2023

REPLY MAIL IMbA™

Streamline Your Mail

Streamline your reply mail processes with Intelligent Mail® Barcode Accounting

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2023 PROMOTIONS CALENDAR

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
TACTILE, SENSORY AND INTERACTIVE		✐ JAN 9	FEB 1					JUL 31					
PERSONALIZED COLOR TRANSPROMO		✐ JAN 9	FEB 1					JUL 31					
EMERGING TECHNOLOGY (now includes Mobile Shopping)				✐ MAR 15		MAY 1						NOV 30	
REPLY MAIL IMbA™ NEW						✐ MAY 15		JUL 1					DEC 31
INFORMED DELIVERY®							✐ JUN 15		AUG 1				DEC 31
RETARGETING NEW								✐ JUL 15		SEPT 1		NOV 30	

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2023 Overview

The Reply Mail IMbA™ promotion encourages participants to streamline their Qualified Business Reply Mail™ (QBRM™) pieces utilizing Intelligent Mail® Barcode Accounting (IMbA™). Customers can take advantage of the system's efficiencies to improve their visibility into their QBRM™ pieces.
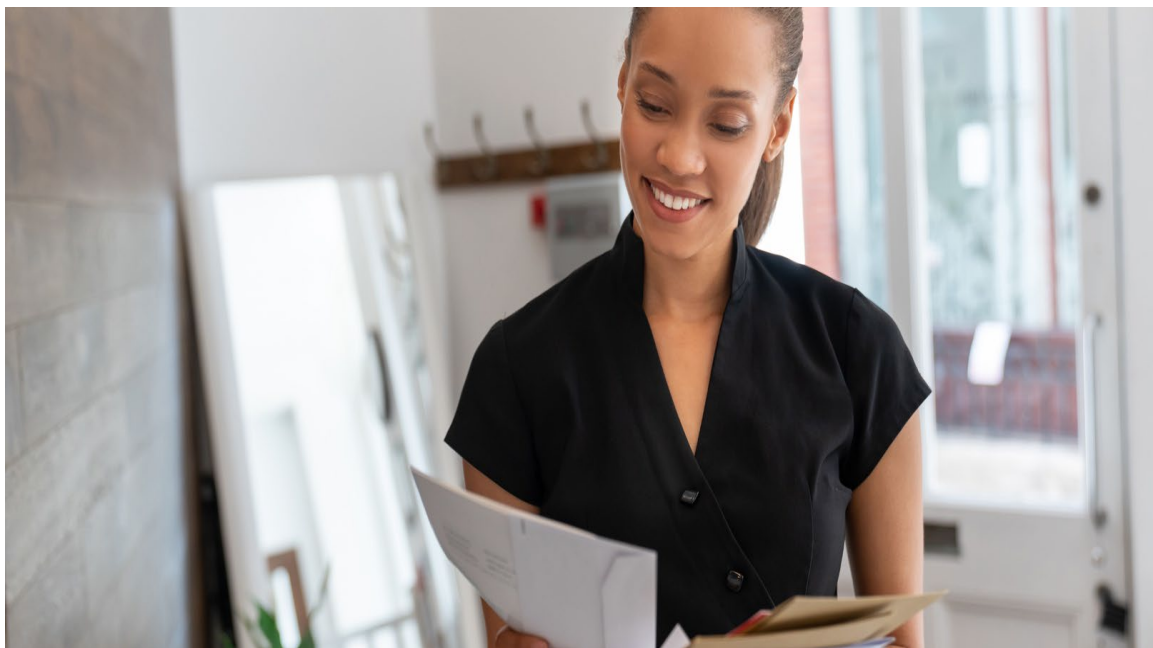
3% DISCOUNT

Static Barcode

6% DISCOUNT

Serialized Barcode

REGISTRATION PERIOD   May 15, 2023 – Dec 31, 2023

PROMOTION PERIOD   Jul 1, 2023 – Dec 31, 2023

ELIGIBLE MAIL:

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

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Eligible STIDs

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

NOTE – STIDs 032 and 052 are considered to be serialized by default

Why IMbA?

- Savings via QBRM for some mailers

- Automated invoicing
  - Daily invoices

- Expedited processing

- Single per piece rate for QBRM letters up to 3.5oz
  - One ZIP+4 for Letters up to 3.5oz.
  - One ZIP+4 for Cards

- No barrier to the customer for paying postage themselves

Business Reply Mail

	High Volume	Basic
Annual permit fee (letters and flats)	$290.00	$290.00
Annual permit fee (parcels only)	0.00	0.00
Annual account maintenance fee	860.00	none
1-ounce letter price + per piece[1]	0.63 + 0.120	0.63 + 1.00
1-ounce flat price + per piece[1]	1.26 + 0.120	1.26 + 1.00
Parcels per piece fee[2,3]	0.120	1.00
Card price + per piece[1]	0.48 + 0.120	0.48 + 1.00

Qualified Business Reply Mail (QBRM)

	High Volume	Basic
Annual permit fee	$0.00	$0.00
Annual account maintenance fee	860.00	860.00
Quarterly Fee	2970.00	none
Up to 3.5 oz letter price + piece price	0.608 + 0.018	0.608 + 0.087
Card price + per piece	0.458 + 0.018	0.458 + 0.087

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REPLY MAIL IMbA PROMOTION

PROCESS AT A GLANCE

1. Setup QBRM Permit and Link to Enterprise Payment System (EPS)

2. Submit samples for review to the Mailing Promotion Portal

3. Register for the Promotion via the Business Customer Gateway

4. Monitor Invoices

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 Promotion Details chapter's Intelligent Mail Barcode Accounting (IMbA) section.

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

PRE-APPROVAL

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

REGISTER

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

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STEP 1 – QBRM And IMBA Setup

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Step 1 – QBRM and IMbA Setup Process

Process for customers new to QBRM and IMbA

1. Contact mailing requirements (MSSC) to begin IMbA on-board process. 877-672-0007 (option 2, option 1)

2. Email PS form 6805 to the MSSC requesting QBRM ZIP +4 code assignment

3. MRC will send PS form 6805 to AMS for unique QBRM ZIP +4 code assignment

4. MRC will send completed 6805 back to you

5. Create artwork with QBRM ZIP +4 code printed on reply piece

6. Submit ten physical samples to MDA for evaluation with completed PS form 6805

7. If samples are approved, customer will receive completed form

8. MRC will enable IMbA and customer is automatically enrolled in IMbA Parallel
   - Customer will be notified when out of parallel and IMbA functionality is live for them

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Step 1 – QBRM and IMbA Setup Process

Process for customers QBRM customers without IMbA

1. QBRM Mailer contacts MSSC for IMbA enrollment

2. MSSC will log into PostalOne! and enter QBRM approval if requirements are met, product details entered

3. QBRM Mailer onboarded to IMbA in parallel

4. HQ IMbA program office monitors data flow to ensure proper invoicing

5. After parallel mode, customer is migrated to IMbA

6. Customer is notified they have been onboarded in IMbA and are no longer in parallel

Step 1 – QBRM and IMbA Setup Process

- Customers will initially enter **IMbA Parallel** upon completing the onboarding process

- Ensures quality of the pieces and that all systems are working properly
    - Monitored by HQ IMbA Team

- Pieces received during the parallel period will not receive the promotional discount

- Customer will be notified when their data indicates they can exit parallel

STEP 2 – Mailing Promotions Portal

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Step 2 – Mailing Promotions Portal Approval

1. Open Service Request
   - <mark>Be sure to include Permit and Subaccount Number in the Title of the SR</mark>
   - Select 'Serialized' or 'Static' Imb
   - If you have it on hand, enter the SR number for your prior sample review

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Mailpiece Preapproval Form

* Mailpiece Title

> Mailpiece Title - Permit Number and Subaccount Number

* Technology Used

> Qualified Business Reply Mail - Serialized IMb (6% Discount)   ▲▼

QBRM Approval Service Request Reference Number

> 12341234

☐ I am a Mail Service Provider Submitting on Behalf of a Mail Owner

☑ I affirm that I have read the submission guidelines for this promotion campaign and that the information I have provided meets these guidelines

Click to view the submission guidelines for the selected promotion

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Step 2 – Mailing Promotions Portal Approval

2. In your SR, upload images of the sample
   - Ensure the IMb is clearly visible
   - If you selected Serialized, submit 2 samples demonstrating the IMbs contain a unique sequential serial number
   - To receive the serialized discount, please ensure your IMbs are encoded properly

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.

Step 2 – Mailing Promotions Portal Approval

3. Monitor the status of you SR
   - View the status of your Service Requests in 'My Mailpiece Preapprovals'
   - You will also be notified of 'Approval' or 'Rejection' via an email created by the Portal
   - Once approved, be sure to register for the Promotion
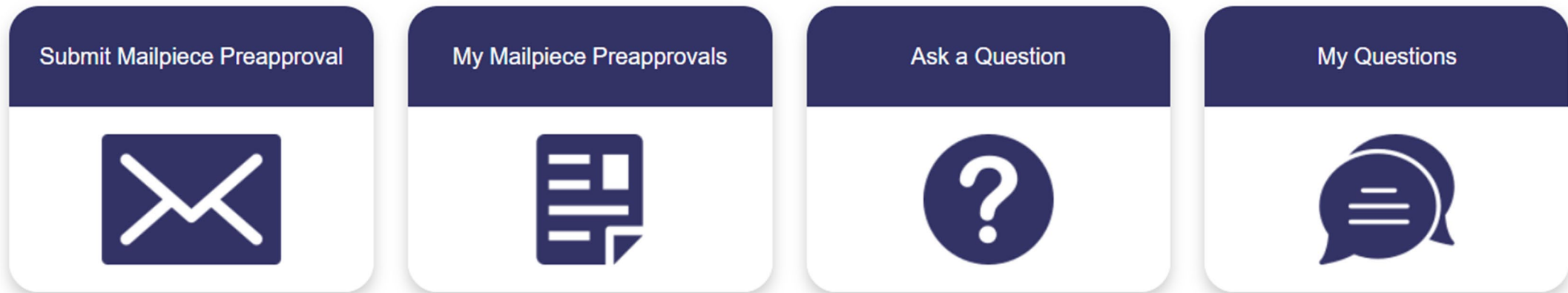
STEP 3 – Promotion Registration

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Step 3 – Registering for the Reply Mail IMbA Promotion

1. Login to the Business Customer gateway
   - https://gateway.usps.com/eAdmin/view/signin

2. Navigate to 'Mailing Services'

3. Enter 'Incentive Programs'

4. Select 2023 Reply Mail IMbA Promotion

5. Complete all sections ensuring they are marked 'Complete'
   - Ensure IMbs of mailpieces reflect the information used to register

STEP 4 – Promotion Monitoring

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Step 4 – Invoices and Reporting

1. Login to the Business Customer Gateway

2. Navigate to 'Mailing Services'

3. Enter 'Mailing Reports (PostalOne!)'

4. Within 'Mailing Reports', select 'BRM Invoice Detail Report' to view your invoices

5. For Promotions reports, navigate to the Incentive Programs tool in the BCG

RESOURCES

**REPLY MAIL
IMbA PROMOTION**

Promotions Guidebook –
https://postalpro.usps.com/promotions/Replymail

How to Enroll –
https://postalpro.usps.com/promotions/how-to-enroll

PS Form 6805 –
https://about.usps.com/forms/ps6805.pdf

Mailing Promotions Portal Setup –
https://postalpro.usps.com/promotions/portal

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.

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QUESTIONS?

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