# Eligible Mailpiece #1

Example Company

Account History	01/01/20-01/31/20	Account Ba	01/31/2020				
Prior Balance (12/31/19)	\$100	Balance	Minimum Payment	Due Date			
Purchase 1 (01/03/20)	\$50	\$210	\$15	02/01/2020			
Purchase 2 (01/18/20)	\$50		Late Fees will be assessed for any payments not received by the due date.				
Interest Accrued (01/30/20)	\$10	Devine only t	he minimum	amount due			
Balance:	\$210	Paying only the minimum amount due will result in more interest and result in a longer payoff period.					





NITED STATES STAL SERVICE @ This piece **would qualify** as it has a full color (*Utilizing 2 or more non black/white colors*) marketing message about applying for a store card. It is targeting frequent customers.

Although there is a mail diversion message, (going paperless) it is not nearly as prominent as the store card marketing message printed on the bill as an Onsert.

#### Full Requirements:

https://postalpro.usps.com/promotions/2020\_tran spromo/requirements



## Ineligible Mailpiece #1

Troducz Troducz Troducz

### Example Company

Account History	01/01/20-01/31/20	Account Ba	Account Balance 01/31/2020					
Prior Balance (12/31/19)	\$100	Balance Minimur Paymen		Due Date				
Purchase 1 (01/03/20)	\$50	\$210	\$15	02/01/2020				
Purchase 2 (01/18/20)	\$50	Late Fees will be assessed for any payments not received by the due date.						
Interest Accrued (01/30/20)	\$10	Paving only f	he minimum	amount due				
Balance:	\$210	Paying only the minimum amount due will result in more interest and result in longer payoff period.						



This piece does have a qualifying full-color marketing message (Two or more colors), but **it would not qualify** due to prominence of the mail diversion message.

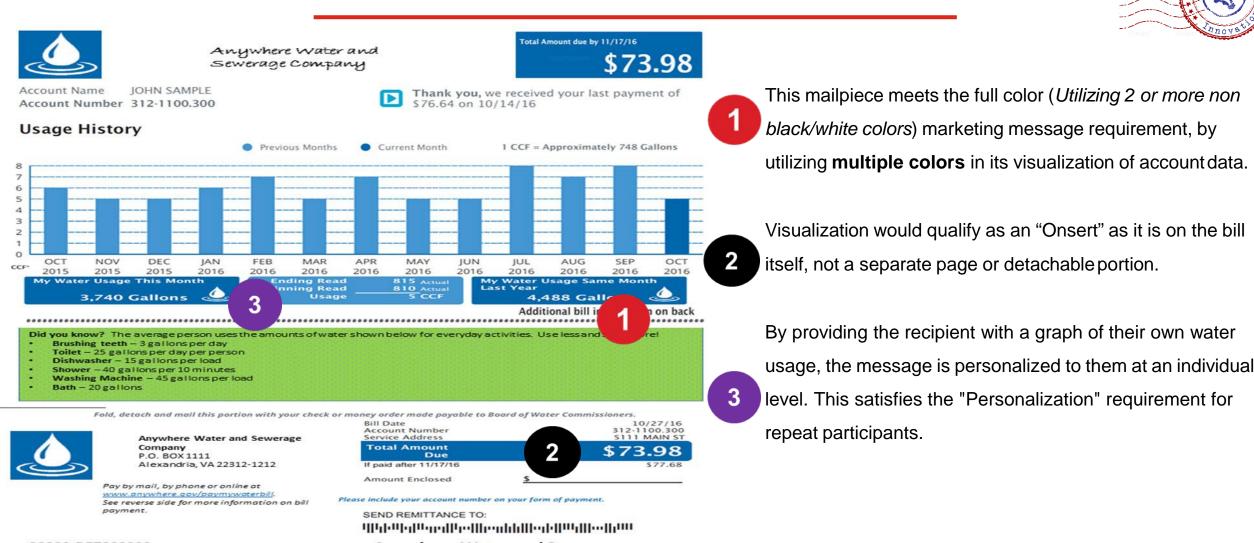
If a mail diversion message is present, it cannot be as prominent or more prominent than the marketing message.

#### **Full Requirements:**

https://postalpro.usps.com/promotions/2020\_tran spromo/requirements



## Eligible Mailpiece #2



90000-DET200000 John Sample 5111 Main Street Alexandria, VA 22312-1212 Anywhere Water and Sewerage Company P.O. BOX 1111 Alexandria, VA 22312-1212

# Ineligible Mailpiece #2

Company Name PO BOX 123456 Anytown, US 00000-0000 1-800-000-0000



### **Company Name**

123 Main Street Anytown, US 12345 Your password for online bill pay is: 3456789

Service Address			Account Number			Bill Date	Due date	
123 Main Street			123456			1/1/2020 1/15/20		/15/2020
Description	Previous	Current	Mult	Usage	U/M	Rate		Amount
	12/1/2019	12/31/2029						
Previous Balance							\$	84.12
Convenience Fee							\$	1.00
Payment 12/20/20							\$	(55.00)
Water/Sewer					1383.68	Gallons	\$	13.37
Electric					386.98	кwн	\$	43.51
Gas					4.79	CCF	\$	7.64
Trash					0	Fixed	\$	5.00
Admin Fee					0	Fixed	\$	10.00
Current Balance							\$	109.64



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This sample **DOES NOT** meet the full color marketing message requirement as the promotional message only utilizes one color. Full color requires two or more non black/white colors.

This mailpiece DOES NOT meet the

"Onsert" requirement as the marketing

message is printed on a detachable section.

"Onserts" should be printed in-line with the statement.

Don't miss an opportunity to get \$50 off your next bill at Company Name by referring someone to use our services.

If your referral signs up for our services by 01/31/2020 the \$50 discount will be applied to your next bill.

