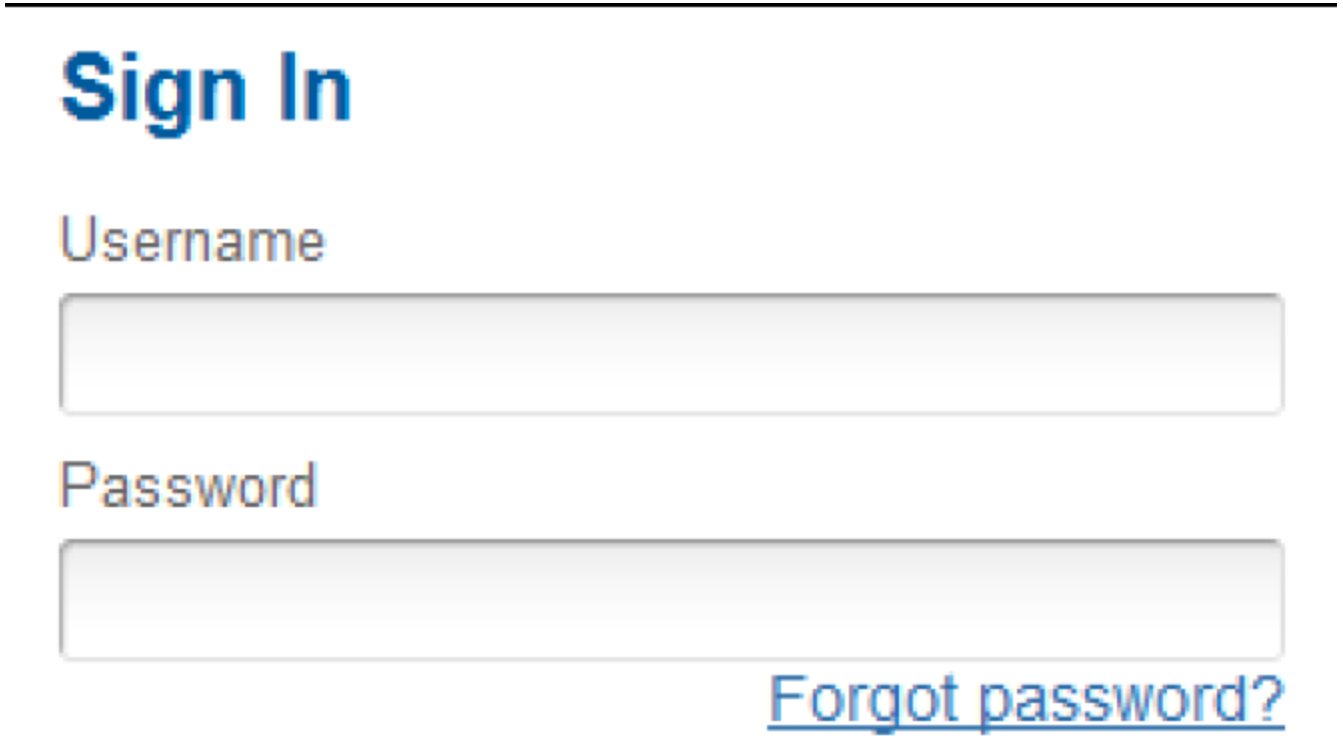
- $0.05 per CRM, BRM, and Alternate Postage pieces counted

Flexible

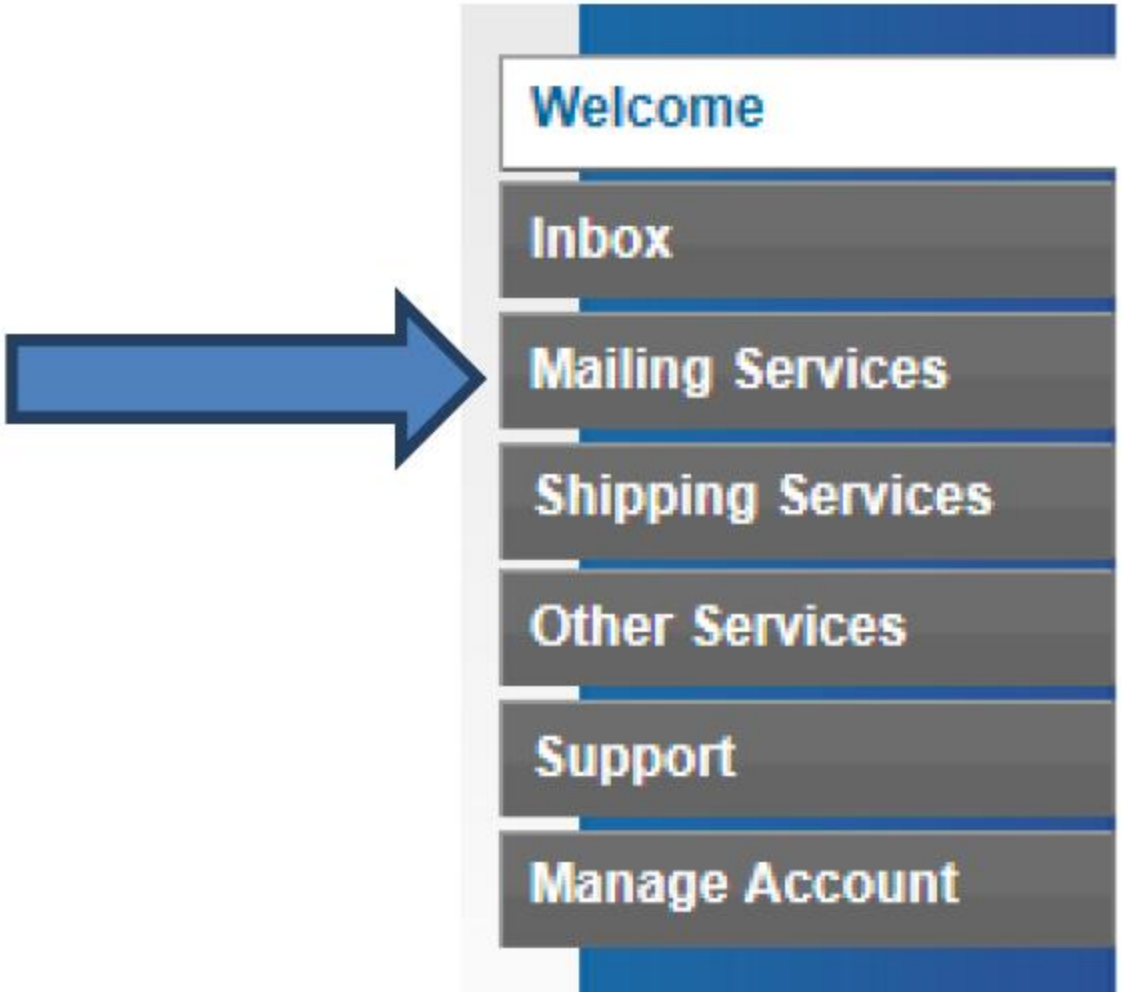
- Can be combined with other incentive promotions to further increase savings
- Mailers can apply earned value credits to mailings of FCM Presort and Automation cards, letters, and flats or Standard Mail letters and flats

Registration: New BCG Users

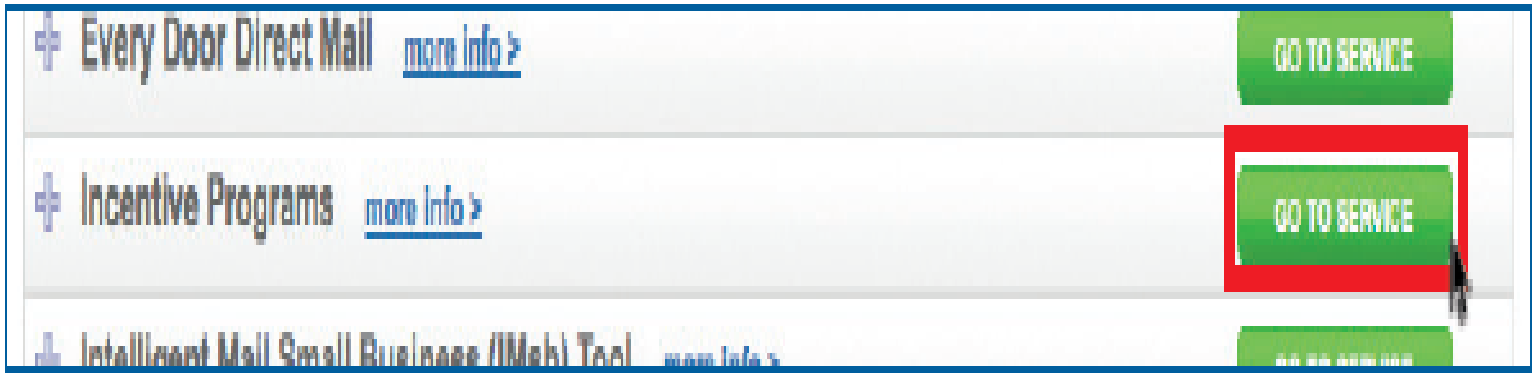
Registration: Existing BCG Users



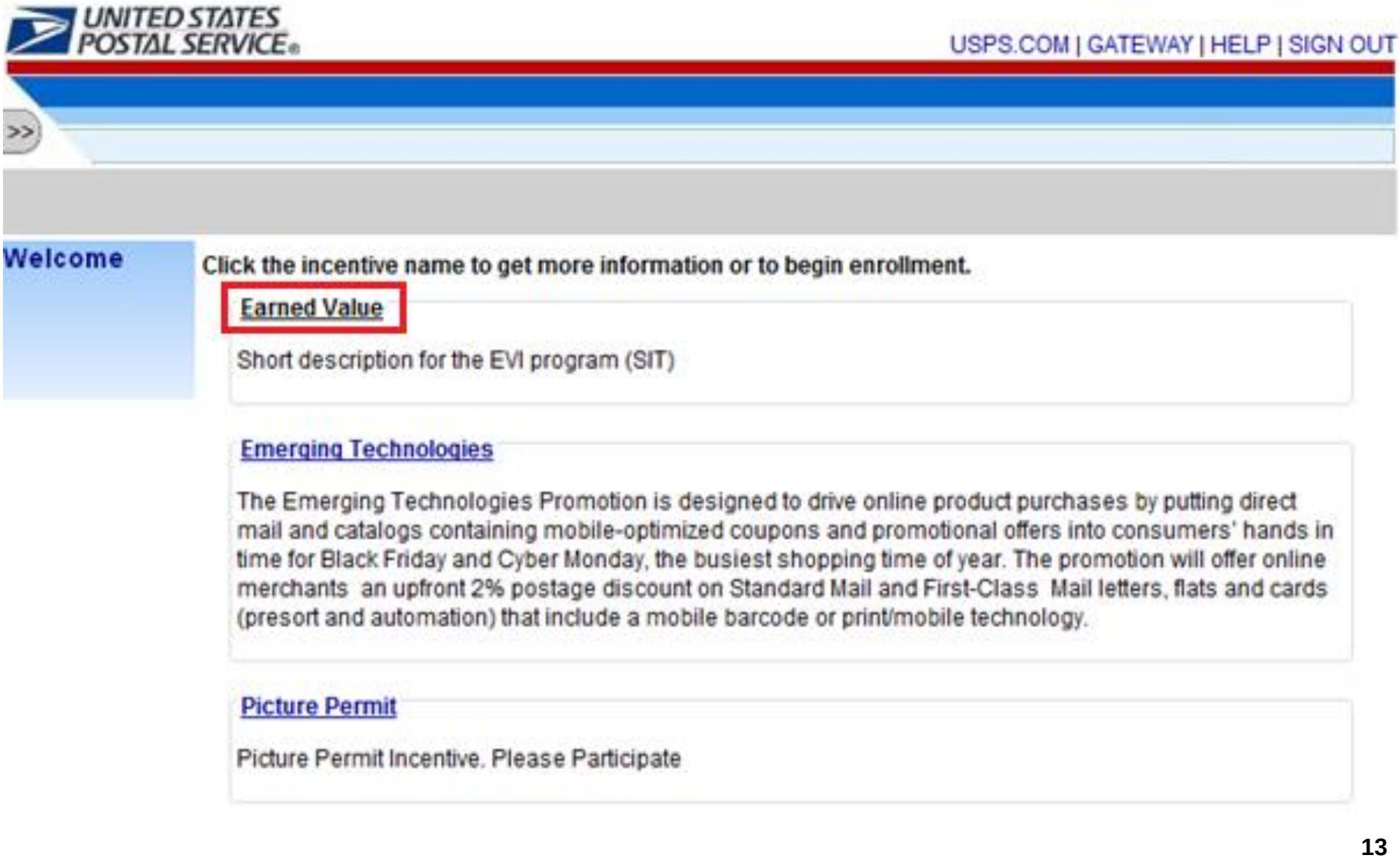
Registration: All BCG Users



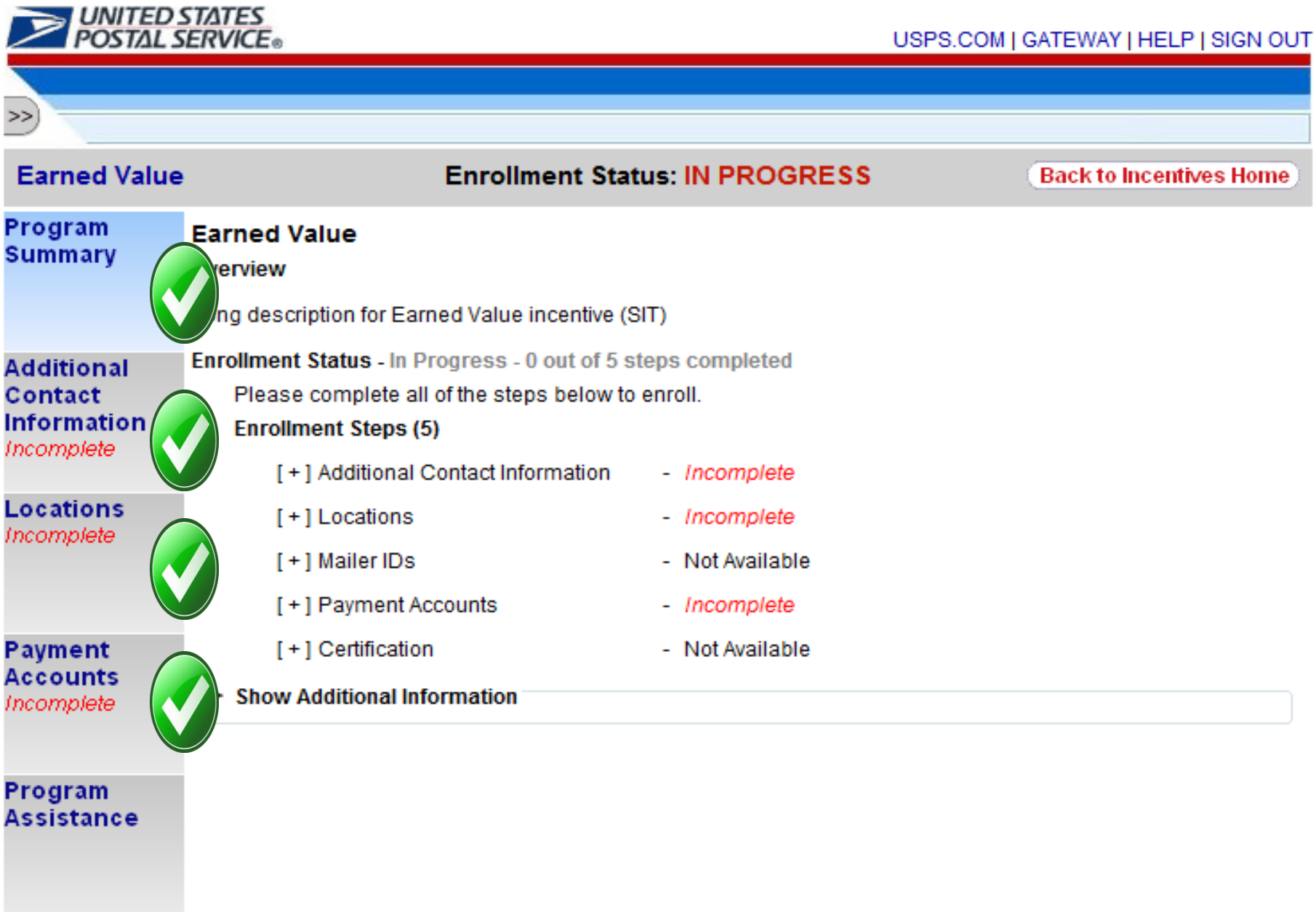
Registration: All BCG Users



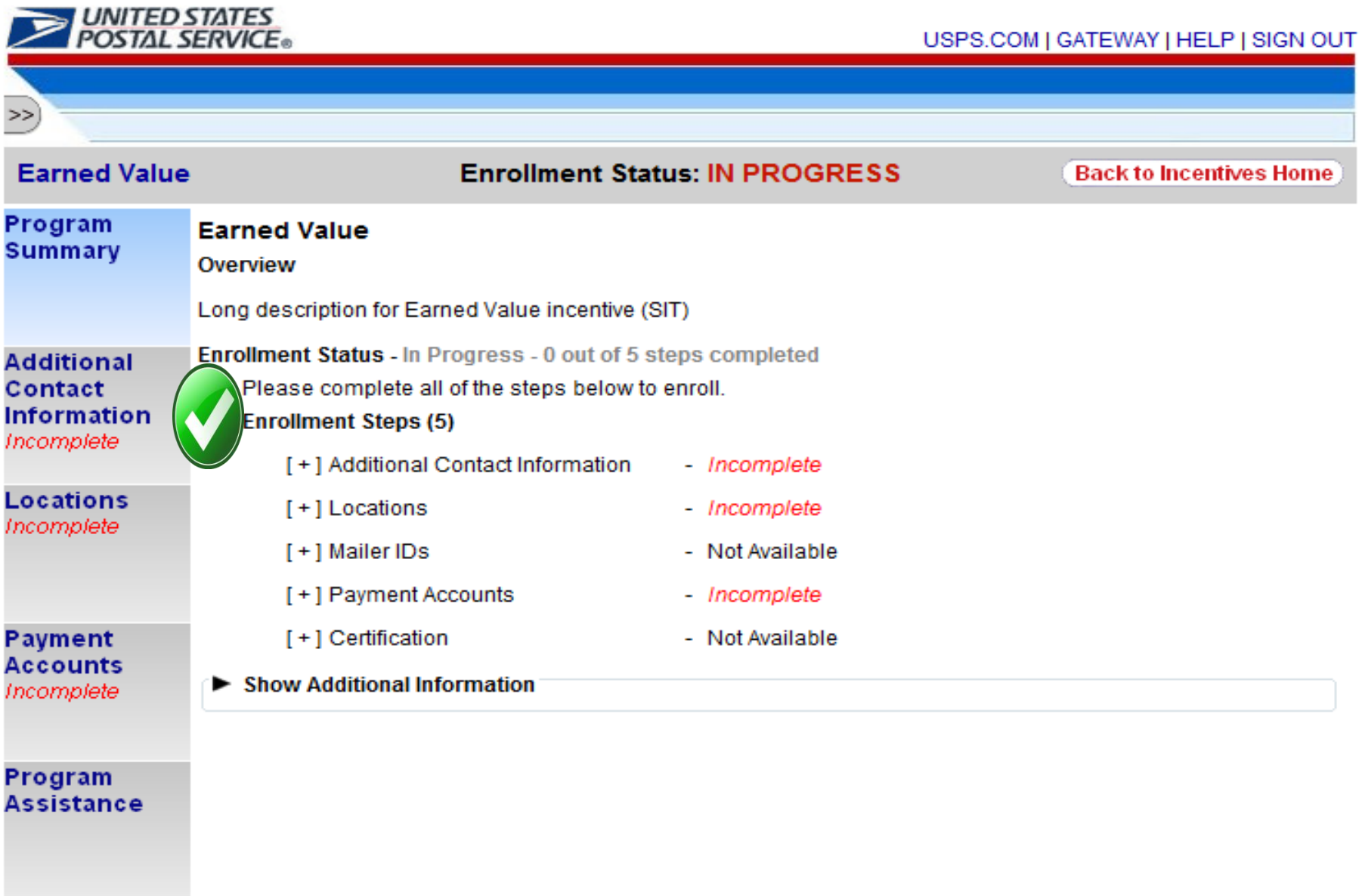
Begin Enrollment



Enrollment Tasks



Additional Contact Information



Locations Tab

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Earned Value **Enrollment Status: IN PROGRESS** Back to Incentives Home

Program Summary

Additional Contact Information
Incomplete

Locations
Incomplete

Payment Accounts
Incomplete

Program Assistance

Earned Value

Overview

Long description for Earned Value incentive (SIT)

Enrollment Status - In Progress - 0 out of 5 steps completed

Please complete all of the steps below to enroll.

Enrollment Steps (5)

[+] Additional Contact Information	- *Incomplete*
[+] Locations	- *Incomplete*
[+] Mailer IDs	- Not Available
[+] Payment Accounts	- *Incomplete*
[+] Certification	- Not Available

► **Show Additional Information**

Mailer IDs Tab

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Earned Value **Enrollment Status: IN PROGRESS** Back to Incentives Home

Program Summary

Additional Contact Information
Incomplete

Locations
Complete

Mailer IDs
Incomplete

Payment Accounts
Incomplete

Program Assistance

Verify that your Mailer IDs are listed correctly and select the <I Agree> button below to complete this enrollment step. If one or more of your MIDs is missing, please click this link to the Business Customer Gateway and verify that the location to which the MID is linked is registered for the Incentive Programs service.

For more information regarding the data in the columns, place your cursor over the column title.

Per Page: 20

Filter --Select Table-- by --Select Category-- for Filter Clear Filter

Available Mailer IDs

Showing 1 - 2 of 2

		Address				
MID	CRID	Street Address	City	State	ZIP Code	Tracking Request Date
900005975	20163390	201 D STREET	DELAWARE	DC	20024-2198	
900005976	20163390	201 D STREET	DELAWARE	DC	20024-2198	

Export options: CSV | Excel | XML | PDF

I Agree I Disagree

Payment Accounts Tab

Program Summary

Additional Contact Information
Complete

Locations
Complete

Mailer IDs
Complete

Payment Accounts
Incomplete

Certification
Complete

Activity Report
Incomplete

Your permit accounts are shown below. Verify that what is listed is correct. If you do not see a permit and you are sure that it is linked to one of the enrolled CRIDs displayed in the Locations tab, take the following steps to link the missing permit.

Cropped Page

Selected (Multiple) Permits:

Showing 1 - 1 of 1

	Permit	Type	Finance Number	CRID	ZIP/Postal Code	CAPS	Percentage
Remove	899	PI	164950	94543555	619389998		50

Totals Percentage 50%

Update Percentage

Eligible Permits:

Showing 1 - 1 of 1

	Permit	Type	Finance Number	CRID	ZIP/Postal Code	CAPS
Add	* 1000	PC	517716	4430515	240229998	

Export options: CSV | Excel | XML | PDF

Ineligible Permits:

Showing 1 - 4 of 4

Permit	Type	Finance Number	CRID	ZIP/Postal Code	CAPS
* 17353025	PE	999924	4430515	99998	
* 9205823	PE	999924	4430515	99998	
* 17353025	PE	999922	4430515	999990000	
* 9205823	PE	999922	4430515	999990000	

Export options: CSV | Excel | XML | PDF

Custom MSP Permit Search

Please check with your MSP on what permit information should be entered.

* Permit Number: _____ * Permit Type: --Select Category-- Search

City: _____ * State Code: _____

Changing my Selected Permit

- **Program Summary**
- **Additional Contact Information** Complete
- **Locations** Complete
- **Mailer IDs** Complete
- **Payment Accounts** Incomplete
- **Certification** Complete
- **Activity Report** Incomplete

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* 9205823	PE	999924	4430515	99998	
* 17353025	PE	999922	4430515	999990000	
* 9205823	PE	999922	4430515	999990000	

Export options: CSV | Excel | XML | PDF

Custom MSP Permit Search

Please check with your MSP on what permit information should be entered.

* Permit Number: * Permit Type: --Select Category-- Search

City: * State Code:

Eligible and Ineligible Permits

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Earned Value | **Enrollment Status: IN PROGRESS** | Back to Incentives Home

Program Summary

Additional Contact Information
Complete

Locations
Complete

Mailer IDs
Incomplete

Payment Accounts
Complete

Program Assistance

Your permit accounts are shown below. Verify that what is listed is correct. If you do not see a permit and you are sure that it is linked to one of the enrolled CRIDs displayed in the Locations tab, take the following steps to link the missing permit.

Cropped Area

Eligible Permits:

Showing 1 - 3 of 3

	Permit	Type	CRID	ZIP/Postal Code	CAPS
◉	* 90334	PI	20166917	23250	
○	* 16868	PI	5155336	46468	16169
○	76868	PI	5170321	50468	161667

Export options: CSV | Excel | XML | PDF

Ineligible Permits:

Showing 1 - 1 of 1

Permit	Type	CRID	ZIP/Postal Code	CAPS
* 90334	PP	20166917	23250	

Export options: CSV | Excel | XML | PDF

* - Indicates a Payment/Permit Account that is linked to a CRID that you share with another user

Custom MSP Search

Program Assistance
Complete

○	811	PE	20488611	20024	12000
○	1122	PE	20488611	20024	12000
○	298	PP	20488611	20024	12000
○	10083	PE	20488611	20024	12000
○	1610	PI	20488611	20024	12000
○	213	PI	20488611	20024	12000
○	33333333	PE	20488611	20024	12000
○	22222222	PE	20488611	20024	12000
○	90013	OM	20488611	20024	12000

Export options: CSV | Excel | XML | PDF

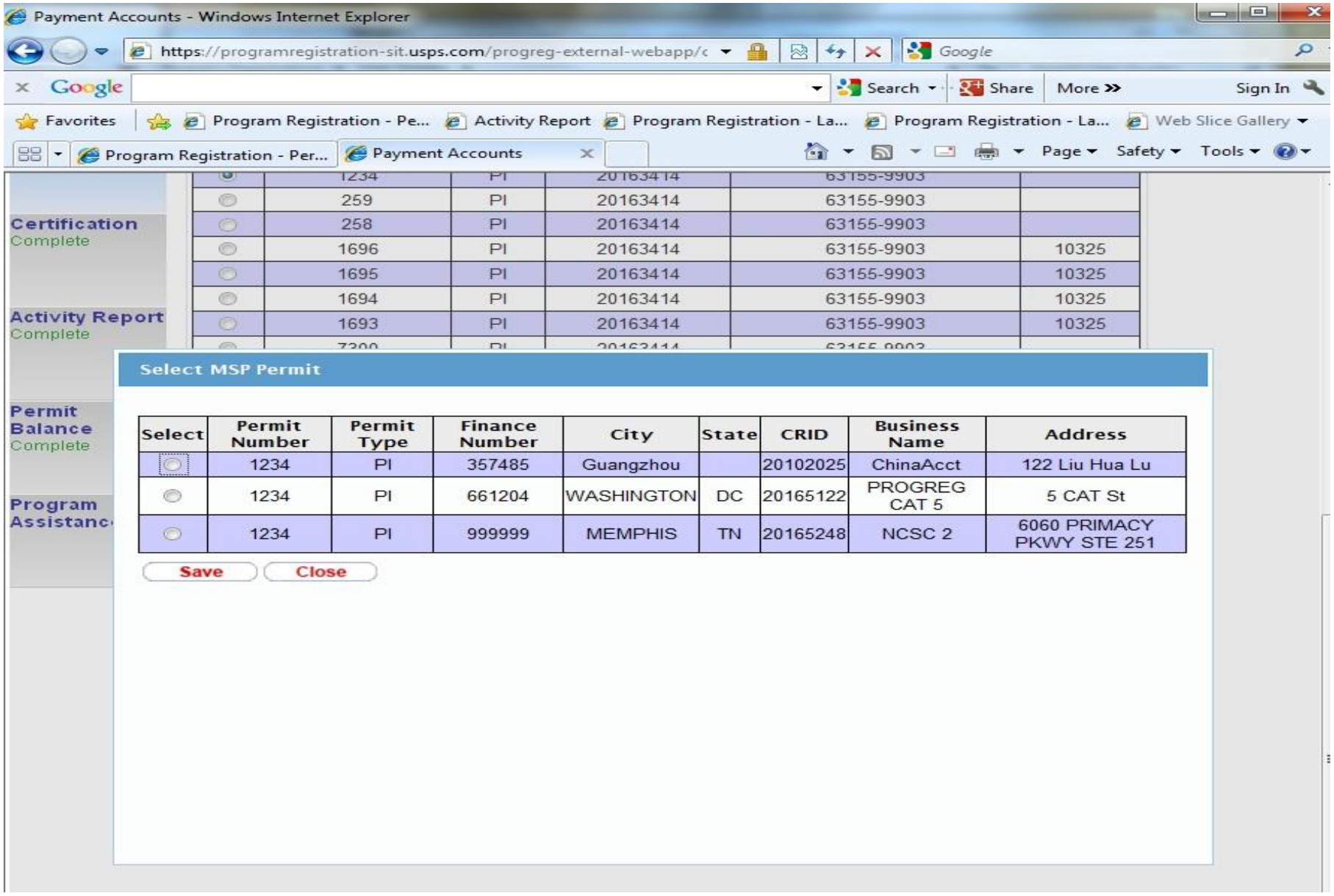
Custom MSP Permit Search

Please check with your MSP on what permit information should be entered.

* Permit Number: | * Permit Type: --Select Category-- | Search

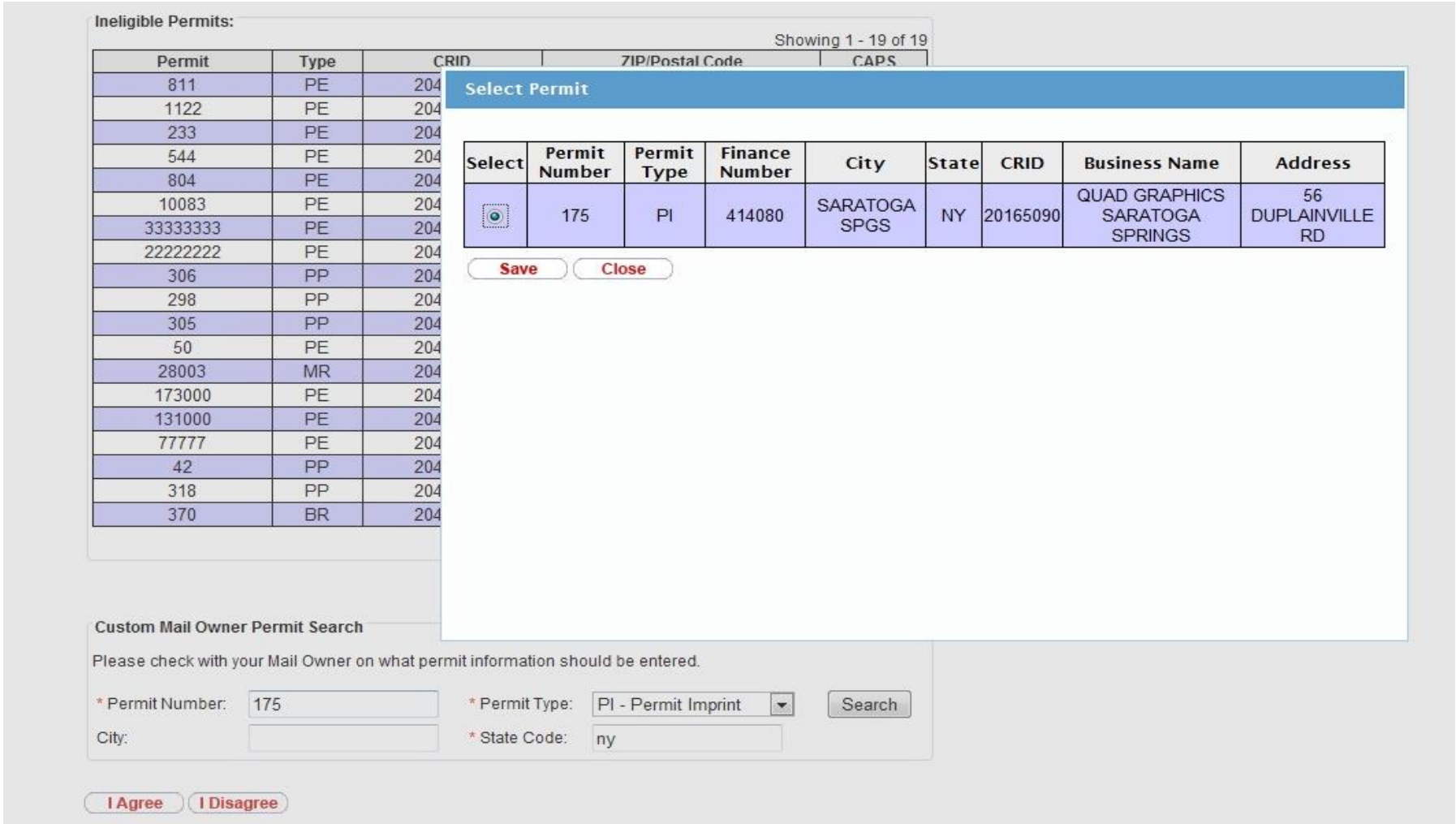
City: | * State Code:

Custom MSP Search



Custom Mail Owner Permit Search

Custom Mail Owner Permit Search



Ineligible Permits:

Showing 1 - 19 of 19

Permit	Type	CRID	ZIP/Postal Code	CAPS
811	PE	204		
1122	PE	204		
233	PE	204		
544	PE	204		
804	PE	204		
10083	PE	204		
33333333	PE	204		
22222222	PE	204		
306	PP	204		
298	PP	204		
305	PP	204		
50	PE	204		
28003	MR	204		
173000	PE	204		
131000	PE	204		
77777	PE	204		
42	PP	204		
318	PP	204		
370	BR	204		

Select Permit

Select	Permit Number	Permit Type	Finance Number	City	State	CRID	Business Name	Address
◉	175	PI	414080	SARATOGA SPGS	NY	20165090	QUAD GRAPHICS SARATOGA SPRINGS	56 DUPLAINVILLE RD

Save Close

Custom Mail Owner Permit Search

Please check with your Mail Owner on what permit information should be entered.

* Permit Number: 175

* Permit Type: PI - Permit Imprint

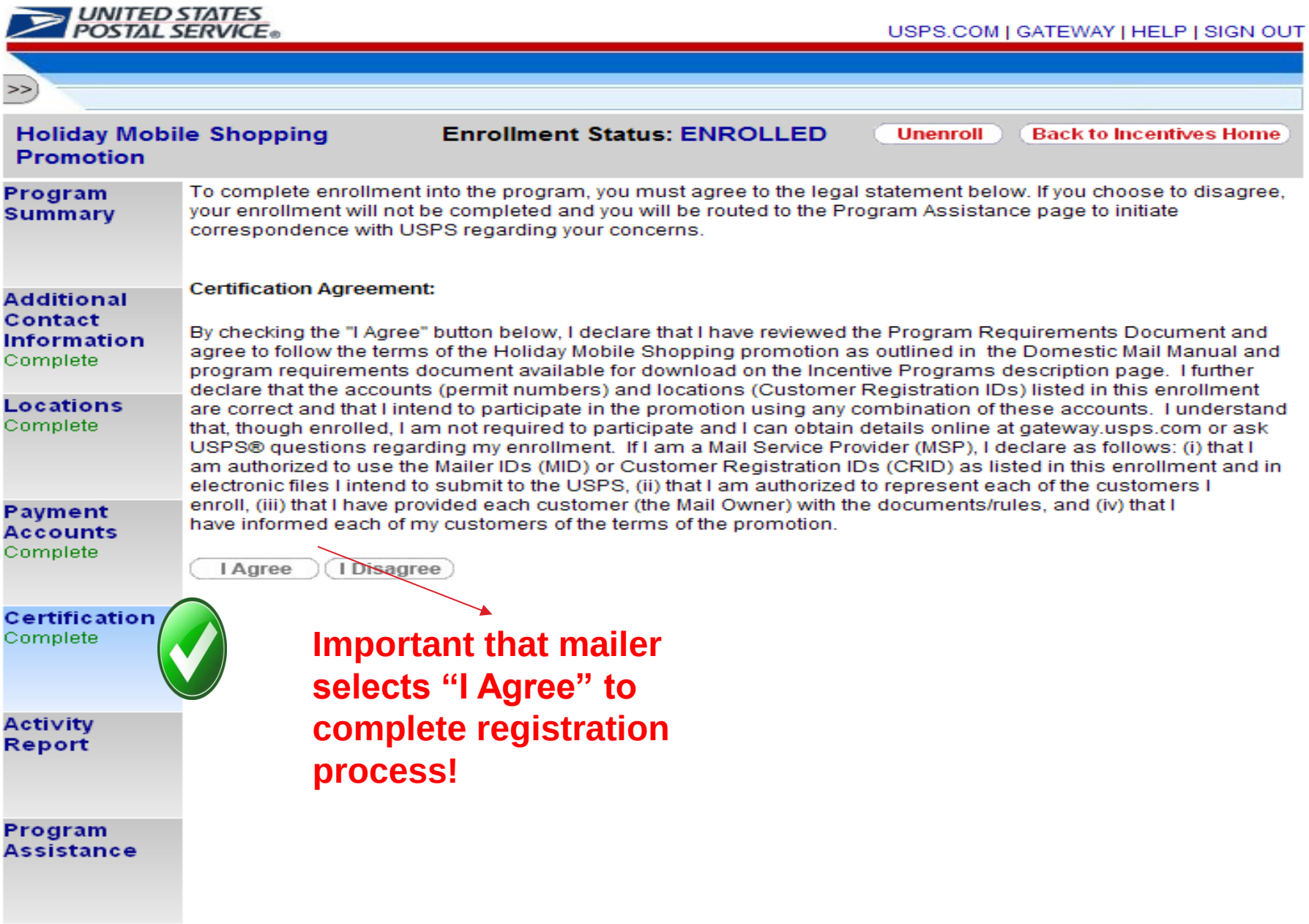
Search

City:

* State Code: ny

I Agree I Disagree

Certification Tab



Important that mailer selects "I Agree" to complete registration process!

Permit Number and Percentage Allocation

Permit Number	Permit Type	Finance Number	Percent Allocated	Amount
42	PI	517716	50%	$1,111.11
81	PI	517716	50%	$1,111.11
			Total Available Credit	$2,222.22

Earned Value Summary

Earned Value Summary

Award Start Date	Award End Date	Total Volume CRM	Total Volume BRM	Award Amount
10-30-2013	11-08-2013	0	0	$0.00
	Subtotal	0	0	$0.00
	Adjustment	222,222	0	$2,222.22
	Grand Total	222,222	0	$2,222.22
			Other Credit *	$0.00
			Total Available Credit	$2,222.22

* Credit belongs to other users

Earned Value Detail Report

Earned Value Detail Report

CRID	Company	MID	JUN 2012		JUL 2012		AUG 2012		
			CRM Pieces	BRM Pieces	CRM Pieces	BRM Pieces	CRM Pieces	BRM Pieces	P
20400413	Company A	900008256					148	448	
20499224	Company B	900008303		296		1,359		2,371	

SEP 2012		OCT 2012		Total CRM	Total BRM	Total CRM Adjustment	Total BRM Adjustment	Net CRM	Net BRM	Credit Amount for CRM	Credit Amount for BRM
CRM Pieces	BRM Pieces	CRM Pieces	BRM Pieces								
1,048	2,048		3,448	1,196	5,944	-20	0	1,176	5,944	$1,176.00	$297.20
	202		1,064	0	5,292	30	60	30	5,352	$30.00	$267.60

Permit Balance Report

						First Class		Standard Mail		Non-Profit			
Company Name	Permit Number	Permit Type	Finance Number	Credit Acquired	Credit Used	Number Of Postage Statements	Credit Used	Number Of Postage Statements	Credit Used	Number Of Postage Statements	Credit Balance	Date and Time Credit Released
Core Mailers	42	PI	517716	$1,111.11	($50.20)	1	0	2	$0.00	0	$782.71	11/14/2013 13:44
Core Mailers	81	PI	517716	$1,111.11	($1,111.11)	1	$0.00	0	$0.00	0	$0.00	11/19/2013 8:34

Permit Balance Detail Report

Permit Balance Detail

Mailing Date	Postage Statement Seq Number	Mail Class	Total Adjusted Postage	Total Pieces	Incentive Amount
12/12/2012	5200438	SM	$159,154.14	650,105	-$5.98
12/12/2012	5200439	SM	$70,805.94	300,109	-$5.98
12/12/2012	5205457	SM	$.40	1	-$5.98
12/12/2012	5205475	FC	$34.87	94	-$5.98
12/12/2012	5205480	FC	$34.87	94	-$5.98
12/12/2012	5205695	FC	$228.66	980	-$5.98
12/12/2012	5224673	SM	$1,078.64	5,474	-$5.98
12/12/2012	5224720	SM	$364.32	0	-$5.98
12/12/2012	5224722	SM	$160.43	0	-$5.98
12/12/2012	5224733	SM	$.84	4	-$5.98

Download to Excel

What Is New?

Earned Value Promotion 2016	Earned Value Promotion 2017
• Eligible Mail: CRM and BRM Pieces	• Eligible Mail: CRM, BRM, and Alternate Postage cards and letters
• 3 Month Promotion Period April 1st through June 30th 2016	• 6 Month Promotion Period January 1st through June 30th 2017
• 1 Acceptance Period for Credits	• 2 Quarter Acceptance Periods for Credits Quarter 1 January 1st through March 31st 2017 Quarter 2 April 1st through June 30th 2017
• $0.02 per BRM and CRM pieces counted based on their MID's for first time mailers or those who did not meet or exceed each BRM and CRM MID's previous total counts from the 2015 Earned Value Promotion • $0.03 per BRM and CRM pieces counted when mailers meet or exceed each BRM and CRM MID's previous total counts from the 2015 Earned Value Promotion	• $0.05 x Total BRM Pieces Counted Based On Each MID by Quarter • $0.05 x Total CRM Pieces Counted Based On Each MID by Quarter • $0.05 x Total Alternate Postage Pieces Counted Based On Each MID by Quarter
• Threshold to qualify for higher credit	• No threshold to receive $0.05 credit

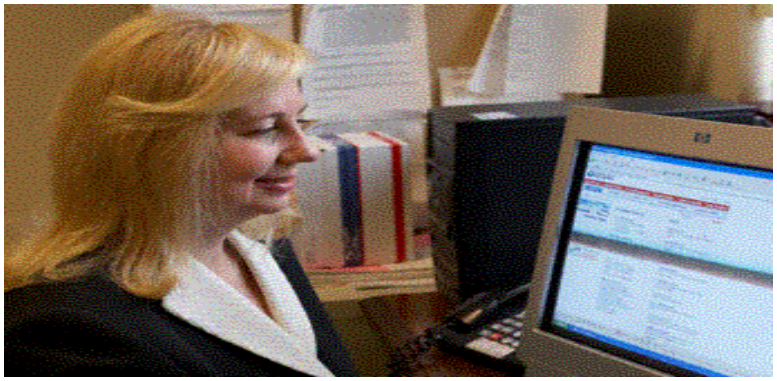
Resources

The Earned Value Program Office email is: **EarnedValue@usps.gov**

The Promotions Office responds to all inquiries within 4 business days upon receipt of emails to the promotion email address.

The Alternate Postage Program Office email is:
alternatepostage@usps.gov

The Program Requirements and FAQs are posted on RIBBS
https://ribbs.usps.gov/index.cfm?page=mailingpromotions



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Questions