

| 2019 Earned Value Promotion | 2020 Earned Value Promotion |
|--|---|
| <ul style="list-style-type: none"> Courtesy Reply STID 700 is a valid STID | <ul style="list-style-type: none"> Courtesy Reply STID 700 is not a valid STID |
| <ul style="list-style-type: none"> New Participants \$0.03 credit for each BRM, CRM, and/or Share Mail piece counted regardless of their CRID Participants from the 2017 Earned Value Promotion will earn \$0.03 credit for each BRM, CRM, and/or Share Mail piece counted based on <i>meeting or exceeding a 95%</i> (threshold) counted for the same CRID from April 1st through June 30th 2019 Not Applicable \$0.00 credit for each BRM, CRM, and/or Share Mail piece counted when mailers <i>DO NOT meet or exceed a 95%</i> threshold counted for the same CRID from April 1st through June 30th 2019 | <ul style="list-style-type: none"> New Participants \$0.02 credit for each BRM, CRM, and/or Share Mail piece counted regardless of their CRID Participants from the 2019 Earned Value Promotion will earn \$0.02 credit for each BRM, CRM, and/or Share Mail piece counted based on <i>meeting or exceeding a 93%</i> threshold counted for the same CRID from April 1st through June 30th 2020 Participants from the 2019 Earned Value Promotion will earn \$0.04 credit for each BRM, CRM, and/or Share Mail piece counted based on exceeding a <i>100%</i> threshold counted for the same CRID from April 1st through June 30th 2020 \$0.00 credit for each BRM, CRM, and/or Share Mail piece counted when mailers <i>DO NOT meet or exceed a 93%</i> threshold counted for the same CRID from April 1st through June 30th 2020 |