

CONTENTS

ь.	Background and Program Description	2
п.	Program Parameters	2
ш.	Eligibility Requirements	3-9
	A. Mailpiece Content Requirements	3-4
	B. Submission and Approval of Mailpiece Samples	.4-5
	C. <u>Registration Requirements</u>	5-6
	D. Mailing Submission Requirements	6-7
	E. Requirements at Mail Acceptance and Post - Mailing	. <mark>8-9</mark>
IV.	Technical Information	.10
v.	Program Office Contact Information	.10
VI.	Revision History	.10
VII.	Appendix	

I. BACKGROUND AND PROGRAM DESCRIPTION

New print technologies are primed to deliver unique, engaging, and creative experiences you cannot generate in a singularly-digital way. The 2020 Personalized Color Transpromo Promotion is intended to incorporate marketing messages highlighted through the use of color, dynamic variable print and personalization. Color messaging within bills and statements enhances the value of First-Class Mail by fostering a better connection and response from consumers. *Mailpiece content requirements will differ for those companies who have already participated in the program in the past.*

This promotion will provide an upfront postage discount to participants that meet the program requirements.

II. PROGRAM PARAMETERS

Registration Period:	May 15 through December 31, 2020		
Promotion Period:	July 1 through December 31, 2020		
Discount Amount*	2% of eligible postage. The discount is calculated in <i>PostalOne!</i> [®] and applied to the postage statement at the time of mailing.		
Eligible Mail:	First-Class Mail commercial letters that are part of an IMb Full- Service mailing.		
Ineligible Mail:	Any mailpieces not sent in an IMb Full-Service mailing All USPS Marketing Mail™ Periodicals Bound Printed Matter Media Mail® First-Class Mail and Marketing Mail Parcels First-Class Mail cards and flats		
Mailpiece Content Restrictions:	Bills and statements only		

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 AFTER THE PROMOTION CLOSES.

III. ELIGIBILITY REQUIREMENTS

A. Mailpiece Content Requirements

ALL COMPANIES REGARDLESS OF PREVIOUS PARTICIPATION

The purpose of this promotion is to leverage new color print technology and to create added value to the production of bills and statements.

Eligible mailpieces must include:

- A <u>full color</u> transpromotional marketing/consumer message, or a visualization of account data such as an "<u>Onsert</u>", which is printed in-stream on a physical piece of paper within the content of the bill or statement. The mailpiece must include full color text with or without an image using a dynamic variable print process, and is required to be mailed as First-Class Mail per DMM 233.2.2. *Mailpieces must use two or more colors in the marketing message or in the depictions of account data. Black and white or grayscale do not qualify as colors.*
 - An **Onsert** is a message printed in-line with the bill or statement, with no extra paper. This is different than an insert, which is included inside of an envelope.
 - Full color is defined as a four-color-process using CMYK (cyan, magenta, yellow and black) printing. The four-colors (CMYK) refer to the printing process itself, not the colors found on the mailpiece. Two or more colors are required.
- Examples of marketing or consumer messages
 - Rewards/Loyalty program incentives
 - Renewal offers and incentives
 - o Promotions based on the existing relationship
 - Supplementary or complimentary products or services
 - Cross Sell or Upsell Promotions
 - Copy with or without images that promote products, services, or information that the recipient would deem personal in nature
 - Coupons for products/services
 - o Visualizations displaying account data
 - Charts or graphs depicting payment history, etc.

Ineligible Full color marketing or consumer messages (include but not limited to):

- Color messaging encouraging customers to go paperless or setup electronic communications for bills, statements, etc.,
- Full color logos or the use of full color on the outer envelope
- Use of pre-printed paper stock
 - This includes any pictures, graphics, text (alphanumeric), formatting markings, and watermarks that are pre-printed
- Messages not contained within the bill itself or messages that are not included within the content of the bill

- General account maintenance messaging. Examples include (but are not limited to):
 - Directing customers online to contact customer service for account or billing issues
 - Payment status (e.g. Amount Due, Past Due, Pay Now, Payment Due, Late Payment, Pay This Amount, Remit This Amount)
 - Account status (e.g. Account Past Due, Account Delinquent)

Color Messaging Encouraging Mail Diversion

• If mailpiece contains a color statement encouraging mail diversion (ex., sign up for paperless billing or go online the pay) That messaging cannot be larger and more prominent than the qualifying color marketing messaging.

PERSONALIZATION REQUIREMENTS FOR PRIOR PARTICIPANTS

The companies who have participated in any prior Personalized Color Transpromo Promotion must meet the color requirements listed above and the personalization requirements listed below.

 "Personalization" is information applying to the marketing or consumer message that the recipient would deem personal or relevant in nature. The messaging for personalization must be in-line with the bill or statement, as the language on "Onserts" describes. Messages should be personalized at the individual level or tailored to a specific consumer segment. At least 4 customer segments must be targeted with unique marketing messaging for each.

Examples Include:

- Demographics
 - o Age
 - o Gender
 - o Income
- Psychographics
 - o Personality
 - \circ Values
 - o Opinions
 - o Attitudes
 - o Interests
 - o Lifestyles
- Purchase behavior

B. Submission and Approval of Mailpiece Samples

Mailpiece samples must be submitted to the Program Office for review and approval **prior to claiming the discount** on the mailing.

Past acceptance/approval in prior Personalized Color Transpromo promotions **does not guarantee** acceptance/approval in 2020 promotions

All participants must send pdf files of color copy samples of your mailpiece(s) that includes the design and layout to the Program Office at <u>FCMColorPromotion@usps.gov.</u>

Prior participants, in addition to demonstrating requirements for all others, must meet the Personalization requirement. Participants must demonstrate they have targeted at least 4 different consumer segments when submitting their mailpieces. Participants must provide the following to the Program Office in order to have their mailpieces approved:

- Sample of your mailpiece with images of the different messaging for each identified segment
- A brief description of how the messaging was personalized or segmented

If you would like a Pre-Approval letter for your mailpieces for mailpiece acceptance purposes, please refer to **section III-E** on how to obtain one.

Samples that qualify will be available on the 2020 Personalized Color Transpromo Promotion page: <u>https://postalpro.usps.com/promotions/2020_transpromo/samples_</u>

C. 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/registration

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 postalone@usps.gov.

D. Mailing Submission Requirements

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

Documentation/Postage Statement

Mailings must be submitted electronically via Mail.dat® and Mail.XML[™] or Postal Wizard. Mailings submitted via Postal Wizard cannot exceed 9,999 pieces. 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).

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 CP** for the 2020 Personalized Color Transpromo promotion.

Participating 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.

Mailpieces must be part of a full-service mailing. Residual pieces that are part of a full-service mailing, but do not meet full-service requirements and meet all other promotion requirements may be contained on the mailing statement and will qualify for the discount.

Commingled and Combined 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.

Technical Language: 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 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.

For further technical information refer to the relevant Technical Specification document at:. <u>https://postalpro.usps.com/resources-list/technical_specifications</u>

Mailing Date

Mail must be tendered for acceptance during the promotion period, July 1 – December 31, 2020. All promotion eligible mailings must be accepted and finalized in **PostalOne!** no earlier than 12:00:00AM on July 1, 2020 and no later than 11:59:59 P.M. on December 31, 2020 (the last day of the promotion). THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE.

If **PostalOne!** issues arise during the promotion period which prevent the timely finalization of Postage Statements in **PostalOne!** please follow the instructions illustrated in the **PostalOne!** External Contingency Plan: <u>https://postalpro.usps.com/node/852</u>

Postage Payment Method

Postage must be paid using a Permit Imprint or Pre-cancelled Stamp permit. Some Meter Permit mailings may qualify. OMAS and "Official Government Mail" mailings are not eligible for the promotion.

Meter Mail/Precancelled Payment Option

Meter participants who wish to claim the incentive must affix the appropriate reduced promotion amounts listed in the table below. Participants must select the appropriate Affixed Method option as follows:

- VAR/CVAR Meter Mail: all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: only option available is "Neither"
- Precancelled: 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
First-Class Mail Letters auto and presort	\$ 0.36
First-Class Mail Non Machinable Letters	\$ 0.58

E. Requirements at Mail Acceptance and Post-Mailing

Mail Acceptance Requirements

The participant must provide a hard color copy of their mailpiece that includes the design and layout or a Pre-Approval Letter to the Business Mail Entry Unit acceptance clerk. If a mailing agent submits mailings from multiple participants, a hard color copy of each participant's mailpiece must be presented. Addressed samples will not be accepted. If pieces are variably printed, one sample that is comparable to the mailing may be presented.

Pre-Approval Letter

In limited circumstances participants using the same messaging with limited variations throughout the promotion period may contact the program office for a Pre-Approval Letter. These participants must be able to send the Program Office a color copy of their mailpiece that includes the design and layout and request a Pre-Approval Letter. In addition, a list of all BMEUs that will be used for mail entry throughout the promotion must be provided to the Program Office.

How to Obtain a Pre-Approval Letter

- Receive approval from the Program Office for their mailpiece(s), meeting all eligibility requirements
- Request a Pre-Approval Letter from the Program Office when submitting the mailpiece(s) for approval, including a copy with the design and layout
- Submit documentation with the following information:
 - MSP Name
 - MSP Permit Number
 - o Mail Owner
 - Mail Owner Permit Number
 - o ALL Acceptance Mailing Locations w/Complete Addresses

Mailpiece Sample Submission Requirements for Seamless Acceptance

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

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.

Submitting Samples 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 review sample mailpieces collected at BMEUs 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 unregister the participant from the program or restrict participation in future promotions.

Additionally, all participants who receive the discount must retain an electronic or hard copy sample of the mailpiece until December 31, 2021, and if requested by the Postal Service, must forward such sample to the Promotion Program Office.

IV. TECHNICAL INFORMATION

<u>Reminder</u>: To claim the discount for mailings submitted via Mail.dat® or Mail.XML[™], the Component Characteristics Record (CCR) file should be populated with the **two-letter characteristic CP** for the 2020 Personalized Color Transpromo promotion.

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

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

V. PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office.

Email: FCMColorPromotion@usps.gov

Facsimile: 202-268-0238

Mail: US Postal Service Attn: Personalized Color Transpromo Promotion PO Box 23282 Washington, DC 20026-3282

FedEx and UPS shipments cannot be delivered to postal PO Box addresses. To ensure prompt delivery to the Promotions Office, please use postal products or services. All mailings must include information about the sample, contact information and an email address for responses.

The Program Office responds to all inquiries within 4 business days upon receipt of samples to the PO Box and emails to the promotion email address.

Be sure to take advantage of our PostalPro[™] website for information and resources pertaining to our Promotions: <u>https://postalpro.usps.com/promotions.</u>

VI. REVISION HISTORY

Date	Section	Reason For Revision	Version
4/16/2020	3-В	Updated link to samples	

APPENDIX

Complete the following checklist to ensure eligibility requirements for the 2020 Personalized Color Transpromo Promotion are met.

Mailpiece Content Requirements

- The mailpiece contains a dynamic or variably printed full color marketing or consumer message on the bill or statement. Messages must be part of the statement (Onserts) and not on an insert or addendum. The message should be printed in-line with the document.
- For repeat participants only: Mailpiece(s) must contain personalization.
 "Personalization" is information applying to the marketing message that the recipient would deem personal or relevant in nature.

Mailing Submission and Acceptance Requirements

- Mailing claims automation pricing and has an Intelligent Mail Barcode (IMb).
- All mailpieces are a part of a full-service mailing. At least 90% of mailpieces reported on the postage statement must meet Full-Service requirements.
- Provided a hardcopy sample mailpiece (or color facsimile) for eligibility verification to the BMEU.

OR

Program Office Pre-Approval letter provided with each mailing. Instructions on how to receive a Pre-Approval letter are listed in <u>section III-E</u>.