



2021 EARNED VALUE PROMOTION

CONTENTS

I. Background and Program Description	2
II. Program Parameters.....	2
III. Registration Period.....	3-4
IV. Promotion Period and Earned Value Credit Calculation.....	4-5
V. Credit Agreement and Credit Redemption Period.....	5-6
VI. Program Office Contact Information	6
VII. Revision History.....	6

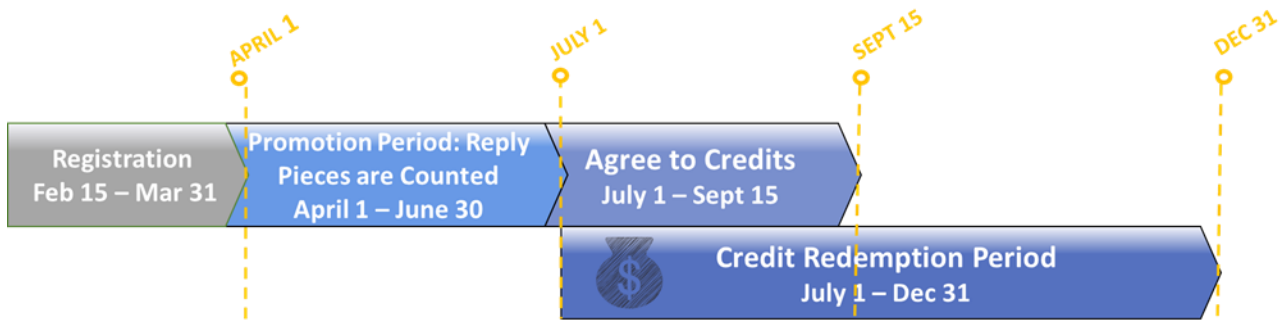
I. BACKGROUND AND PROGRAM DESCRIPTION

The 2021 Earned Value Promotion is intended to slow the decline of First-Class Mail® including Business Reply Mail (BRM) and Courtesy Reply Mail (CRM). As technology continues to disrupt mail volume the U.S. Postal Service® would like to encourage mailers to continue distributing BRM, CRM, and Share Mail® pieces. Mailers who register their Mailer ID (MID), permit(s), and use eligible Intelligent Mail® barcodes (IMbs) on their BRM, CRM, and Share Mail pieces may receive a postage credit for each mailpiece that is placed in the mailstream by the recipient and scanned during the promotion period.

The Earned Value Promotion will run for three months in 2021 from April 1st - June 30th 2021. At the end of the promotion, the BRM, CRM, and Share Mail pieces will be totaled and the earned postage credit applied to the selected permit accounts. Once the participant accepts their credits in the Business Customer Gateway (BCG) **the earned credits** will be applied to the enrolled permit(s). The participant can apply the earned credits to future mailings of First-Class Mail® Presort and Automation cards, letters and flats, and USPS Marketing Mail™ letters and flats.

II. PROGRAM PARAMETERS

Program Timeline:



Registration Period:

February 15th – March 31st 2021

Promotion Period:

April 1st – June 30th 2021

Eligible Mail:

Business Reply Letter Mail, Courtesy Reply Letter Mail, and Share Mail

Ineligible Mail:

Permit Reply Mail and Ballot Reply Mail

Review and Acceptance Period for Credits:

July 1st – September 15th 2021
Participants review their volumes and agree to any credits earned. The credits will be released when the participant agrees to their volumes. The volumes must be accepted by September 15th 2021; otherwise the credits will be forfeited.

Expiration Date for Credits:

December 31st 2021

III. REGISTRATION PERIOD

Registration is open from February 15th – March 31st 2021

Note: Participants must complete their registration by the close of business on March 31st 2021.



Program Registration: Participants and/or mail service providers must register their MID(s) and select the permit(s) to which future credits will be applied in the Business Customer Gateway. Registration opens February 15th 2021.

The Earned Value Promotion registration requires the participant to:

1. Select one or more Customer Registration Identifications (CRIDs) from active permits
2. Select one or more Mailer Identifications (MIDs) to be used on reply mail pieces and Share Mail pieces
3. Select the permit(s) where the future credits will be applied

Mailpiece Requirements: Prior to registration we recommend reviewing the Intelligent Mail barcodes on your CRM, BRM, and Share Mail pieces to ensure they are properly barcoded.

CRM Requirements: The Courtesy Reply Mail pieces must contain the Intelligent Mail barcode with the registered Mailer ID encoded to qualify. The IMb on all CRM pieces must contain the barcode ID, correct service type ID, and the correct 11 - digit routing code with delivery point.

BRM Requirements: The Business Reply Mail pieces must contain the Intelligent Mail barcode with the registered Mailer ID encoded to qualify. The IMb on all BRM pieces must contain the barcode ID, correct service type ID, and ZIP+4 routing code.

Courtesy Reply STIDs	Business Reply STIDs
703, 050, 070, 030	708, 052, 072, 032

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

Share Mail Requirements: Share Mail pieces must contain a unique or static Intelligent Mail barcode with the registered Mailer ID encoded to qualify. The IMb on all Share Mail pieces must contain the barcode ID, correct service type ID, and ZIP+4 routing code. Further questions can be directed to the Share Mail Program Office via email at: sharemail@usps.gov

Share Mail STIDs
733 and 734

Registering MIDs: The 2021 Earned Value Promotion provides participants with earned credits based on qualifying BRM, CRM, and Share Mail pieces with an Intelligent Mail barcode. The encoded IMb with registered Mailer ID(s) and the in the Earned Value Promotion will be read during mail processing and counted. These are the pieces that are counted during the promotion period that runs from April 1st – June 30th 2021.

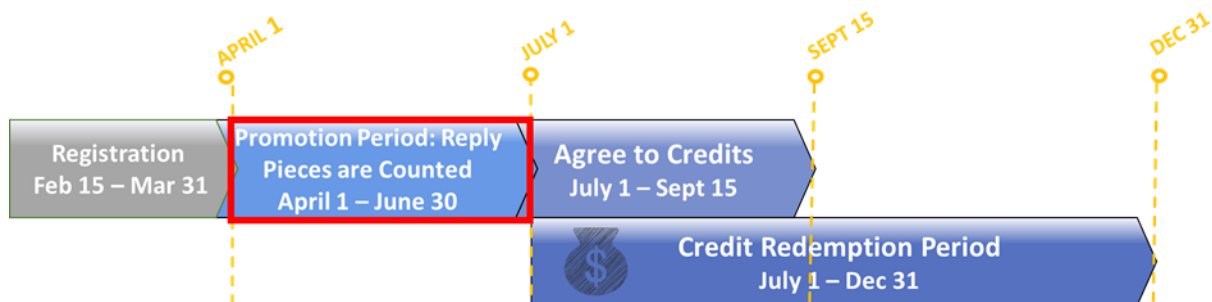
Selecting Permit(s) for Credits: During registration the participant will also select one or more permits to which earned value credits will be applied during the credit redemption period which runs from July 1st – December 31st 2021. Imprint, Meter, OMAS Imprint, OMAS Meter and Precanceled permit types are eligible.

As part of the terms of participation, all mail owners must complete a survey about their participation in the promotion at the end of the promotion period.

IV. PROMOTION PERIOD AND EARNED VALUE CREDIT CALCULATION

Reply pieces are counted during the Promotion Period which runs from April 1st – June 30th 2021.

At the end of the Promotion Period Earned Value Credits are calculated.



During the Promotion Period/Mailing Date: April 1st – June 30th 2021.

Earned value credits are earned on BRM, CRM, and Share Mail that are scanned during the promotion period, April 1st – June 30th 2021. The credits will not be earned on pieces scanned after June 30th 2021 even if the outbound mailpieces were sent prior to that date. The count of BRM, CRM, and Share Mail pieces will be based on scans during mail processing and may vary from the participant’s counts. For the purpose of this promotion, the U.S. Postal Service will calculate the credits based on piece counts resulting from the scans captured during mail processing and computed by the Share Mail system.

Tip: We strongly encourage our customers to monitor their Activity Report (found in the Program Registration Tool) on a weekly basis. Our business rules to convert scans into piece counts require that we do periodic look-backs. Scans may fluctuate from day to day on the report, so comparing volumes on a weekly basis is a better way to monitor the CRM, BRM, and Share Mail counts. If the Activity Report piece counts do not look accurate, please contact the Program Office as soon as possible to review your enrollment and make any necessary adjustments.

Earned Value Credits Calculation: At the end of the promotion, the earned value credits for BRM, CRM, and Share Mail pieces will be counted based on each CRID.

All participants will receive a \$0.02 credit for each BRM, CRM, and/or Share Mail piece.

V. CREDIT AGREEMENT AND CREDIT REDEMPTION PERIOD

Participants agree to their credits from July 1st – September 15th 2021. The Credit Redemption Period begins when the Participant agrees to credits through December 31st 2021.



The credits will be released when the participant agrees to their volumes at the end of the promotion (after June 30th 2021) and runs through September 15th 2021.

Review and Dissent Process for Credits: Participants should carefully review their volumes once the Promotion Period has ended beginning July 1st and agree to their credits on the Program Registration system no later than September 15th 2021.

If the BRM mailpiece counts are incorrect, participants should contact the Program Office to review them. To initiate a review, provide the following information to the Program Office via email at: earnedvalue@usps.gov:

- MID(s) with disputed BRM volumes
- Number of BRM reply pieces that your records indicate you received from April 1st – June 30th 2021
- Documentation of BRM piece counts and dates
 - Must be either a BRM invoice or other reports from PostalOne!
- PDF samples of the front side of the BRM envelope(s) showing the IMb

Agreement Period Deadline: The last day to agree to credits is September 15th 2021, otherwise the credits are forfeited.

Using Earned Value Credits:

Earned Value Credits can be used once the participant agrees to them in Program Registration. They can be applied to postage for future mailings of First-Class Mail Presort and Automation cards, letters and flats, and USPS Marketing Mail letters and flats that are mailed using the permit(s) that was selected at the time of registration.

To use the credits, the participant must submit mailings of First-Class Mail Presort and Automation cards, letters and flats, and USPS Marketing Mail letters and flats electronically via Mail.dat, Mail.XML or Postal Wizard and claim the incentive code RR in the CCR field or use the

dropdown menu in Postal Wizard.

If a participant has selected a Meter permit, credits can only be applied to postage balances that are due at the time of mailing and cannot be credited to metered amounts.

Credits can be applied to a mailing that is claiming a 2% discount for another mailing promotion.

Expiration Date for Earned Value Credits: December 31st 2021

All credits must be applied to a postage statement no later than December 31st 2021. After this date any outstanding credits will expire and cannot be redeemed.

VI. PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office via email at: EarnedValue@usps.gov

The Promotions Office responds to all inquiries within 4 business days upon receipt of emails to the promotion email address.

VII. REVISION HISTORY

Date	Section	Reason For Revision	Version
2-18-2021	III	Updated Mailpiece Requirements for CRM and BRM	2