

MAILPIECE QUALIFICATION TIPS

We recommend reviewing this document and following these tips prior to enrolling in the Earned Value promotion to ensure that your reply mailpieces qualify for the promotion and that you are enrolling the correct MIDs in the promotion.



1. Does my mailpiece qualify?

Reply mail pieces are counted during the promotion period (April 1 – June 30): only Business Reply Mail, Courtesy Reply Mail and Share Mail pieces will qualify (Permit Reply Mail is excluded from the promotion).



Business Reply Mail (BRM)



Courtesy Reply Mail (CRM)

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Share Mail



2. Does my barcode qualify? *The IMb on your reply pieces must be properly formatted to be counted correctly. We recommend you review the barcode on each of your reply pieces that are sent as enclosures.*



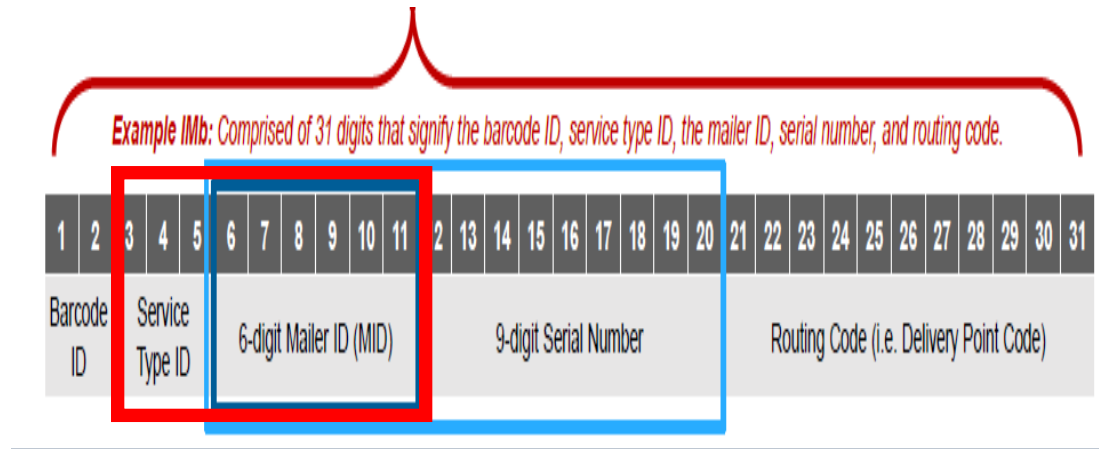
We recommend that you verify that the barcode on all of your reply pieces meet the Earned Value Program requirements and use the correct MIDs and STIDs.



You can verify that you are using the correct **MID(s)** and **STID(s)** on your reply pieces by contacting the Mailpiece Design Analyst (MDA) at either 855-593-6093 or mda@usps.gov. You will need to email a PDF of each of your reply pieces requesting verification of the MID and STID.

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The Intelligent Mail barcode (IMb) is a 65-bar Postal Service barcode used to sort and track letters and flats. It allows mailers to use a single barcode to participate in multiple Postal Service programs simultaneously, expands mailers' ability to track individual mailpieces, and provides greater mail stream visibility. The IMb consists of:



Check to make sure the barcodes on you pieces use the correct STIDs and track your MIDs

- **Service Type Identifier (STID)** – A 3 digit numeric code used with the Intelligent Mail barcode (IMb) on a mailpiece that identifies what type of mail class to use, address correction option, use of IMb Tracing™ and whether the mail contains a Full Service or Basic IMb.

QUALIFYING STIDs

Courtesy Reply STIDs

703, 050, 070, and 030

Business Reply STIDs

708, 052, 072, 032

Share Mail STIDs

733 and 734



Note: STID 700 is **not** valid for Courtesy Reply and envelopes containing this STID will **NOT** be counted for the promotion.

- **Mailer Identifier (MID)** – A 6 digit or 9 digit numeric code the USPS assigns to a Mail Owner or Mail Service Provider based on mail volume.



Keep track of all of the **MIDs** on your reply pieces. These MIDs need be registered in the Earned Value Promotion. If the MIDs are not registered they will not be counted.

Do I have an Origin IMb MID?

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If you do not have a MID in your barcode on your BRM and CRM mailpieces then this is considered an Origin IMb MID and you will need to follow a separate process to register. Contact the EV Program Office for these instructions at earnedvalue@usps.gov.

Information For Mailers Who Are Designing a New Reply Mailpiece



Tips on Designing New Reply Mailpieces

How do I design a new reply piece?

There are two ways that to design a new reply piece:

1. The Automated Business Reply Mail (ABRM) Tool
 - a. Located on the Business Customer Gateway (BCG)

Before using the ABRM Tool you will need to:



- Get a Mailer ID (MID) from the Business Customer Gateway (BCG) at: <https://gateway.usps.com>
- Get a Business Reply Mail *Posta/One!* Permit Number for BRM and QBRM pieces
- Get a USPS assigned BRM/QBRM Zip + 4® Code for BRM and QBRM pieces
- Get a **business** account in the Business Customer Gateway



ABRM Tool Instructional Guide at:

<https://postalpro.usps.com/mnt/glusterfs/2018-02/ABRMToolInstructionalGuide.pdf>

2. The Mailpiece Design Analyst (MDA) Customer Service Help Desk
 - a. Request assistance at either 855-593-6093 or mda@usps.gov.

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Publication 25 contains information on how to design letters and reply mail located on pages 35 – 44 at:

<https://about.usps.com/publications/pub25.pdf>