

# Fact Sheet for USPS Picture Permit™ indicia

## Overview

USPS Picture Permit™ indicia (referred to as “PPI”) provides an opportunity for an organization to customize the Permit Imprint Indicia on their First-Class Mail® letters and postcards and USPS Marketing Mail™ letters with their organization logo, brand image or trademark. PPI may be used to raise brand awareness and market an organization’s products and services.

The unique nature of a USPS Picture Permit™ indicia will help...

- Boost the mailpiece’s visual impact
- Potentially increase open/read rate
- Afford immediate recognition of an organizations logo, brand images or trademarks for awareness and product promotion
- Corroborate the message of direct mailpieces and other advertisements

## Highlights

- USPS Marketing Mail™ automation letters & First-Class Mail® automation letters and postcards only
- Mail owner is responsible for the image.
- PPI images must be in **color**.
- Required elements of the indicia may be in black (e.g., class of mail, “U.S. POSTAGE PAID”, permit, etc.).

## Pricing

- First-Class Mail® letters and postcards = 1¢ per mailpiece (plus applicable postage)
- USPS Marketing Mail™ letters = 2¢ per mailpiece (plus applicable postage)

## Participation

Learn about the product requirements and the 4 step authorization process to become eligible to use PPI at;

[www.usps.com/business/postage-options.htm](http://www.usps.com/business/postage-options.htm)

The website provides the following information:

- Registration Link
- Fact Sheet
- Frequently Asked Questions (FAQs)
- PPI Technical Requirements
- PPI Product Requirements
- Program Office (PO) email address

## USPS Picture Permit™ indicia Authorization Process

Step 1: Go to Business Customer Gateway/Mailing Services/Picture Permit: <https://gateway.usps.com/eAdmin/view/signin> to register and upload a pdf file of an addressed mailpiece showing envelope/postcard dimensions, clear zone and proposed Picture Permit design

Step 2: Once registered and customized image is received, the organization will confirm the application has been reviewed and approved. Application status will be posted on the BCG Dashboard.

Step 3: If your user id does not have any Permit Indicia (PI) or OMAS Indicia (OI) permits for the CRIDS you are authorized for. Please return to the USPS Business Customer gateway and request Picture Permit Indicia access for one or more of your business locations which have a PI or OI permit.

## Mailpiece Design Analyst Evaluation Process

Letter Mail conforming to DMM 604.5.4, Picture Permit Imprint Indicia (PPII), shall undergo the Mailpiece Design Analyst evaluation process which takes approximately 2-3 business days as long as the sample mailpiece meet all the technical requirements. Mailers will be able to follow the approval status on the Business Customer Gateway Dashboard.

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Mailers shall provide a pdf production sample which will replicate what will be printed and produced in the live mailstream. The sample mailpiece must include the following requirements:

- a. Color image shall not contain embedded text or numbers.
- b. Color image shall not have a drop shadow on any edge.
- c. PPI area (including .50" left and bottom clear zone) to be on white background (no reverse print).
- d. PPI shall be positioned in upper right-hand corner with "clear zones" as shown in Fig. B
- e. Overall width of longest text line shall not be less than width of image as shown in Fig. C
- f. All mail class text to conform to the approved template provided by USPS.
- g. No disk mailers, reusable envelopes, perforated folded self-mailers, windowed envelopes.
- h. Does not exhibit any of the non-machinable criteria listed in DMM 101.1.2.

\* For more details please review PPI Technical Requirements document

*Please mail samples to:*

U.S. Postal Service  
Attn: USPS Picture Permit™ indicia  
475 L'Enfant Plaza SW, RM 2P916  
Washington, DC 20260-5538

Once the organization passes these tests, the PO will request a mailing schedule, including dates and volumes.

## Commingled Mail

The following instructions are provided for mail owners using a Mail Service Provider to submit PPI mail within a Combined mailing. You must comply with all requirements for participation in the USPS Picture Permit™ indicia program including but not limited to the following:

1. Complete PPI program requirements and obtain PO authorization.
2. Pay all applicable permit and annual fees.
3. Mailing must be submitted through eDoc (Mail.dat or Mail.xml).
4. Mail Owner and Mailing Agent must be identified in the eDoc.
5. A separate postage statement must be submitted for each PPI mail owner. All pieces represented on the individual postage statement must be 100% PPI.
6. Mailpieces must be entered as part of a automation mailing within an authorized First-Class Mail or USPS Marketing Mail™ Combined Mailing.
  - a. Basic service automation pieces may be included and qualify for payment of the PPI fee within the Combined mailing.
    - i. Pieces subject to the PPI fee must be properly identified in the eDoc to reflect the total count in the Extra Services section of the postage statement.
    - b. Non-Automation price (machinable or presort) mailpieces may be submitted and qualify for payment of the Picture Permit fee under the following conditions:

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- i. Machinable/presort mailing is presented as a combined mailing and supported by electronic documentation and separate postage statement by client.  
  
OR
  - ii. Machinable/presort mailing is presented as a separate identical weight presort mailing for just the PPI pieces.
  - iii. Single-piece PPI pieces may qualify for payment of the PPI fee when prepared and presented in groups of 100 by ounce increment.
7. PPI piece counts will be verified in conjunction with the Mail Piece Count Verification performed at time of acceptance.
  8. Mail owner must be listed on Customer Mail Report.
  9. Mail Service Provider must submit upon request a report by PPI client showing the total number of pieces by qualifying ZIP CODE.

### **Mail Service Providers (MSPs) Acting on Behalf of the Mail Owner**

Mail owners are fully responsible for the images appearing on the Picture Permit space. Mail owners may give their permission to an MSP to apply for PPI on the mail owner's behalf.

Upon request, the MSP must produce authorization to the Program Office (PO) when acting on behalf of the Mail Owner. This authorization may be requested as determined necessary by the U.S. Postal Service®, the U.S. Postal Inspection Service®, or their agents.

### **PO Contact Information**

*By Mail:*

U.S. POSTAL SERVICE  
ATTN: USPS PICTURE PERMIT™ indicia  
475 L'ENFANT PLAZA, SW, RM 2P916  
WASHINGTON, DC 20260-1011

*By E-Mail:* [picturepermit@usps.gov](mailto:picturepermit@usps.gov)