

United States Postal Service®

# INDUSTRYALERT

## Mail Spoken Here

*The electronic newsletter summarizing recent USPS news and developments*

### **USPS is targeting retirement of IMb tracing by December 31, 2017**

Mailers who elect not to cutover from IMb tracing to IV will have to pursue their mail visibility needs through alternative methods.

Mailers who currently rely on IMb Tracing exclusively for their mail visibility needs were encouraged to migrate to Informed Visibility (IV) by November 30, 2017. Informed Visibility provides mailers with a convenient, single-source for their mail visibility needs - providing near real-time expanded visibility as mail moves through the mail stream, increasing the value of mail and enabling USPS customers to better plan their mailing campaigns and resources. IV also enables customers to obtain visibility through online downloads.

For additional information about IV and the migration, refer to the IV Migration Overview and other available technical resources found on the IV PostalPro webpage. For questions, or to get help setting up a secure data transfer method, please contact the IV Help Desk at 1-800-238-3150, Option #2, or [InformedVisibility@usps.gov](mailto:InformedVisibility@usps.gov).

### **Proposed Rule: Federal Register Notice – Revenue Deficiency**

#### **Comments are due by January 12, 2018**

[Click here to read](#) or paste the link below into your browser.

[https://www.gpo.gov/fdsys/pkg/FR-2017-12-13/pdf/2017-26740.pdf?utm\\_campaign=subscription%20mailing%20list&utm\\_source=federalregister.gov&utm\\_medium=email](https://www.gpo.gov/fdsys/pkg/FR-2017-12-13/pdf/2017-26740.pdf?utm_campaign=subscription%20mailing%20list&utm_source=federalregister.gov&utm_medium=email)

USPS is proposing to amend DMM section 604.10.0, Revenue Deficiency, to update the definition of a revenue deficiency, as well as the designation of USPS contacts for submitting appeals. USPS also proposes to add sections to provide the definition of a mailer, the description of assessments and mailer's responsibilities, and the policy on assessed revenue deficiencies. The document is currently posted in the Federal Register for comments.

## Information - Move Update

USPS is changing the method for measuring compliance for meeting the Move Update requirement to a Census based approach. Move Update will move to an Automated Assessment Process beginning with March 11, 2018 assessments using February 2018 data. Today USPS measures compliance at an individual mailing level using a MERLIN machine. In the future, USPS will use scans from Mail Processing Equipment to determine addresses for First-Class and USPS Marketing Mail, letters and flats, have been updated within 95 days of the mailing date, and compliance will be measured across a calendar month. This new process will result in several benefits including enhanced mailing visibility and improved mail quality metrics over all mailings within a calendar month, rather than sampling at an individual mailing level. Results of this census verification are displayed on the Electronic Verification tab of the Mailer Scorecard.

Testing of the data has been completed by an Industry task team and the reports have been declared ready for use. Mailers should begin reviewing the results to ensure compliance with the Move Update standards are met.

Business Mailer Support is hosting weekly Move Update calls for mailers who have questions or want additional information. The webinars will be held at 2:00 PM Eastern each Wednesday and will continue through the February 2018 implementation date.

### **Move Update Webinars:**

**Date/Time:** Wednesdays 2:00 – 3:00 PM Eastern

**Link:** <https://uspsmeetings.webex.com/uspsmeetings/j.php?MTID=m83f589e9e33af65aaf951ac514b79511>

**Conference Code:** 563 772 2130

**Dial In:** 1-855-860-7461

For further information regarding the **Move Update Census Method** please refer to Publication 685 found on PostalPro at: <http://postalpro.usps.com/node/581> or the **Proposed Federal Register Notice** found: <http://postalpro.usps.com/node/3111>

## Price Change: New Postage Statements Effective January 21, 2018

New postage statements associated with the January 2018 price change are available on Postal Explorer at [pe.usps.com](http://pe.usps.com). The Postage Statement information is in the January 2018 Price Change "Documents" link.

As of January 21, 2018, the new January 2018 postage statements are required for First-Class Mail and First-Class Package Service (PS Form 3600-FCM), Periodicals (PS Form 3541), and International Mail (PS Form 3700). When mailing other products, you may continue to use the January 2017 statements (USPS Marketing Mail PS Form 3602-R, Nonprofit USPS Marketing Mail PS Form 3602-N, and Package Services and Parcel Select PS Form 3605-R) with the new prices until the next price change.

**Please Note:** All January 2017 facsimile postage statements are required to incorporate all changes to the Mailer and Mailing sections by January 21, 2018.

## Price Change: 2018 PCC Price Change Filing Webinar

The USPS Vice President of Pricing and Costing, Sharon Owens, will conduct a webinar on Wednesday, January 10, 2018 at 1 pm tailored to the PCC Community. The webinar will cover an overview of the strategy driving the Market Dominant and Competitive price changes, as well as a review of factors underway as the USPS considers the future pricing landscape. Registration information will be provided soon.

## Price Change: January 2018 Price Change Domestic Business Mailing Fees

On January 21, 2018, the USPS price change takes effect. The new prices will impact both Market Dominant and Competitive prices and/or products. As a result, mailers will see changes to some of the Domestic Business Mailing Fees. To learn more about the price change visit the following website: [Postal Explorer](#). See table below for a quick reference.

Domestic Business Mailing Fees		Domestic Business Mailing Fees	
Service	Fee	Service	Fee
Additional Service Fee		Repositionable Notes	0.000
Forward and Return to Sender Parcel Select, per piece	3.00	Return Services (per 12-month period)	
ACS w/Shipper Paid Forwarding/Returns, Parcel Select, per piece	2.50	Business Reply Mail (BRM) - Cards, Letters, and Flats only	
Annual Mailing Fees (per 12-month period)		Annual Permit Fee	225.00
First-Class Mail Presort, per office of mailing	225.00	Account Maintenance Fee (required for High Volume pricing)	690.00
USPS Marketing Mail	225.00	Qualified Business Reply Mail (BRM) - Optional for Cards and Letters only	
Destination Bound Printed Matter (flats only)	225.00	Account Maintenance Fee (required for QBRM pricing)	690.00
Bulk Parcel Return Service	3.20	Quarterly Fee for High-Volume QBRM (optional)	2350.00
Customized MarketMail		Bulk Weight Averaged Nonletter Monthly Fee (optional)	1155.00
USPS Marketing Mail Regular, per piece	0.451	Business Reply Mail (BRM) - Parcels only	
USPS Marketing Mail Nonprofit, per piece	0.334	Annual Permit Fee	0.00
Detached Address / Marketing Labels	0.036	Annual Account Maintenance Fee	0.00
Move Update Assessment Charge	0.080	Business Reply Mail (BRM) - OBRM only	
Periodicals Mailing Applications		Annual Permit Fee	0.00
Origin Entry	700.00	Permit Reply Mail	
Reentry	80.00	Annual Permit Fee	0.00
News Agents	80.00	Annual Account Maintenance Fee	0.00
Permit Imprint Application		Parcel Return Service (PRS)	
Permit Imprint Application Fee	225.00	Annual Permit Fee	0.00
Picture Permit Imprint		Annual Account Maintenance Fee	0.00
First-Class Mail (Postcards, Letters, Flats)	0.010	Bulk Parcel Return Service (BPRS)	
USPS Marketing Mail (Postcards, Letters, Flats)	0.021	Annual Permit Fee	0.00
		Annual Account Maintenance Fee	0.00
		Shipper Paid Forwarding/Returns	690.00

## PostalPro-Your Primary Source for USPS Mailing Information

PostalPro leverages powerful search functionality, intuitive navigation, and a modernized, mobile-friendly design.

The RIBBS website has transitioned to PostalPro: <https://postalpro.usps.com/>. New content will no longer be posted to RIBBS although the site will remain active. There are also certain tools which appear are hosted on the RIBBS website and will be linked from PostalPro, as a result you may still see RIBBS in limited URLs.

## Save the Date! - Enterprise Payment System (EPS) Webinars – February 15, 2018!

USPS is upgrading its payment architecture for business customers. The new Enterprise Payment System (EPS) allows customers to pay for products and services through an Enterprise Payment Account (EPA). The mailer may fund the account as an Automated Clearing House (ACH) debit where daily transactions are aggregated and withdrawn directly from the commercial banking account or a Trust account where funds are deposited. USPS transactions would be deducted from the available balance as they are received.

EPS provides mailers enhanced security features, centralized balance, account management and a self-service customer experience. Webinar information will be published in January!



### Early registration for the 2018 NPF is now open!

The National Postal Forum is the Nation's premier mailing and shipping industry conference offering over 100 educational workshops, official USPS certification courses, special USPS leadership led sessions, the largest mailing and shipping industry exhibit hall and so much more! Attending NPF is the ideal way to stay in sync with innovation, technology and trends that affect our rapidly progressing and changing industry.

What's included:

- Four days dedicated to learning about the best mailing and shipping practices in the industry
- General sessions and 100+ Educational Workshops
- Exhibits and engaging networking events
- USPS executive and officer led sessions

## Professional Certification Options

Mail Design Professional (MDP) (\$95)

Executive Mail Center Manager (EMCM) (\$180)

Certified Direct Mail Professional (CDMP) (\$160)



**Register now for the 2018 NPF!**

## **NEW! Informed Delivery-Package Delivery Information Now Available!**

The many businesses and organizations that rely on the mail to satisfy their customers have something new to be excited about during this holiday season. USPS recently introduced an enhancement to the free feature, Informed Delivery – a new innovation from the Postal Service that provides participating users with exterior images of their household’s letter-size mailings before they arrive. Informed Delivery users now have an additional way to view and manage their package deliveries, as well. Users who opt-in to receive email notifications, can now view the expected delivery date of their packages below their letter-size mailpiece images in their daily digest emails. Users are also able to track package deliveries, leave delivery instructions, and schedule redelivery from the Informed Delivery mobile app or online dashboard.

Gary Reblin, the Postal Service’s Vice President Product Innovation, explains, “Our customers can now use their Informed Delivery emails to see the delivery status of their incoming packages and when they’re scheduled to arrive.” He continued, “It’s another example of how Informed Delivery is meeting customers’ needs.”

Informed Delivery benefits the entire household, ensuring everyone is able to preview their daily mail delivery, as well as manage package delivery. Millions of consumers are already using Informed Delivery, and you can sign up at [informedelivery.usps.com](https://informedelivery.usps.com). Businesses that want to learn more about the benefits of the feature and conducting interactive campaigns should visit the [Informed Delivery for Business Mailers website](#).

### **Informed Delivery - Coming soon to PO Boxes**

Informed Delivery, the optional, free feature that bridges the gap between the physical and digital worlds to create an innovative experience for consumers is coming soon to PO Boxes.

Available to eligible residential consumers in the majority of ZIP Codes across the country since April 2017, Informed Delivery gives users the ability to digitally preview their mail. This feature will now offer consumers the convenience of seeing what is coming to their PO Box too — anytime, anywhere — from a computer, tablet or mobile device. Note that at this time, consumers must have a separate personal account on USPS.com if they want Informed Delivery for both their home address and PO Box. Multi-address account profiles will be enabled later next year.

USPS is excited about the reception of Informed Delivery: 96% of respondents to a July 2017 survey indicated they are very satisfied or satisfied with the feature, and 95% check their notifications every day or almost every day.



### Informed Delivery - Coming soon to PO Boxes can't

As of October, Real Mail Notification service was no longer offered as part of PO Box accounts. Enrolling in Informed Delivery will provide consumers a new and digital way to know they have mail arriving soon to their PO Box.

If you come in contact with consumers who may or may not have heard about Informed Delivery, and are not yet signed up, encourage them to do so. Please direct them to [informedelivery.com](https://informedelivery.com). At this site, potential users can sign up for the feature, view FAQs, and more.

## Transition of Standard Mail to USPS Marketing Mail

The Mailers Technical Advisory Committee (MTAC) formed Workgroup # 181 "Transitioning to Marketing Mail" in February 2017 to ensure a smooth and successful transition from the Postal Regulatory Commission (PRC) approved name change of Standard Mail to USPS Marketing Mail. The Workgroup invited participants from all segments of the mailing industry supply chain to review software, labeling and mail piece postage markings to ensure all possible implications of this change are considered. The consensus now is that the following recommendations are appropriate:

- USPS will continue transition to USPS Marketing Mail.
- Indicia language will be Optional – official launch date for language will be Jan 2019. However, customers wishing to use the language sooner may contact the PCSC for approval ([pcsc@usps.gov](mailto:pcsc@usps.gov)).

All mail shapes may use either Marketing Mail or Standard Mail verbiage. Nonprofit mailers may also use Marketing Mail if desired – Indicia should read "Nonprofit MKTG Mail" Pallet placards, tray and sack label verbiage will not change. These will continue to be labeled as Standard Mail.

Existing stamps will keep the same marking – future print runs will be evaluated as needed. The DMM will be updated with proper markings. Testing and research results continue to be welcomed by USPS. Results will be shared if large numbers of companies from a variety of industry test and share their results.

Regarding next steps; please note specific information for optional indicia use along with pallet, tray and sack marking will be provided as soon as possible. All PCSC requests to use the new Marketing Mail indicia will be acknowledged. Companies are encouraged to test the indicia marking and to share their results. USPS will continually evaluate the usage of both Standard Mail and Marketing Mail marking and will follow up with a DMM Advisory and Industry Alert on DMM updates when completed.

## Publication for Streamlined Mail Acceptance for Letters and Flats (Pub 685)

Publication for Streamlined Mail Acceptance for Letters and Flats, Pub 685 (formerly Pub 6850) is posted as a final document on PostalPro at <https://postalpro.usps.com/streamlinedpub>.

The publication can also be found on usps.com at <https://about.usps.com/publications/pub685.pdf>.



## Federal Register Notice Publication

### (eInduction Option, Seamless Acceptance Program and Full-Service Option Verification Standards)

USPS proposed to amend Domestic Mail Manual (DMM), sections 705.20, eInduction Option; 705.22, Seamless Acceptance Program; and 705.23, Full-Service Automation Option, to add the verification standards.

The Federal Register for proposed DMM additions specific to the eInduction Option, Seamless Acceptance Program and Full-Service Option Verification Standards was made available for public inspection. Although the comment period has now closed the original proposal can be found here: <https://www.gpo.gov/fdsys/pkg/FR-2017-10-31/pdf/2017-23615.pdf>

### Revisions to the Requirements for Authority to Manufacture and Distribute Postage Evidencing Systems; Customized Postage Products

This Final rule was published in the *Federal Register* on December 19, 2017. Click the link below for the .pdf version:

[https://www.gpo.gov/fdsys/pkg/FR-2017-12-19/pdf/2017-27241.pdf?utm\\_campaign=subscription%20mailing%20list&utm\\_source=federalregister.gov&utm\\_medium=email](https://www.gpo.gov/fdsys/pkg/FR-2017-12-19/pdf/2017-27241.pdf?utm_campaign=subscription%20mailing%20list&utm_source=federalregister.gov&utm_medium=email)

In January, 2017, USPS proposed to amend its Postage Evidencing Systems regulations to standardize requirements for the authorization to produce Customized Postage, a Special Service approved by the Postal Regulatory Commission.

Customized Postage products are provided through authorized Postage Evidencing System manufacturer-distributors or through companies affiliated with authorized Postage Evidencing System manufacturer-distributors and approved by USPS. During the development of the Customized Postage program, requirements for authorization to produce Customized Postage products were described in Federal Register notices and in individual approval letters issued to providers. Existing providers of Customized Postage products may continue provision of Customized Postage products subject to these final rules upon their effective date, which coincides with renewal of the product year, and any requirements set forth in individual authorization letters.

The amendments take effect on **May 15, 2018**.

## Postal Bulletin 22480 dated 11/09/17

Found at: <https://about.usps.com/postal-bulletin/2017/pb22480/pb22480.pdf>

### **DMM Revision:** Domestic Mail Manual Simplification

Effective January 21, 2018, USPS continues our Domestic Mail Manual simplification initiative, without changing standards, to make the DMM quicker, easier, and more convenient to use.

- USPS will relocate Intelligent Mail Barcode Tracing 503.11.0. This part will be renumbered as section 507.10.0.
- Also, Money Orders, 503.12.0, will be renumbered as section 509.3.0. Relocation of these services will align each service with the correct part,

**DMM Revision:** Extra Services Forms - To reflect the elimination of four extra service forms at certain retail offices.

**Domestic Mail:** Labeling List Changes

## Postal Bulletin 22481 dated 11/23/17

Found at: <https://about.usps.com/postal-bulletin/2017/pb22481/pb22481.pdf>

**IMM Revision:** Indemnity Limits for International Registered Mail Service

**Domestic Mail:** Labeling List Changes

## Postal Bulletin 22482 dated 12/07/17

Found at: <https://about.usps.com/postal-bulletin/2017/pb22482/pb22482.pdf>

**DMM Revision:** International Inbound Mail Entry

**DMM Revision:** Domestic Competitive Products Pricing and Mailing Standards Changes

**DMM Revision:** New Mailing Standards for Domestic Mailing Services Products

**DMM Revision:** Products Mailable at Nonprofit Marketing Mail Prices

**IMM Revision:** Changes to Pricing and Mailing Standards for International Shipping Services

**IMM Revision:** Changes to Pricing and Products for International Mailing Services

**IMM Revision:** International Inbound Mail Entry

**IMM Revision:** Lifting Certain Sanctions on Sudan and Updating Sanctions Information to Various Countries

**Retail - Mailing Standards for Hazardous Materials -** Many types of consumer goods are considered hazardous materials (HAZMAT) when mailed. Some of the most common examples include the following:

- Toys and electronics containing lithium batteries
- Perfume or hairspray
- Shaving gel
- Some cleaning agents

This article also contains new mailing standards for Lithium Batteries.



## Additional Resources:

**FRN:** [Federal Register Notices](#)

**PB:** [Postal Bulletin](#)

**PE:** [Postal Explorer](#) is a mailer's resource for all information contained in the [Domestic Mail Manual](#) (DMM), [International Mail Manual](#) (IMM), [Publication 52](#), Hazardous, Restricted, and Perishable Mail.

**PostalPro:** [PostalPro](#) is a mailer's resource for other information (i.e., Mailing and Shipping, Operations, Industry Forum, Certifications, Resources).

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