United States Postal Service®

INDUSTRYALERT

April 17, 2020

New IMb Political Mail Service Type IDs
For Letters & Flats Effective July 27, 2020

Political mail continues to be a top priority within the United States Postal Service and we remain steadfast in our commitment to the democratic process and the election community. The Postal Service has made the following improvements to ensure the accurate and timely processing of Political mail. Effective July 27, 2020 the following new Service Type IDs (STIDS) will be available for use in preparing Political mail. Use of these new STIDS will allow for Informed Visibility Mail Tracking and Reporting (IV-MTR) that will uniquely identify Political mail during mail processing. These STIDS are for Political mail only. *(Please note the definitions of political and election/ballot mail below.)*[1]

Political Mail (Effective July 27, 2020)			
Class of Mail	**Address Correction Option**	**Basic or Non-automation with IV® MTR***	**Full-Service with IV® MTR***
First-Class Mail® Political Mail	No Address Corrections	**727**	**747**
USPS Marketing Mail® Political Mail	No Address Corrections	**728**	**748**

*   Informed Visibility® Mail Tracking & Reporting https://postalpro.usps.com/visibility-and-tracking/informed-visibility-iv

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[1] **Political Mail** is any material mailed for campaign purposes by a registered political candidate, campaign committee, or committee of a political party, or political message mailing by a political action committee (PAC), super PAC, or other organization engaging in an effort to influence or drive voter mobilization.

Ballot Mail / Election Mail is any item mailed to or from authorized election officials or Local Election Offices (LEO) that enables citizens to vote, such as:

- Official Ballot materials
- Voter registration cards
- Absentee applications

Polling place notifications

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