

2023

REPLY MAIL IMbA PROMOTION

Streamline your reply mail processes with
Intelligent Mail® Barcode Accounting.



PROMOTION OVERVIEW

Build engagement and create efficiencies.

By adopting Intelligent Mail® barcode Accounting (IMbA), Qualified Business Reply Mail™ (QBRM™) and High Volume QBRM™, customers can improve visibility, while also delivering easier payment methods and faster delivery speeds.



3% DISCOUNT

Static Barcode

6% DISCOUNT

Serialized Barcode

Mark Your Calendar

Registration Period Promotion Period

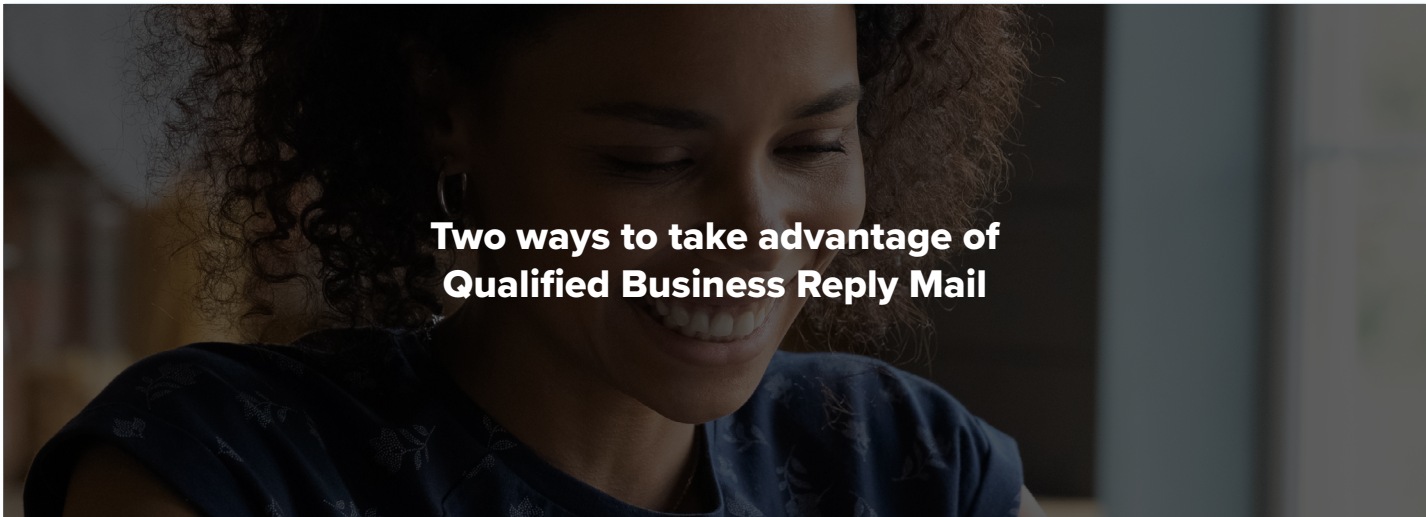
DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
					MAY 15		JUL 1					DEC 31

PROMOTION FEATURES: QUALIFIED BUSINESS REPLY MAIL



Make It a Conversation

Streamline your inbound QBRM pieces with the IMbA system to reduce processing times and quickly receive invoices. Collect your customer responses with efficiency.



Static Barcode



Respond Efficiently

Enroll in IMbA and use a static barcode with your QBRM.

3% DISCOUNT

Serialized Barcode



Start a Conversation

Enroll in IMbA and use a serialized barcode with your QBRM.

6% DISCOUNT

QUICK START

1 Select an Eligible Mail Option

Earn credits with:

Eligible Reply Mail Options

- First-Class Mail® Single-piece Qualified Business Reply Mail™ letters and cards
- First-Class Mail® Single-piece High Volume Qualified Business Reply Mail™ letters and cards

Ineligible Reply Mail Options

- Basic Business Reply Mail
- High Volume Business Reply Mail
- Courtesy Reply Mail
- Meter Reply Mail

! “Mail diversion” messages included on the mailpiece will make the mailing ineligible for the promotion discount, regardless of whether or not the mailing includes qualifying treatment, technique, or technology for the promotion.

2 Promotion Process at a Glance

1 If you have not already, set up a QBRM permit and link the permit to your Enterprise Payment Account (EPA). Then, onboard your QBRM permit to IMbA by contacting the MSSC. Detailed instructions begin in the



2 Get pre-approval of your QBRM pieces from USPS® via the Mailing Promotions Portal on the Business Customer Gateway.



3 Register for the Reply Mail IMbA Promotion on the Business Customer Gateway via Incentive Programs.



4 Monitor reports and invoices on your Enterprise Payment Account (EPA) to confirm you are receiving the discount.



PROMOTION DETAILS

PREPARING FOR THE PROMOTION



CUSTOMER HAS NOT USED QBRM BEFORE

- 1 Complete USPS QBRM Application (Form 6805).
- 2 Submit 10 samples to Mailpiece Design Analyst.
- 3 If samples approved, link new QBRM permit to Enterprise Payment Account. You will be auto-enrolled in IMbA parallel
- 4 Create a 2023 IMbA Promotion Service Request in the Mailing Promotions Portal.
- 5 If request is approved, register for the 2023 IMbA Promotion through Incentive Programs.

CUSTOMER HAS QBRM ALREADY BUT NOT ENROLLED IN IMbA

- 1 Ensure your QBRM Permit is linked to your Enterprise Payment Account.
- 2 Contact the MSSC and onboard your QBRM Permit to IMbA.
- 3 Create a 2023 IMbA Promotion Service Request in the Mailing Promotions Portal.
- 4 If request is approved, register for the 2023 IMbA Promotion through Incentive Programs.



CUSTOMER HAS QBRM AND IMbA SETUP ALREADY

- 1 Create a 2023 IMbA Promotion Service Request in the Mailing Promotions Portal.
- 2 If request is approved, register for the 2023 IMbA Promotion through Incentive Programs.

PROMOTION DETAILS

REGISTRATION PERIOD

Prior to enrolling in the Reply Mail IMbA Promotion, review the information below regarding Service Type Identifiers (STIDs) and Mailer IDs (MIDs). Understanding and using correct and accurate STIDs helps ensure that your QBRM mailpieces qualify for the promotion. Understanding and enrolling the correct MIDs ensures that your qualifying reply mailpieces are counted.



Note that enrollment takes place in the [USPS® Business Customer Gateway \(BCG\)](#).

Example Intelligent Mail® Barcode (IMb®)

Intelligent Mail Barcodes (IMbs) are comprised of 31 digits that signify the barcode ID, service type ID (STID), mailer ID (MID), serial number, and routing code. Participants should check the barcodes on their reply pieces before registering to make sure they are eligible for this promotion.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID		Service Type ID (STID)			6-digit Mailer ID (MID)						9-digit Serial Number									Routing Code (i.e. Delivery Point Code)										

- **Mailer Identifier (MID)**
 A 6- or 9-digit numeric code the USPS assigns to a Mail Owner or Mail Service Provider. The MID used must be the same you enroll with for your pieces to be counted for this promotion.
- **Service Type Identifier (STID)**
 3-digit numeric code that identifies what type of mail class to use, address correction option, use of IMb Tracing™ and whether the mailpiece contains a Full Service or Basic IMb. The STID determines whether your mailing is eligible for this promotion.

Having trouble understanding your barcode?
[Contact a USPS Mail Design Analyst for help.](#)



PROMOTION DETAILS

Barcode Requirements

Prior to registration, USPS recommends reviewing the Intelligent Mail® barcodes on your mailpieces to ensure they are properly barcoded.

STID	Class of Mail	Use	Type
708	Business Reply Mail	Reply Mail by ZIP	Basic or nonautomatic without Informed Visibility Mail Tracking and Reporting
052	Business Reply Mail	Reply Mail by ZIP	Basic or nonautomatic with Informed Visibility Mail Tracking and Reporting
072	Business Reply Mail	Reply Mail by MID	Basic or nonautomatic without Informed Visibility Mail Tracking and Reporting
032	Business Reply Mail	Reply Mail by MID	Basic or nonautomatic with Informed Visibility Mail Tracking and Reporting
778	Ballot Returns	Business Reply Mail by ZIP Envelopes	Basic or nonautomatic with Informed Visibility Mail Tracking and Reporting

Qualified Business Reply Mail (QBRM)

Authorization and Fees

The Postal Service requires applicants to complete a [PS Form 6805](#) QBRM application and submit it to the postmaster or Manager, Business Mail Entry. You may include samples of actual reply mailpieces with your QBRM application. Contact your postmaster, mailpiece design analyst, or business mail entry personnel for more information.

The Business Reply Mail (BRM) format standards are more stringent under QBRM (see [DMM 505.1](#)). In addition to meeting the requirements for pre-barcoded BRM, the reply mail permit holder must also:

- Maintain and pay for BRM through a Business Reply Mail advance deposit account (accounting fee required).
- Meet all design requirements for automation-compatible mailpieces, including the aspect ratio.
- Request a unique ZIP+4 and corresponding barcode for each postage category of BRM.
- Complete [PS Form 6805](#) QBRM application and submit samples.

Intelligent Mail Barcode Accounting (IMbA)

Qualified Business Reply Mail (QBRM) is Business Reply Mail that utilizes the enhanced processing capability of Intelligent Mail barcode Accounting (IMbA) to reduce processing times and ensure QBRM mailers receive reply mail and invoices quickly.

IMbA is an automated solution for the counting, rating, invoicing, and billing process. Using the Intelligent Mail barcode (IMb) on a mailpiece allows mailpiece counts based on processing equipment scans to be linked to the mailer and sent directly to PostalOne®. IMbA's benefits include:

- Automated invoicing
- Improved consistency
- Expedited processing
- Future reporting enhancements

IMbA Parallel

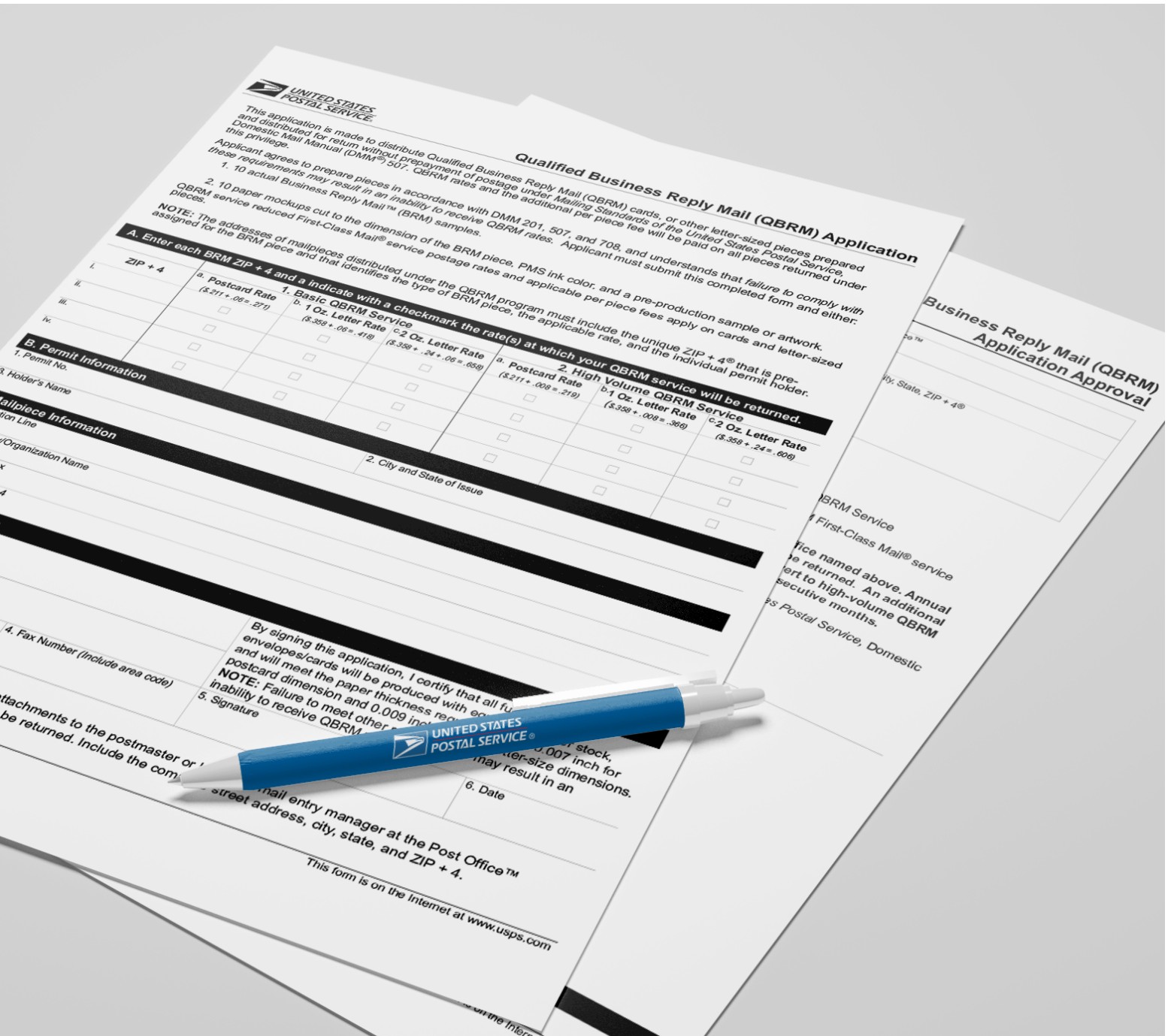
The IMbA Parallel phase is a period of time before IMbA invoicing for the destination goes live. It provides time for USPS to review the initial mailpiece scans to ensure that there are no anomalies that might affect the accuracy of the counts being sent to PostalOne!

MAILING SUBMISSION AND ACCEPTANCE

MAILING SUBMISSION REQUIREMENTS

The discount must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.

*Only one promotion discount can be applied to a mailpiece or mailing. The use of technology and/or print treatments eligible for other promotion discounts will not increase the discount amount. Inbound pieces for the IMbA Promotion are considered their own mailing. The outbound mailing distributing the QBRM pieces is eligible to receive a discount if it meets the requirements for one of the other promotions.



SUPPORT



Further questions can be directed to the Promotions Office.



MAILING PROMOTIONS PORTAL

Participants must upload all mailpiece samples to the Mailing Promotions Portal for pre-approval. Please do not email samples.

For instructions on accessing the Mailing Promotions Portal, visit: <https://postalpro.usps.com/promotions/portal>.

For questions about USPS Promotions, contact mailingpromotions@usps.gov.

Links to webinars, FAQs, and other promotion resources can be found on the PostalPro™ website at: <https://postalpro.usps.com/promotions>

MID and STID Verification

To verify that you are using the correct MID(s) and STID(s), contact 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.

PostalOne! Helpdesk

For issues and concerns regarding enrollment or technical issues, please contact the PostalOne! Helpdesk through the Mailing & Shipping Solutions Center (MSSC) by email or phone at: MSSC@USPS.gov or 1-877-672-0007. In the Interactive Voice Response (IVR), customers will select option 2 (MSSC) and then option 3 (PostalOne!) for assistance.

2023 REPLY MAIL IMbA PROMOTION



REVISION HISTORY

Date	Section	Reason for Revision	Version
1/27/23	Promotion Details	Updated eligible STIDs, added Preparing for the Promotion flows, removed Share Mail	v1
3/27/23	Quick Start, Promotion Details	Added statement about mail diversion ineligibility	v2