USPS_2c.wmf Product Requirements

Plus One Product

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**Product Description**

Marriage Mail is a form of direct mail that “marries” or combines advertisements such as coupons or sales notices from multiple companies in one mail package to share the cost of mailing. The purpose of this new product is to encourage USPS Marketing Mail Saturation Letter marriage mailers to add a Plus One card to existing and/or new mailings to increase advertising reach and to drive customer response rates.

**Product Rollout:** Plus One was filed for approval as a new product in Fall 2021 and approved as a new product in January 2022

**Price**: Each Plus One card is priced per Notice 123 (2022 price approved at $0.10 per card). This postage is in addition to the normal Host Saturation Marriage letter mailpiece postage price listed in the published Price List (Notice 123).

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| **Eligible Mail Classes**: | Host Saturation Marriage Saturation letter mailpiece must be a USPS Marketing Mail Saturation Letters piece. |

**Additional Requirements:** Host Saturation Marriage Saturation letter mailpiece must be a marriage mail letter.

The advertiser on the Plus One card must also have an ongoing relationship with the marriage mail Host mailpiece (i.e. been in/on the marriage mailpiece within the past six months). **The new product is not intended to be used to convert solo mailings into Plus One mailings.**

**Requirements**

1. **Detailed Product Requirements**

* Customers must mail a commercial automation USPS Marketing Mail Saturation Letters (Host Saturation Marriage piece) that is marriage mail
  + Marriage Mail is defined as a form of direct mail that “marries” advertisements such as coupons or sale notices from multiple companies in one mail “package” to share the cost of mailing
  + A minimum of 90 percent (90%) of the total mailing of the Host Saturation Marriage Marketing Mail Letter volume must be entered at the Saturation DSCF price in order to qualify for use of the Plus One card. The remaining 10 percent (10%) must be High Density or High Density Plus DSCF entered mail. The total number of Plus One cards cannot exceed the total number of pieces of Saturation, High Density Plus and High Density volume (but can be less than this total).
* All Plus One mailings (Letter and Plus One Card) must be entered at the Destination Sectional Center Facility (DSCF) adhering to the submission requirements listed below
* The Plus One mailing (Marriage Mail Letter and Plus One Card) must be entered using the same mailing statement at the same DSCF
* A Plus One card must be:
  + A mailpiece that is accepted at the same time as the associated Host Saturation Marriage letter mailing
  + An advertisement for a company which has a relationship with the Host Marriage Saturation Letter
  + Addressed and delivered to the same delivery points as the Host Marriage Saturation Letter
    - The total number of Plus One card must be equal to or less than the total number of Host Marriage Mail mailpieces
  + Identified in the permit indicia area with the words “Plus One” below “Postage Paid”
* Pallets and trays of Plus One card must be identified on the Pallet Placard as a Plus One mailing. Plus One cards will be presented in their own trays – separate from the Host Marriage Saturation Letter mail piece.
* Full automation address with IMb included on both pieces (Host Saturation Marriage letter and Plus One)
* Plus One Card Specifications
  + Dimensions: at least 3.5” x 5”, not to exceed 6” x 9.5”
  + Thickness: Must be a minimum of .009” thick
  + Markings: Permit indicia area must identify the card as a Plus One with the words “Plus One” below “Postage Paid”
  + Meet all other Marketing Mail Letter design standards
  + Delivery not required to be on same day as the Host Saturation Marriage Saturation letter
* All other existing requirements around mail preparation and acceptance as they are described in the Domestic Mail Manual (DMM) remain in place. Please refer to <http://pe.usps.gov/text/dmm300/dmm300_landing.htm> for more information.

***B. Mailing Submission Requirements***

**Documentation/Postage Statement**

Mailings may be submitted electronically via Mail.dat and Mail.XML or Postal Wizard or on any other postage statement normally accepted by the Postal Service.

Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner’s identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID) or Permit number.

To claim the Plus One card price for mailings submitted via Mail.dat or Mail.XML:

**Plus One Mailing Submissions via Mail.dat**

* + Mail.dat jobs must have pieces for Carrier Route Automation Letters (3.5 oz. or less), entered at DSCF at Saturation (line C9), High Density Plus, or High Density rates (lines C10, C11)
  + Mail.dat jobs representing the DSCF entered Saturation Plus One pieces must be entered using the .sfr record and a “Service Type” value of A = Saturation Plus One Market Test (previously described as Reserved)
  + Each .sfr record representing the Plus One piece must be tied to a Host Saturation Marriage letter mail piece in the .pdr or .pbc record
  + The Mail.dat job must contain both the Host Saturation Marriage letter mail pieces (Carrier Route Automation Letters - 3.5 oz. or less, entered at DSCF at Saturation, High Density Plus, or High Density, lines C9, C10, C11) as well as, the Saturation PlusOne pieces (line C13) as part of the same Mail.dat job on the same postage statement
  + Total volume of Plus One pieces must be less than or equal to the combined volume of Carrier Route Automation Letters (3.5 oz. or less), entered at DSCF at Saturation, High Density Plus, or High Density rates
  + Once Plus One pieces are processed by PostalOne! they will appear on mailer’s view of postage statement on line C13 under Carrier Route Automation Letters

**Plus One Mailing Submissions via Mail.XML**

* + Mail.XML PostageStatementCreateRequest must have one or more pieces for Carrier Route Automation Letters (3.5 oz. or less), entered at DSCF at Saturation (line C9), High Density Plus, or High Density rates (lines C10, C11)
  + Mail.XML PostageStatementCreateRequest representing the DSCF entered Saturation Plus One pieces must be entered using the PostageStatementCreateRequest > ExtraServiceData > ServiceCode value of ‘AA’ (AA = Saturation Plus One Market Test (previously described as Reserved))
  + The Mail.XML job must contain both the Host Saturation Marriage letter pieces (Carrier Route Automation Letters - 3.5 oz. or less, entered at DSCF at Saturation, High Density Plus, or High Density, lines C9, C10, C11) as well as, the Saturation PlusOne pieces (line C13) as part of the same PostageStatementCreateRequest message
  + Only one block is necessary to represent all Plus One pieces in the PostageStatementCreateRequest message. ExtraServiceData must contain the following elements:
    - ServiceSubCode (value of ‘N’)
    - ServiceValue (any numeric value)
    - TotalAmount (any numeric amount)
    - TotalPieces (must be the total number of Plus One pieces in the postage statement)
  + Total volume of Plus One pieces must be less than or equal to the combined volume of Carrier Route Automation Letters (3.5 oz. or less), entered at DSCF at Saturation, High Density Plus, or High Density rates (lines C9, C10, C11)
  + Once Plus One pieces are processed by PostalOne! they will appear on mailer’s view of postage statement on line C13 under Carrier Route Automation Letters

Mailers’ jobs will be rejected if “US” or “OT” or any invalid ZIP Code is entered as the container entry ZIP Code.

If *PostalOne*! issues arise, please follow the instructions illustrated in the *PostalOne*! External Contingency Plan: <https://ribbs.usps.gov/intelligentmail_latestnews/documents/tech_guides/PostalOneExternalContingencyPlan.pdf>

***D.*** ***Requirements at Mail Acceptance and Post-Mailing***

Host Saturation Marriage letter mailpiece and Plus One combination samples may be required to be presented to the DSCF at the time of each mailing. The Postal Service reserves the right to verify that each Plus One advertiser also has a relationship with the marriage mailer. All mailings are subject to standard acceptance and verification procedures.

**Post Mailing Requirements:** The Postal Service reserves the right to review sample mailpieces to verify that submissions meet Plus One product requirements. The Postal Service requires that Plus One advertisers must also advertise or have advertised within marriage mailings of the same marriage mailer in the past 6 months, and that the participants may be asked to document the prior advertising relationship.

The Postal Service will require the host Saturation Marriage letter owner to provide evidence of a prior relationship between the Plus One card advertiser and the marriage mailer upon request. Evidence could include sample mailpieces, statements of account, or other documentation which shows evidence of a prior relationship. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all program requirements.

**Product information Resources**

Information and resources will be posted on PostalPro:

<https://postalpro.usps.com/>