2024

REPLY MAIL IMbA™

Streamline Your Mail

Streamline your reply mail processes with Intelligent Mail® Barcode Accounting

UNITED STATES POSTAL SERVICE ®

REPLY MAIL IMbA PROMOTION

KEY DEFINITIONS

1. Qualified Business Reply Mail (QBRM) – A distinct reply mail product separate from Business Reply Mail (BRM)
   - Unique price point for letter and card rate compared to BRM

2. Intelligent Mail Barcode Accounting (IMbA) – Automated invoicing system utilized by QBRM pieces, pieces no longer manually counted

3. Serialization – The serial number within the IMb of the QBRM is uniquely tied to an individual piece

2024 Overview

The Reply Mail IMbA™ promotion encourages participants to streamline their Qualified Business Reply Mail™ (QBRM™) pieces utilizing Intelligent Mail® Barcode Accounting (IMbA™). Customers can take advantage of the system's efficiencies to improve their visibility into their QBRM™ pieces.

3% DISCOUNT	6% DISCOUNT
Static Barcode	Serialized Barcode

REGISTRATION PERIOD   May 15, 2024 – Dec 31, 2024

PROMOTION PERIOD   Jul 1, 2024 – Dec 31, 2024

ELIGIBLE MAIL:

- First-Class Mail® Single-piece Qualified Business Reply Mail™ letters and cards enabled for IMbA

UNITED STATES POSTAL SERVICE ®

REPLY MAIL
IMbA PROMOTION

CURRENT PRICES

Business Reply Mail

	High Volume	Basic
Annual permit fee (letters and flats)	$320.00	$320.00
Annual permit fee (parcels only)	0.00	0.00
Annual account maintenance fee	930.00	none
1-ounce letter price + per piece[1]	0.68 + 0.133	0.68 + 1.07
1-ounce flat price + per piece[1]	1.39 + 0.133	1.39 + 1.07
Parcels per piece fee[2]	0.133	1.07
Card price + per piece[1]	0.53 + 0.133	0.53 + 1.07

Qualified Business Reply Mail (QBRM)

	High Volume	Basic
Annual permit fee	$0.00	$0.00
Annual account maintenance fee	930.00	930.00
Quarterly Fee	3200.00	none
Up to 3.5 oz letter price + piece price	0.659 + 0.019	0.659 + 0.091
Card price + per piece	0.509 + 0.019	0.509 + 0.091

UNITED STATES POSTAL SERVICE ®

Eligible BRM STIDs

STID	Class of Mail	Use	Type
708	Business Reply Mail	Reply Mail by ZIP	Basic or nonautomatic without Informed Visibility Mail Tracking and Reporting
052	Business Reply Mail	Reply Mail by ZIP	Basic or nonautomatic with Informed Visibility Mail Tracking and Reporting
072	Business Reply Mail	Reply Mail by MID	Basic or nonautomatic without Informed Visibility Mail Tracking and Reporting
032	Business Reply Mail	Reply Mail by MID	Basic or nonautomatic with Informed Visibility Mail Tracking and Reporting
778	Ballot Returns	Business Reply Mail by ZIP Envelopes	Basic or nonautomatic with Informed Visibility Mail Tracking and Reporting

UNITED STATES POSTAL SERVICE ®

Proposed Product Changes – PENDING PRC APPROVAL*

- New QBRM IMbA per-piece rate lower than QBRM Basic or QBRM High Volume
- Elimination of Annual Account Maintenance Fees for IMbA customers
- Elimination of Quarterly fees for IMbA customers
- New QBRM customers will automatically be onboarded to IMbA
  - Existing customers should work with the MSSC to be onbaorded

PENDING PRC APPROVAL

REPLY MAIL IMbA PROMOTION

PROCESS AT A GLANCE
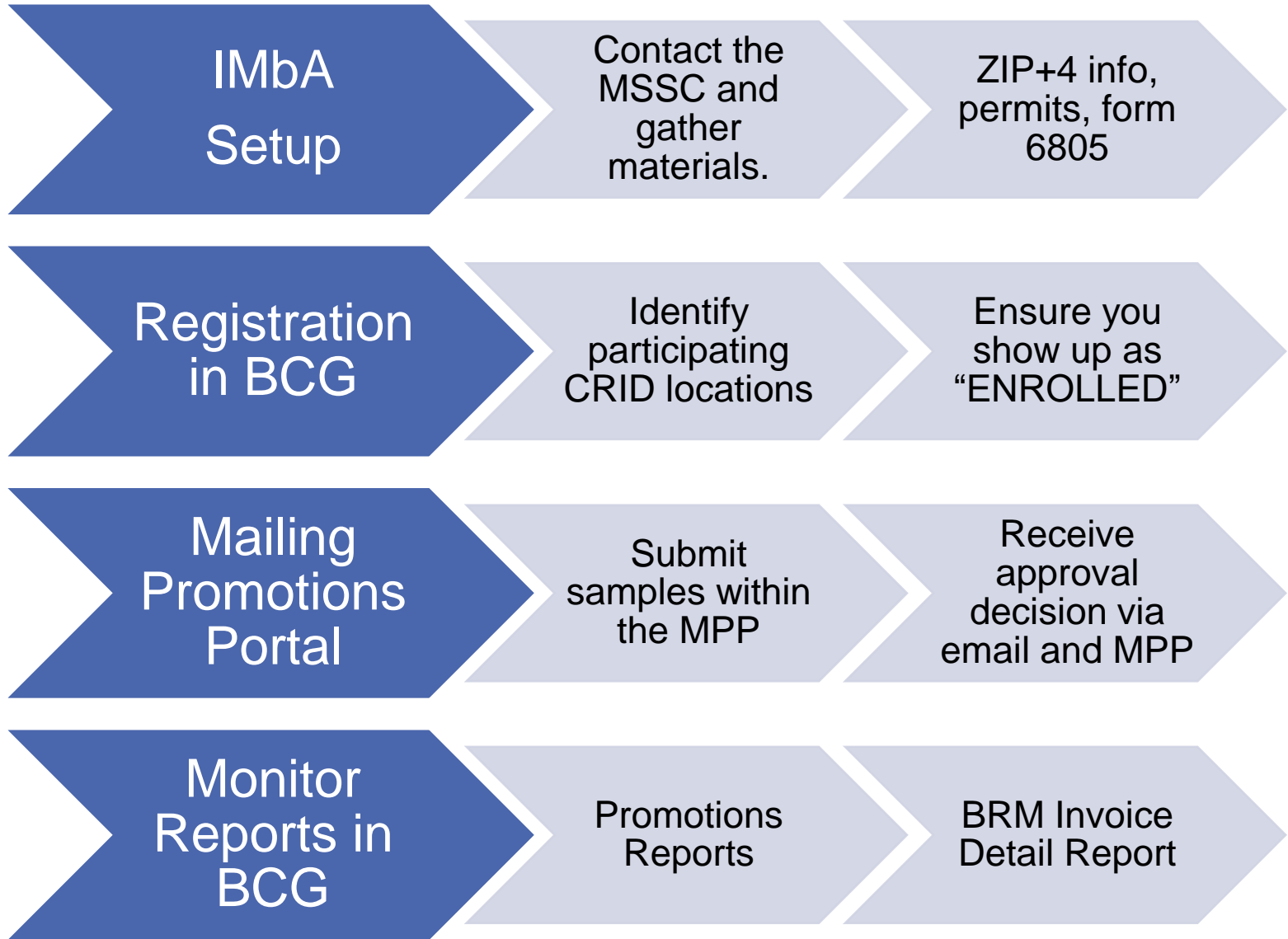
IMbA Setup	Contact the MSSC and gather materials.	ZIP+4 info, permits, form 6805
Registration in BCG	Identify participating CRID locations	Ensure you show up as "ENROLLED"
Mailing Promotions Portal	Submit samples within the MPP	Receive approval decision via email and MPP
Monitor Reports in BCG	Promotions Reports	BRM Invoice Detail Report

UNITED STATES POSTAL SERVICE ®

STEP 1 – QBRM And IMBA Setup

UNITED STATES POSTAL SERVICE®

Step 1 – QBRM and IMbA Setup Process (Subject to Change)

Key Elements

1. Contact mailing requirements (MSSC) to begin IMbA on-board process. 877-672-0007 (option 2, option 1)
2. Email PS form 6805 to the MSSC requesting QBRM ZIP +4 code assignment
3. MRC will send PS form 6805 to AMS for unique QBRM ZIP +4 code assignment
4. MRC will send completed 6805 back to you
5. Create artwork with QBRM ZIP +4 code printed on reply piece
6. Submit ten physical samples to MDA for evaluation with completed PS form 6805
7. If samples are approved, customer will receive completed form
8. MRC will enable IMbA and customer is automatically enrolled in IMbA Parallel
   - Customer will be notified when out of parallel and IMbA functionality is live for them

UNITED STATES POSTAL SERVICE ®

Step 1 – QBRM and IMbA Setup Process

- Customers will initially enter ***IMbA Parallel*** upon completing the onboarding process

- Ensures quality of the pieces and that all systems are working properly
  - Monitored by HQ IMbA Team

- Pieces received during the parallel period ***will not*** receive the promotional discount

- Customer will be notified when their data indicates they can exit parallel

UNITED STATES POSTAL SERVICE ®

STEP 2 – Promotion Registration

UNITED STATES
POSTAL SERVICE ®

Step 2 – Registering for the Reply Mail IMbA Promotion

1. Login to the Business Customer gateway
   - https://gateway.usps.com/eAdmin/view/signin

2. Navigate to 'Mailing Services'

3. Enter 'Incentive Programs'

4. Select 2024 Reply Mail IMbA Promotion

5. Complete all sections ensuring they are marked 'Complete'
   - Ensure IMbs of mailpieces reflect the information used to register

STEP 3 – Mailing Promotions Portal

UNITED STATES
POSTAL SERVICE ®

Step 3 – Mailing Promotions Portal Approval

1. Open Service Request
   - Select 'Serialized' or 'Static' IMb
   - If you have another SR associated with a QBRM review from an MDA, please add it to the reference field

Mailpiece Preapproval Form

*Mailpiece Title

Mailpiece Title - Permit Number and Subaccount Number

*Technology Used

Qualified Business Reply Mail - Serialized IMb (6% Discount)

QBRM Approval Service Request Reference Number

12341234

☐ I am a Mail Service Provider Submitting on Behalf of a Mail Owner

☑ I affirm that I have read the submission guidelines for this promotion campaign and that the information I have provided meets these guidelines

Click to view the submission guidelines for the selected promotion

Previous   Next

UNITED STATES POSTAL SERVICE ®

Step 3 – Mailing Promotions Portal Approval

2. In your SR, upload images of the sample
   - Ensure the IMb is clearly visible
   - If you selected Serialized, submit 2 samples demonstrating the IMbs contain a unique sequential serial number
   - To receive the serialized discount, please ensure your IMbs are encoded properly

Mailer Identifier (MID)
A 6- or 9-digit numeric code the USPS assigns to a Mail Owner or Mail Service Provider. The MID used must be the same you enroll with for your pieces to be counted for this promotion.

Service Type Identifier (STID)
3-digit numeric code that identifies what type of mail class to use, address correction option, use of IMb Tracing™ and whether the mailpiece contains a Full Service or Basic IMb. The STID determines whether your mailing is eligible for this promotion.

Step 3 – Mailing Promotions Portal Approval

3. Monitor the status of you SR
   - View the status of your Service Requests in 'My Mailpiece Preapprovals'
   - You will also be notified of 'Approval' or 'Rejection' via an email created by the Portal
   - Once approved, be sure to register for the Promotion
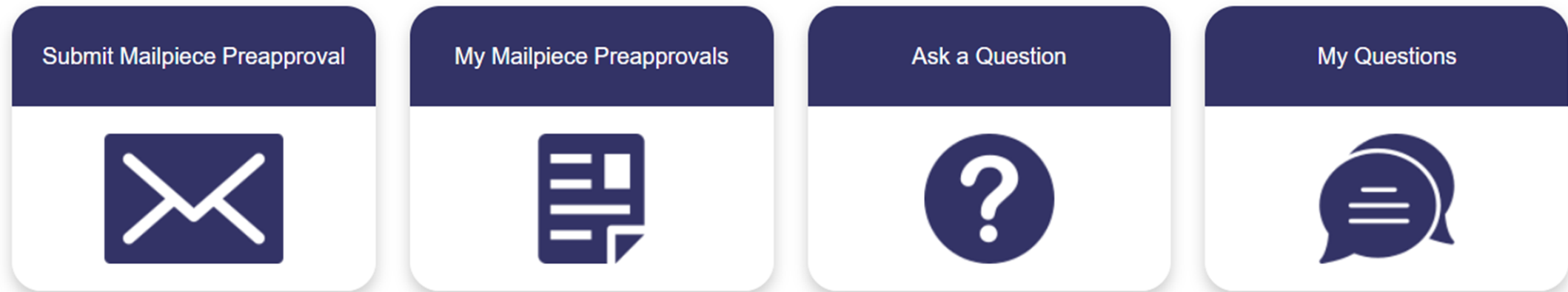
STEP 4 – Promotion Monitoring

UNITED STATES
POSTAL SERVICE ®

Step 4 – Invoices and Reporting

1. Login to the Business Customer Gateway

2. Navigate to 'Mailing Services'

3. Enter 'Mailing Reports (PostalOne!)'

4. Within 'Mailing Reports', select 'BRM Invoice Detail Report' to view your invoices

5. For Promotions reports, navigate to the Incentive Programs tool in the BCG

**REPLY MAIL
IMbA PROMOTION**

RESOURCES

Promotions Guidebook –
https://postalpro.usps.com/promotions/Replymail

How to Enroll –
https://postalpro.usps.com/promotions/how-to-enroll

PS Form 6805 –
https://about.usps.com/forms/ps6805.pdf

Mailing Promotions Portal Setup –
https://postalpro.usps.com/promotions/portal

PostalOne!® Helpdesk
For issues and concerns regarding enrollment or technical issues, please contact the PostalOne!® Helpdesk through the Mailing & Shipping Solutions Center (MSSC) by email or phone at: MSSC@USPS.gov or 1-877-672-0007. In the Interactive Voice Response (IVR), customers will select option 2 (MSSC) and then option 3 (PostalOne!®) for assistance.

**UNITED STATES
POSTAL SERVICE** ®

QUESTIONS?

UNITED STATES
POSTAL SERVICE ®