

2024

REPLY MAIL IMbA™

Streamline Your Mail

Streamline your reply mail processes with
Intelligent Mail® Barcode Accounting





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

Static Barcode

6% DISCOUNT

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



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

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

Proposed Product Changes – PENDING PRC APPROVAL*

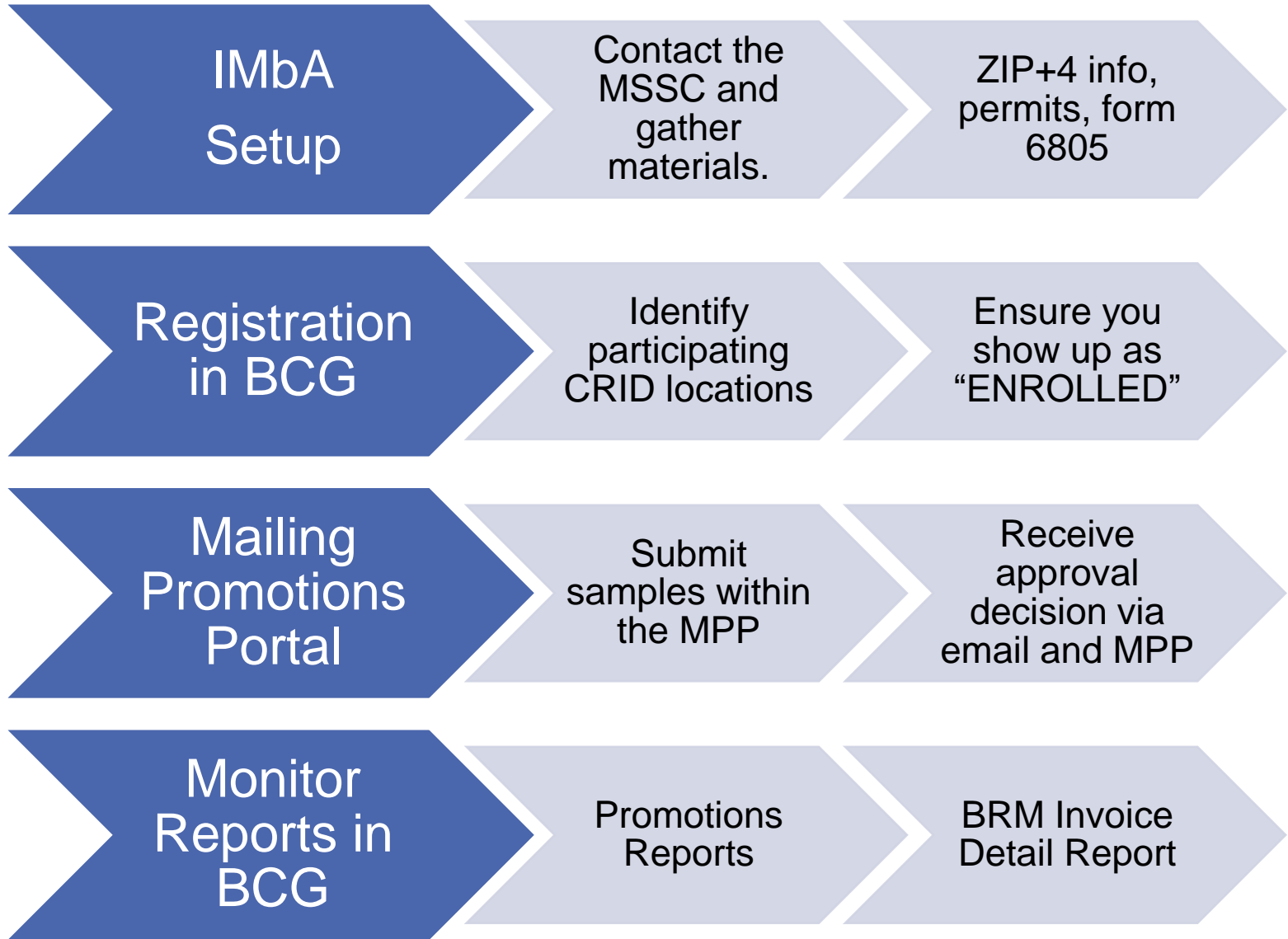
- New QBRM IMbA per-piece rate lower than QBRM Basic or QBRM High Volume
- Elimination of Annual Account Maintenance Fees for IMbA customers
- Elimination of Quarterly fees for IMbA customers
- New QBRM customers will automatically be onboarded to IMbA
 - Existing customers should work with the MSSC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

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

STEP 1 – QBRM And IMBA Setup

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

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



STEP 2 – Promotion Registration

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

[Back to Incentives Home](#)

Program Summary
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.

1. Return to the BCG homepage.
2. Select the Manage Permits link (under Account Services).
3. Select which location you want to link the permit to (click the company name associated to the location).
4. Navigate to Payment/Permit Accounts Tab.
5. Enter the four pieces of information precisely: 1) Account Number, 2) Account Type, 3) Post Office ZIP Code where you opened your permit and, 4) One of ten of the most recent transactions.

After successful authentication, the permit account will be linked to the selected business location and will be visible on this tab.

Once your permit has been linked, go back to the Incentive Programs service from your homepage, navigate back to this tab and ensure that all your permits are listed below. Otherwise, wait up to 30 minutes before using that permit account in the electronic documentation.

Filter by for

Eligible Permits: Showing 1 - 1 of 1

CRID ?	Permit Account Number	Permit Type	Permit Number	Finance Number	Permit ZIP	PO Address
94880283		PI	829	517716	240229998	

Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)

Ineligible Permits: Showing 1 - 2 of 2

CRID ?	Permit Account Number	Permit Type	Permit Number	Finance Number	Permit ZIP	PO Address
94880283	22779936	PP	54	517716	240229998	
94880283	22526911	PE	3559	517716	240229998	

Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)

I Agree Disagree

STEP 3 – Mailing Promotions Portal

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

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

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID	Service Type ID (STID)			6-digit Mailer ID (MID)						9-digit Serial Number									Routing Code (i.e. Delivery Point Code)											

● **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.

● **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.

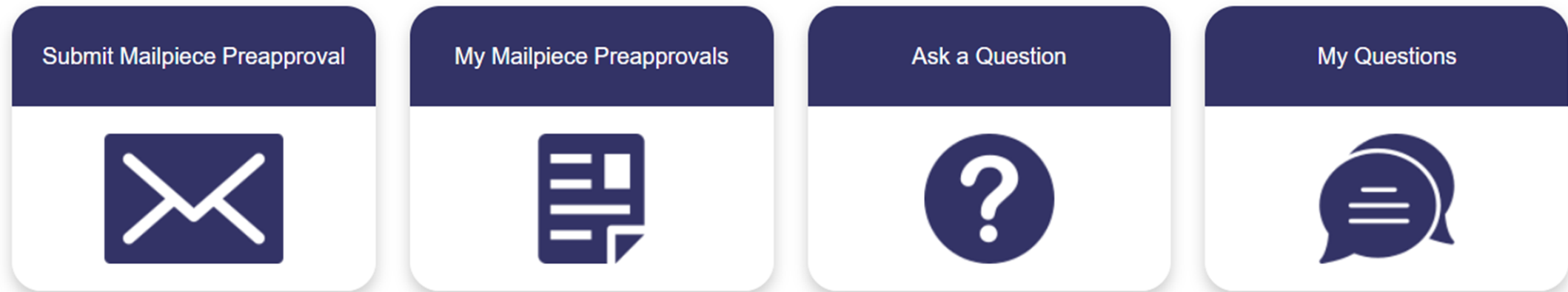
Step 3 – Mailing Promotions Portal Approval

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

[Home](#) [Submit Mailpiece Preapproval](#) [My Mailpiece Preapprovals](#) [Ask a Question](#) [My Questions](#) [BCG Home](#)

The Appeal function is working properly. Thank you for your participation in the USPS Mailing Promotions.



STEP 4 – Promotion Monitoring

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

Home > Mailing Reports

Mailing Reports

- [View Transactions](#)
- [Pending Postage Statements](#)
- [Induction Activity Report \(eInduction\)](#)
- [Electronic Verification Activity \(EVS\)](#)
- [Parcel Return Service \(PRS\)](#)
- [BRM Invoice Detail Report](#)
- [Customer MRS Detail Report](#)
- [Customer MRS Summary Report](#)
- [eInduction Quick Status Report](#)
- [Mail Entry Additional Postage Assessment Report](#)
- [IMpb Compliance Report](#)
- [Mailing Summary Report](#)
- [Mail Quality Reports](#)
- [Mailer Scorecard](#)
- [View Historical Permit Transactions](#)
- [Carbon Accounting Statement](#)
- [Tech Credit Report](#)
- [QBRM Verification Assessment Report](#)
- [QBRM Additional Postage Due Report](#)
- [PPI Monthly Summary Report](#)
- [Seamless Acceptance Incentive Report](#)

Full Service

- [Data Distribution/Informed Visibility Dashboard](#)
- [Full Service Seamless Acceptance Failure Jobs](#)
- [Push Subscription Profile](#)

eVS/PRS Reports

- [Carbon Accounting Statement](#)
- [Manifest Confirmation Report](#)
- [Manifest Error Report](#)
- [Postage Statement Summary](#)
- [Sampling Reports](#)
- [Unmanifested Records Report](#)



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.



QUESTIONS?