UNITED STATES POSTAL SERVICE ® | **Program Requirements**

2020 MOBILE SHOPPING PROMOTION

2020 MOBILE SHOPPING PROMOTION

I. BACKGROUND AND PROGRAM DESCRIPTION

Program Background: To demonstrate that direct mail continues to be a relevant part of the marketing mix, the Postal Service is encouraging customers to adopt and invest in technologies that enhance how consumers interact and engage with mail. The 2020 Mobile Shopping promotion encourages mailers to integrate mobile technology with direct mail, thus creating a convenient method for consumers to do their online shopping.

Program Description: This promotion provides business mailers with an upfront two percent postage discount on USPS Marketing Mail™ letters and flats, as well as Nonprofit USPS Marketing Mail™ letters and flats. The mailpiece must include mobile print technology that can be read or scanned by a mobile device and leads the recipient to a mobile-optimized shopping website with the ability to complete a financial transaction. The recipient must be able to purchase an advertised product from the website.

II. PROMOTION AT-A-GLANCE

Registration Period: June 15, 2020-December 31, 2020
Program Period: August 1, 2020-December 31, 2020

Discount Amount: 2% off eligible postage. The discount is calculated in ***PostalOne!*®** and applied to the postage statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices

Eligible Mail: USPS Marketing Mail™ letters and flats
                             Nonprofit USPS Marketing Mail™ letters and flats

Ineligible Mail: All First-Class Mail
                             Periodicals (includes Pending Periodicals mail)
                             Bound Printed Matter
                             Media Mail

Mailpiece Requirements: All qualifying mail must contain mobile print technology that allows the user to engage in an electronic shopping experience.

*Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE.

2020 MOBILE SHOPPING PROMOTION

III. ELIGIBILITY REQUIREMENTS

Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review this document to ensure that the mailpiece meets all 2020 program requirements.

A. **Mailpiece Pre-Approval:**   The Program Office will review each mailpiece to verify that the print technology, directional copy and all website/digital program requirements are met. The Program Office will either approve the mailpiece or note any revisions that need to be made to meet program requirements.

To have a mailpiece reviewed, send an email to mailingpromotions@usps.gov with:
- A pdf attachment of the print-ready art file of actual size of mailpiece **NEW**
- One **Point of Contact (POC)**--who will be responsible for the mailpiece throughout the evaluation process. Response emails will reply to all. **NEW**

☒ If changes are made to the mailpiece design, the revised mailpiece needs to be reviewed for approval.
☒ Any final mailpieces that deviate from the prototypes, mock-ups or examples that were pre-approved, may be subject to the loss of the discount.

The promotions office responds to all inquiries **within 4 business days upon receipt.**

*If you have any questions about pre-approvals or reviews, please contact the Program Office via email at **USPS Mailing Promotions mailingpromotions@usps.gov.***

B. **Mailpiece Content Requirements:**

1. **Mobile Print Technology**: All qualifying mail must contain mobile print technology that when scanned by a mobile device leads to a complete mobile optimized website.

    a. Qualifying mobile print technologies include one of the following:
    - open-sourced barcodes (such as a QR Code or Datamatrix code),
    - a proprietary barcode or tag (such as SnapTags or MS Tags),
    - an image embedded with a digital watermark, or
    - an intelligent print image recognition (such as augmented reality experience)

    b. Size of Mobile Print Technology (if using a barcode/tag):
    - must be a minimum of ¾ inch by ¾ inch.
    - must be a minimum of .65 if a **page** contains multiple mobile print technology on one page that when scanned takes you directly to the advertised product to purchase. **NEW**

    For further information on Mobile Print Technologies see Appendix A

2. **Mobile Print Technology Placement:**
    a. The technology can be on the inside or outside of the mailpiece. The following restrictions apply:
   Cannot be placed on:
        - Order Form (of any type) **NEW**
        - Detached Address Label (DAL)
        - Unattached or blow-in card enclosed with the mailpiece or
        - Reply envelope/card

    b. Barcodes Placed on the Envelope: The Mobile Print Technology cannot be placed in the indicia zone or the barcode clear zone on the outside of the mailpiece.

*For further information on Mobile Print Technology Placement see Appendix B.

Mailpiece Clear Zones (White Areas)
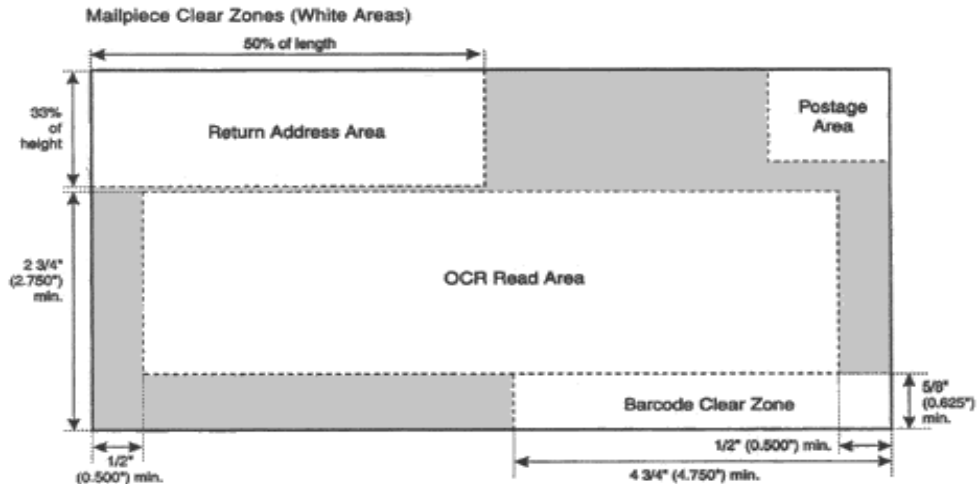
3. **Directional Copy**: The physical mailpiece must contain text near the mobile print technology or image providing guidance to the consumer to scan the print technology image with specific information about the landing page.

    Directional copy must be at least 11pts or same size print used in the primary marketing message. (see example below) **NEW**

Acceptable Directional Size   Unacceptable Directional Size

The text must be **prominently** displayed and immediately adjacent to the print technology/engagement area to ensure a customer sees it.

a. The directional text and the visual cues from the landing page should clearly inform the recipient that the purpose of the application used is to facilitate a purchase.

b. **Examples of qualifying directional copy include, but are not limited to:**
- "Scan here to shop our mobile website"
- "Scan here to shop"
- "To place an order scan"
- "Scan here to purchase"
- "Scan to donate"
- "Buy Now on Social Media" (must also include directional copy adjacent to the mobile barcode).

Directional Copy Best Practices

- **Directional copy is text near the barcode or image that provides guidance to the consumer to scan the mobile print technology.**
- **It is important to have a clear call-to-action that accompanies the mobile print technology. Consumers will be more likely to scan your mobile barcode if you tell them what they can expect from doing so.**

*If the directional copy does not meet the requirement listed above for legibility and proper placement, it will not qualify.

    c.   Finally, if the viewing experience is only available on a specific mobile device (either IOS or Android only) then the directional copy must clearly state which platform and/or tool the experience is available on (ex.., this experience is only available on Android devices).

4. **Multi-mail piece / marriage mailers**: If one mailer advertisement within the mailpiece uses mobile print technology that meets the promotion program requirements the entire mailing would qualifies.

C. **Website/Digital Requirements:** The mobile print technology must lead the recipient directly to a mobile optimized website, social media site or shoppable video where an advertised product can be conveniently purchased through a mobile optimized shopping experience on a mobile device. The destination (pages) must contain information relevant to the content of the marketing message included in the mailpiece.

1. **Requirements for Barcodes leading to Social Media Sites:** Participants may also use any mobile barcode format to link the recipient to a social media platform witha "Buy Now" button capability for a specific products(s) to make a purchase.

    The social media platform can include Pinterest, Instagram, YouTube, Facebook, Twitter, and Tumblr. If you are interested in using a social media platform other than these please contact the program office at mailingpromotions@usps.gov.

2. **Requirements leading to Shoppable Video NEW**: Shoppable Video is the process by which a user can view videos and make a purchase without having to navigate to a retailers' website on their own. The experience involves viewing a video which contains clickable spots on the video where you can make a purchase.

    Simply linking to video content **is not adequate to meet the criteria** for Video in Print. Shoppable Video is platform agnostic but can often be viewed through social media platforms like Facebook, Instagram, and Snapchat as well as e-commerce sites.

3. **Website must be Mobile Optimized:** The destination web pages must reside on a website platform that contains, or is deeply integrated with, a checkout functionality that allows the customer to complete the purchase of the product referenced. The mailpiece must lead to a complete mobile optimized experience regardless of the platform being used.

   Further information on mobile optimization can be found in Appendix C.

4. **Website Pop-ups are excluded:** Pop ups/pop overs cannot be presented before the customer gets to the purchase website. If you are intending to use pop-ups/pop-overs for special offers/discounts we recommend the pop-ups/pop-overs are displayed during the shopping experience or at check out.

5. **Automatic opt-ins excluded:** throughout the web experience options for online communications shall not be pre-checked, nor shall customers be automatically opted in to email communications.

Examples that do not qualify:
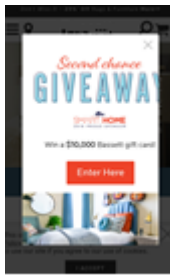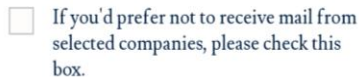
| Pop-up on landing page | Automatic opt-in | Pre-checked |

6. **Purchase Path Requirements:**
   a. **Payment options:** For purposes of this promotion, the recipient must be able to complete the purchase in one of the following ways:
      - an electronic payment method (such as a credit, debit or prepaid card) made through the internet or app on the mobile device
      - a person-to-person payment method (ex. PayPal) made through the internet or app on the mobile device
      - Buy Now feature or social media site that allow electronic or person-to-person payment.
      - App-enabled QR code payments. This can be either your own branded app or payment provided app, as long as the directional copy is clear.

   b. **Checkout Experience Requirements:** A guest check out option available if the consumer does not have an account. In the following two cases the guest checkout is not required:
      - Companies that only sell customized or personalized products. These company's must demonstrate that all products are personalized/customized.
      - Companies that require a membership to make purchases on line. These company's must provide the program office with membership number (in order to review mobile shopping purchase path) when submitting their mailpiece sample for review/approval.

7. **Qualifying Products:** For the purposes of this promotion, a product is *defined* as <u>a tangible and physical item</u> that needs to be distributed or manufactured and can be shipped via a mailing or shipping product offered by the Postal Service (delivery by the Postal Service is not required). Products that can only be fulfilled via private carrier (for example, local pizza delivery) would not meet the requirements.

   a. **Charitable Donations:** In some instances charitable donations may qualify for the promotion discount if, a purchase can be made via the initial barcode scan and subsequent mobile-optimized purchase path, and there is a reply mechanism or mailed response.. Qualifying mailings include:
   - Those where an item such as a hard copy certificate, thank you note or voucher is mailed via the USPS to the recipient upon purchase/donation (does not include invoices, billing statements or receipts), or
   - a mailpiece containing a Business Reply Mail (BRM), Courtesy Reply mail (CRM) or Share Mail™ (Alternate Postage) enclosure.

8. <u>**Examples of Ineligible "Products" (include but are not limited to)**</u>
   - Pay a bill (Bill me Later, etc.)
   - Make payment online for prior purchases or recurring services
   - Auto payment
   - Sign up for email list, text messages or mailing list
   - Sign up for online billing or paperless statement services
   - Download a deal or coupon (and no hard copy certificate or voucher is mailed)
   - Enter a contest or sweepstakes
   - Sign up for a newsletter (electronic or hard copy)
   - Sign up for a free subscription
   - Purchasing a subscription with electronic delivery
   - Proxy stock vote
   - Take a survey
   - Confirm a reservation (like a doctor or haircut appointment)
   - Any link to a non-mobile optimized website
   - Download and/or receive text information such as directions/contact information
   - Link to sign-in page for online account
   - Link to webpage with information
   - "Like" or "share" on social network site
   - View a video
   - Link to phone number or make a phone call
   - Product for in-store pick-up
   - Credit Card Application
   - E-Gift Card
   - Insurance Quotes

Promotion Check List
Make sure your review will be successful!

Requirements for Mailpiece:

☐ Mailpiece contains Scannable Mobile Print Technology:
  o QR Codes, Snap/MS tags, digital watermark, augmented reality, etc.

☐ Barcode meets size requirement
  o Size mobile print technology must be a minimum of ¾ x ¾ inch
  o Multiple mobile print technologies on one page must be a minimum of .65 by .65 inch

☐ Mailpiece contains Directional copy (must be 11 or higher font size or the same size as the primary marketing messaging)

Requirements for Digital Shopping Experience:

☐ Scan leads to a complete mobile optimized site (from beginning of shopping experience through the checkout process). Cannot have the following (please see page 6 in the program requirements):
  o Pop-up on landing page
  o Automatic opt-in for electronic communications
  o Pre-checked option for electronic communications

☐ Scan takes you directly to a purchase site or shoppable video **relevant to the mailpiece message**

☐ Site allows guest check out or App-enabled QR code payment (companies that sell only customized/personalized products or required memberships (please see page 6 in the program requirements).

☐ Product fulfillment is available via USPS mailing or shipping services

To have a mailpiece reviewed, send an email to mailingpromotions@usps.gov with:
- A pdf attachment of the print-ready art file of actual size of mailpiece
- One **Point of Contact (POC)**--who will be responsible for the mailpiece throughout the evaluation process. Response emails will reply to all.

The Program Office will review each mailpiece to verify that the print technology, directional copy and all website/digital program requirements are met. The Program Office will either approve the mailpiece or note any revisions that need to be made to meet program requirements.

The promotions office responds to all inquiries **within 4 business days upon receipt.**

D. Registration Requirements

Participants and/or Mail Service Providers (MSPs) should register on the Business Customer Gateway (BCG) via the Incentive Programs (gateway.usps.com). Promotion participants should complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and specify which permits and CRIDs will be participating in the promotion. It is recommended that mailers register several days in advance of the first qualifying mailing.

~~As part of the terms of participation, all MSP and Mail Owner participants must complete a series of brief surveys about their participation in the promotion.

A user guide for enrollment is available on our PostalPro™ pages at:
https://postalpro.usps.com/promotions

Auto Enrollment: Electronic documentation (eDoc) enrollment using Mail.dat or Mail.XML enables real-time enrollment for Mail Service Providers and Mail Owners. During postage statement finalization, the PostalOne! system will enroll the client(s) in the promotion based on the by/for field data in the eDoc, and will calculate the discount. Use of this Auto Enrollment feature via eDoc submission still requires that Mailers and MSPs review the Program Requirements Document for such promotion(s) and that they follow the terms of the promotion as outlined in the applicable Program Requirements Document for such promotion(s).

Auto enrollment is available on Postal Wizard, but the Mail Service Provider must be enrolled in the promotion. During postage statement finalization, PostalOne! will validate that the MSP CRID in the Postal Wizard submission is enrolled as an MSP. The PostalOne! system will enroll the client(s) in the promotion based on the "Mail Owner" field data in the Postal Wizard submission, and will only then calculate the discount if there are no system Warnings. PostalOne! will perform validations and generate warnings for MSPs that are not registered and for invalid CRIDS or Mailer IDs. In the case of Warnings, PostalOne! will process the Postal Wizard submission and allow the mailing without failing the file. However, PostalOne! will not apply the promotion discount to the mailing.

*For issues and concerns regarding enrollment or technical issues please contact the *PostalOne!* Helpdesk at 800-522-9085 or email: postalone@email.usps.gov.

E. Mailing Submission Requirements

*Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE.

1. **Documentation/Postage Statement:** Mailings must be submitted electronically via Mail.dat and Mail.XML or Postal Wizard. Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID) or Permit number.

To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, the Component Characteristics Record (CCR) file MUST be populated with the **two-letter characteristic MI** for the 2020 Mobile Shopping promotion.

Participants will be required to affirmatively claim this promotion in the "Incentive Claimed" section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

2. **Combined and Commingled Mailings:** The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying mail must be submitted on separate postage statements or by mailpiece version.

   Only one promotional discount will be applied per mailpiece version (identified by mpu Mail Piece Unit and mpu Segment ID). In a commingled mailing which may contain multiple mail owners, a mailpiece version must be created for each mail owner. The incentive can be claimed independently for each using the CCR file. If needed, mailers may continue to use either the csm Postage Group ID or the .mpa Customer Reference ID in order to create separate child statements for the pieces which are eligible for incentives. If a mailer is using the customer reference ID to create separate statements a unique MPA record must be created for pieces which are claiming incentive rates.

   Further technical information can be found in the USPS Mail.dat Technical Specifications *https://postalpro.usps.com/resources-list/technical_specifications*

   If *PostalOne!* issues arise during the promotion period which prevent the timely finalization of Postage Statements within *PostalOne!* system please follow the instructions in the *PostalOne!* Contingency Plan posted on PostalPro. https://postalpro.usps.com/node/852

3. **Mailing Date:**

   Mail must be tendered for acceptance during the promotion period, August 1st – December 31st. **All promotion eligible mailings must be finalized in *PostalOne!* no earlier than 12:00:00 AM on August 1st and no later than 11:59:59 PM on December 31st (the last day of the promotion).**

   Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities through January 15th, 2021 (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to August 1st. Any qualifying mailing that is accepted and paid for prior to August 1st is not eligible for the promotion discount.

4. **Postage Payment Method:** Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. OMAS and "Official Government Mail" mailings are not eligible for the promotion. Every Door Direct Mail (EDDM) deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.

5. **Meter Mail/Precanceled Payment Option**
   Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts. Mailers must select the appropriate Postage Affixed Method option as follows:

   - If mailer is eligible for an VAR/CVAR for Meter Mail: all options are available (Lowest, Correct and Neither)
   - NonVAR/CVAR Meter Mail: Only "Neither" is an option
   - Precanceled: Only "Neither" is an option.

   Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

Processing Category	Incentive Postage Amount Affixed
USPS Marketing Mail™ Regular Auto/PRSRT/CR Letters	$0.14
USPS Marketing Mail™ Regular Auto/PRSRT/CR Flats	$0.13
USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Letters	$0.05
USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Flats	$0.05

All existing requirements around mail preparation and acceptance as they are described in the domestic Mail Manual (DMM) remain in place. Please refer to http://pe.usps.gov/text/dmm300/dmm300_landing.htm for more information.

F. **Requirements at mail acceptance and post- mailing**

CHECKLIST
☒ **Mailer must provide a hard copy sample mailpiece at BME**
☒ **Mailer must retain a sample mailpiece for USPS post-mailing sampling**

Participants must provide a hard copy unaddressed mailpiece sample claiming the promotion discount to the Business Mail Entry Unit (BMEU)/acceptance clerk at the time of mailing showing the placement of the mobile barcode, image, QR Code, App or tag and directional copy. If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented to BMEU. All mailings are subject to standard acceptance and verification procedures and may be inspected for use of the mobile barcodes, images, QR Codes, Apps or tags, etc. and directional copy.

Seamless Acceptance - Mailers participating in Seamless Acceptance must follow the process applicable to their situation to submit mailpiece production samples:

- **Facing Slip Requirement for All Seamless Acceptance Mailpiece Samples:** For all promotion production samples submitted by seamless acceptance mailers, the production sample must be attached to a facing slip that contains the following information: Promotion claimed, Mailer name, Mailer CRID and Job ID.

- **Mail entered at DMU** - For seamless mailers who use a DMU for mail entry, when a USPS clerk is not present, should deposit production samples with facing slips in an inbox or other agreed upon place. USPS clerks will collect the samples when they visit the DMU and will bring them back to the BMEU to hold for audit purposes.

- **Mail entered at a BMEU with no BMEU clerk present** - If no Postal employee is available at the time the mail is deposited at the BMEU, the promotion participant should forward production samples, with a facing slip for each, to the BMEU via mail. Samples can be bundled and sent in batches on a weekly basis.
- **Mail drop shipped from a DMU** – When a USPS clerk is not present at the DMU, the participant should deposit production samples with facing slips in an inbox or other agreed upon place. USPS clerks will collect the samples when they visit the DMU and will bring them back to the BMEU to hold for audit purposes.
- **Mail drop shipped from other locations** - In this scenario the participant has two options. 1. The participant can hold production samples and deposit them at the BMEU when other mailings are taken to the BMEU or the mailer can, 2. follow the steps above and mail batches of samples with facing slips to the BMEU on a weekly basis.
- **Mail entered via postal transportation from mailer facility** – If the mail is coming from a DMU, the participant should deposit production samples with facing slips in an inbox or other agreed upon place. If the mail originates from an as-needed DMU, the participant has two options. 1. The participant can hold production samples and deposit them at the BMEU when other mailings are taken to the BMEU or the participant can, 2. follow the steps above and mail batches of samples with facing slips to the BMEU on a weekly basis.

Using the Self Service Terminal (SST):
Mailers participating in the promotion and presenting mail using the Self Service Terminal (SST) will see the message below on the screen and must certify the agreement on the screen and submit a mailpiece sample and postage statement to the BMEU clerk.

> "This mailing has been identified as participating in an incentive program. By clicking OK, I certify that I am tendering a production mailpiece sample and postage statement to the acceptance employee for verification."

Post Mailing Requirements: The Program Office will conduct a sampling of mailpieces collected at Business Mail Entry Units to verify that submissions meet program requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet **ALL** program requirements, to unenroll the mailer from the program or restrict participation in future promotions.

Additionally, all mailers who receive the discount must retain a hard copy sample of the mailpiece until **March 31, 2021**, and if requested by the Postal Service, must forward the sample to the Promotion Program Office.
- If a mailing contains mobile barcode, image, QR Code, Apps, tag, etc. and directional copy mail from multiple mailers, a sample of each mailer's mailpiece must be retained.

IV. TECHNICAL INFORMATION

Reminder: To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, the Component Characteristic Record (CCR) file must be populated with the **two-letter characteristic MI** for the 2020 Mobile Shopping promotion. One of the parties in the by/for of the postage statement must be registered for the promotion.

For further technical information, please refer to Technical Specifications on PostalPro™ at: **https://postalpro.usps.com/resources-list/technical_specifications**

For issues and concerns regarding enrollment, technical issues or claiming the discount, please contact the *PostalOne!* helpdesk at 1-800-522-9085 or email: postalone@email.usps.gov

V. PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office.
Email: Mailingpromotions@usps.gov
Facsimile: 202-268-0238
Mail: US Postal Service
                 Attn: 2019 Mobile Shopping Promotion
                 PO Box 23282
                 Washington, DC 20026-3282

FedEx and UPS do not deliver to PO Box addresses.
To ensure delivery to the Program Office, please use Postal products or services.

All PO Box mailings must include information about the sample, contact information and an email address for responses.

Information and resources will also be posted online at: **https://postalpro.usps.com/promotions**

The Program Office responds to all inquiries within 4 business days upon receipt of samples in the promotion inbox mailingpromotions@usps.gov or the PO Box.

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE

VII. APPENDICES

Appendix A

Mobile Print Technology

Mobile barcodes need to be a minimum of ¾ inch by ¾ inch and the placement must be with the marketing message.

<u>APPS</u>: If you are leveraging your own app to provide the barcode scanning the following rules apply:
- Provide PDF of actual mailpiece sample
- If the new content is not active, provide the current issue version for review
- Once the mailing is entered into the mailstream you would need to provide a PDF of the mailpiece sample

<u>Examples of acceptable mobile barcodes:</u>   <u>Example of digital watermark technology:</u>


<u>Examples of acceptable color branded barcodes:</u>

Color Banded Mobile barcode can be used and must be functional and incorporate **one** of the following:
- a. 2 or more colors
- b. a trademark or graphic that includes a color or multiple colors

<u>QR Code Evolution:</u> Capabilities have continued to evolve and provide marketers ways to apply new designs and leverage additional analytics on the effectiveness of their campaign(s). Examples of new QR code types include: Dotless, visual, voice, video etc.
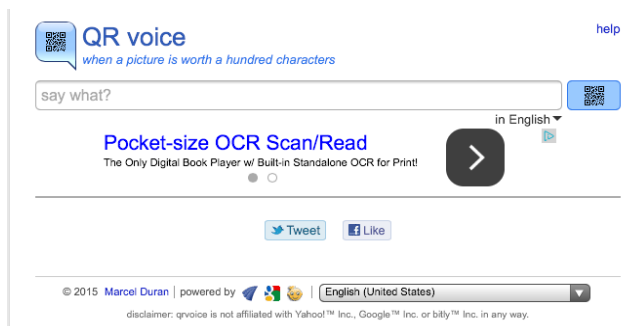
Appendix B
Mobile Print Technology Placement

All existing requirements around mail preparation and acceptance as they are described in the Domestic Mail Manual (DMM) remain in place. Please refer to http://pe.usps.gov/text/dmm300/dmm300_landing.htm for more information.

Barcode Clear Zone
Barcode Clear Zone for Letters: The barcode clear zone for letters is defined in the Domestic Mail Manual (DMM®) section below. DMM design requirements (DMM Sections 202.5.1.1) must be met:

DMM® 202.5.1.1 Barcode Clear Zone: Each letter-size piece in an automation price or an Enhanced Carrier Route price mailing must have a barcode clear zone unless the piece bears an Intelligent Mail barcode with a delivery point routing code (see 204.1.3) in the address block. The barcode clear zone and all printing and material in the clear zone must meet the reflectance standards in 204.1.4. The barcode clear zone is a rectangular area in the lower right corner of the address side of cards and letter-size pieces defined by these boundaries:

- Left: 4 3/4" inches from the right edge of the piece
- Right: right edge of the piece
- Top: 5/8 inch from the bottom edge of the piece
- Bottom: bottom edge of the piece

A pictorial description of the barcode clear zone on letters can be found in Quick Service Guide 602 at the link: http://pe.usps.com/text/qsg300/Q602.htm#1009536

Barcode Clear Zone for Flats: For flats, the mobile barcode should not be placed within 1/8" of the actual routing Intelligent Mail barcode.

Indicia Zone
The "Indicia Zone" is two inches from the top edge by four inches from the right edge of the mailpiece; in addition, the mobile barcode should not be placed within two inches of the actual postage indicia when the indicia is not placed in the described "indicia zone."

Indicia Zone for Flats: For optimal processing, avoid placing the barcode, images, or tags in the destination address block and indicia.

Indicia Zone for Letters: The "Indicia Area" on letter mail is the top-right corner. The Postal Service's Barcode Sorters look for these Information-Based Indicia (IBI) codes in the zone 2" from the top edge x 4" from the right edge of the mailpiece. Barcodes, images, or tags cannot be used in this area.

Mailpiece Clear Zones (White Areas)
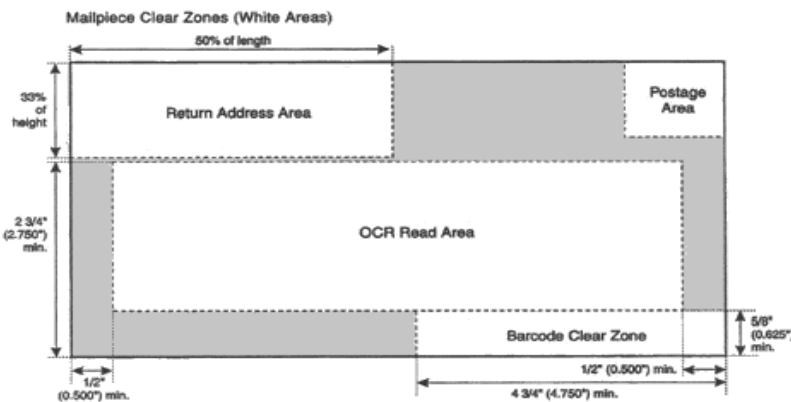
Appendix C
Mobile Optimization

Why is design for mobile web different? Mobile users are …
- goal oriented, looking for a specific piece of information or task
- on the go, and may view content while walking
- viewing on smaller screens with tiny keyboards or touch screens

Copy
- **Keep it short:** traditional webpages have 250-400 words, on a mobile device only the first 80-90 are visible on the screen.
- **Use readable font**: it should be slightly larger than the font size used for desktop viewing, and kept simple font to ensure compatibility across devices
- **Make it action oriented**: use headings to break up blocks of text so users can easily find what they're looking for, as they often have a specific piece of information or task in mind, and will scroll through pages quickly

Navigation & Design
- **Use hierarchy, menus and drop downs**: these help avoid scrolling, get users to their goal quicker, and avoid time consuming typing
- **Consider page orientation**: the design needs to work in both vertical and horizontal orientation
- **Include strong calls to action**: the more prominent, the better – mobile websites can be good conversion tools if well designed
- **Avoid accidental clicks**: design should be "thumb-friendly" with sufficient space between large buttons, avoiding frustrating navigation errors

Back-end
- **Make it compatible:** mobile sites need to be browser-independent, avoid elements (like Flash) that may not work on many devices, and take advantage of native content
- **Constantly evolve:** use analytics tracking to understand what people are actually using your site for, and make that content easiest to access
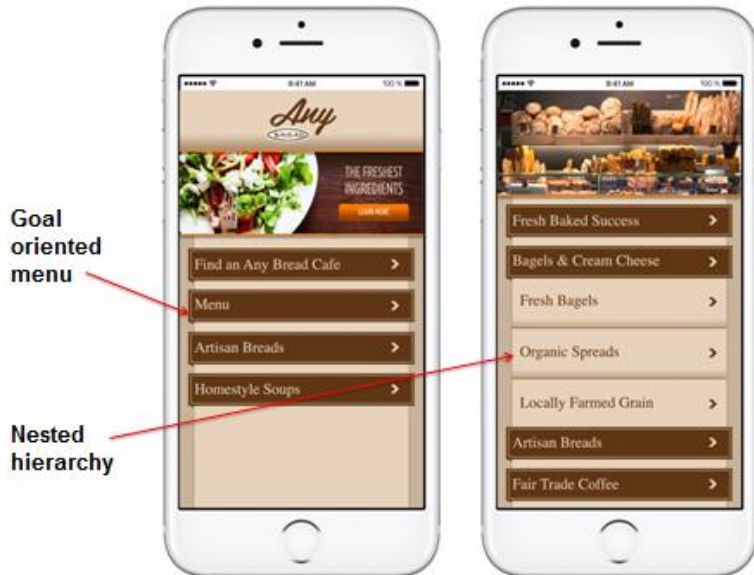
Continued Appendix C
Mobile Optimization

Mobile Optimized Sites

Why is design for mobile web different? Mobile users are …

- goal oriented, looking for a specific piece of information or task
- on the go, and may view content while walking
- viewing on smaller screens with tiny keyboards or touch screens

Goal oriented menu

Nested hierarchy

Copy

- **Keep it short:** traditional webpages have 250-400 words, on a mobile device only the first 80-90 are visible on the screen.
- **Use readable font**: it should be slightly larger than the font size used for desktop viewing, and kept simple font to ensure compatibility across devices
- **Make it action oriented**: use headings to break up blocks of text so users can easily find what they're looking for, as they often have a specific piece of information or task in mind, and will scroll through pages quickly

Drop down form entry

Large buttons

Call to action

Mobile Optimization

Non Mobile Optimized Sites

Navigation & Design

- **Use hierarchy, menus and drop downs**: these help avoid scrolling, get users to their goal quicker, and avoid time consuming typing
- **Consider page orientation**: the design needs to work in both vertical and horizontal orientation
- **Include strong calls to action**: the more prominent, the better – mobile websites can be good conversion tools if well designed
- **Avoid accidental clicks**: design should be "thumb-friendly" with sufficient space between large buttons, avoiding frustrating navigation errors

Back-end

- **Make it compatible:** mobile sites need to be browser-independent, avoid elements like Flash that may not work on many devices, and take advantage of native content.
- **Constantly evolve:** use analytics tracking to understand what people are actually using your site for, and make that content easiest to access.

Large block of text, no headers

Requires scrolling