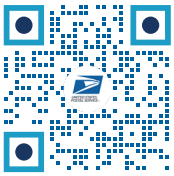


2024

REPLY MAIL IMbA[®] PROMOTION

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



Check out the Reply
Mail IMbA Promotion
Explainer video

vimeo.com/846384726



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



Two ways to take advantage of Qualified Business Reply Mail

Static Barcode



Respond Efficiently

Enroll in IMbA and use a static barcode with your QBRM. Static barcodes do not contain a unique identifier embedded within the barcode. Their serial number field typically will read 000000 or have the same number for each piece.

3% DISCOUNT

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------|---|------------------------|---|---|-------------------------|---|---|---|----|----|----------|----|----|----|----|----|----|----|----|----|---|----|----|----|----|----|----|----|----|----|
| 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) | | | | | | 00000000 | | | | | | | | | | Routing Code (i.e. Delivery Point Code) | | | | | | | | | |

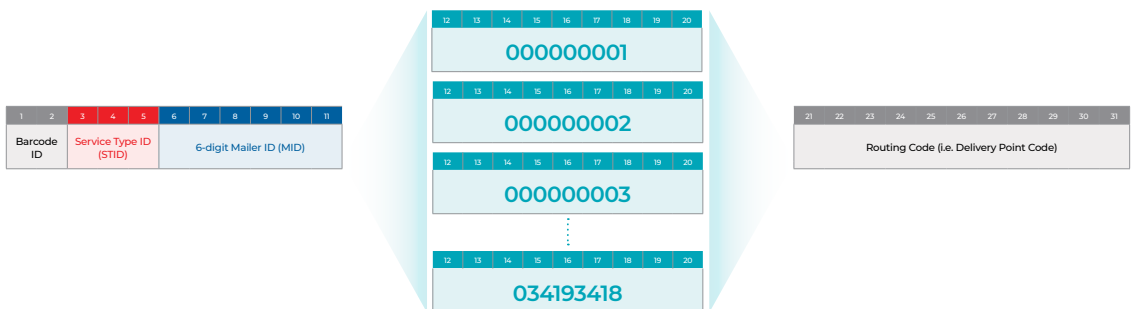
Serialized Barcode



Start a Conversation

Enroll in IMbA and use a serialized barcode with your QBRM. Serialized barcodes contain a unique identifier embedded within the barcode. The serial number field typically will go up sequentially and each piece will have a unique serial number.

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
- Basic 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

Work with the USPS Mailing and Shipping Solutions Center (MSSC) to set up a permit for QBRM and link that permit to your Enterprise Payment Account (EPA). MSSC will guide you in on-boarding this permit into IMbA. 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 (BCG).



3

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



4


Monitor reports and invoices in the Business Customer Gateway to confirm you are receiving the discount.



PROMOTION DETAILS

1A Program Information

 Registration Period
  Promotion Period

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

Discount Amounts

3% DISCOUNT

Static
Barcode

6% DISCOUNT

Serialized
Barcode

The discount is earned on inbound QBRM pieces that have been pre-approved and are registered for the promotion.

*Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying features on or within a mailpiece 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.



“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.

1B Promotion Process

01 Set up a Permit for QBRM and IMbA with the MSSC

- Contact MSSC to enroll in IMbA.
(Participants will initially be entered into IMbA parallel while data is validated. No discount is earned during this time.)
- Establish permit for QBRM by submitting Form 6805.
- Link QBRM permit to your Enterprise Payment Account.
- Get MDA approval of QBRM samples.

02 Submit your electronic sample within the Mailing Promotions Portal for approval.

- Request access to the **Mailing Promotions Portal** if you have not previously signed up. For instructions, visit: <https://postalpro.usps.com/promotions/portal>.
- Log in to the Portal and select **Submit Mailpiece Preapproval**. Complete all fields and upload all required documentation.
- Wait for **USPS to review and pre-approve**. We'll respond within four business days, and we may have a few revisions to ensure that you qualify for the discount.
- **Receive decision via email and through the Mailing Promotions Portal.**

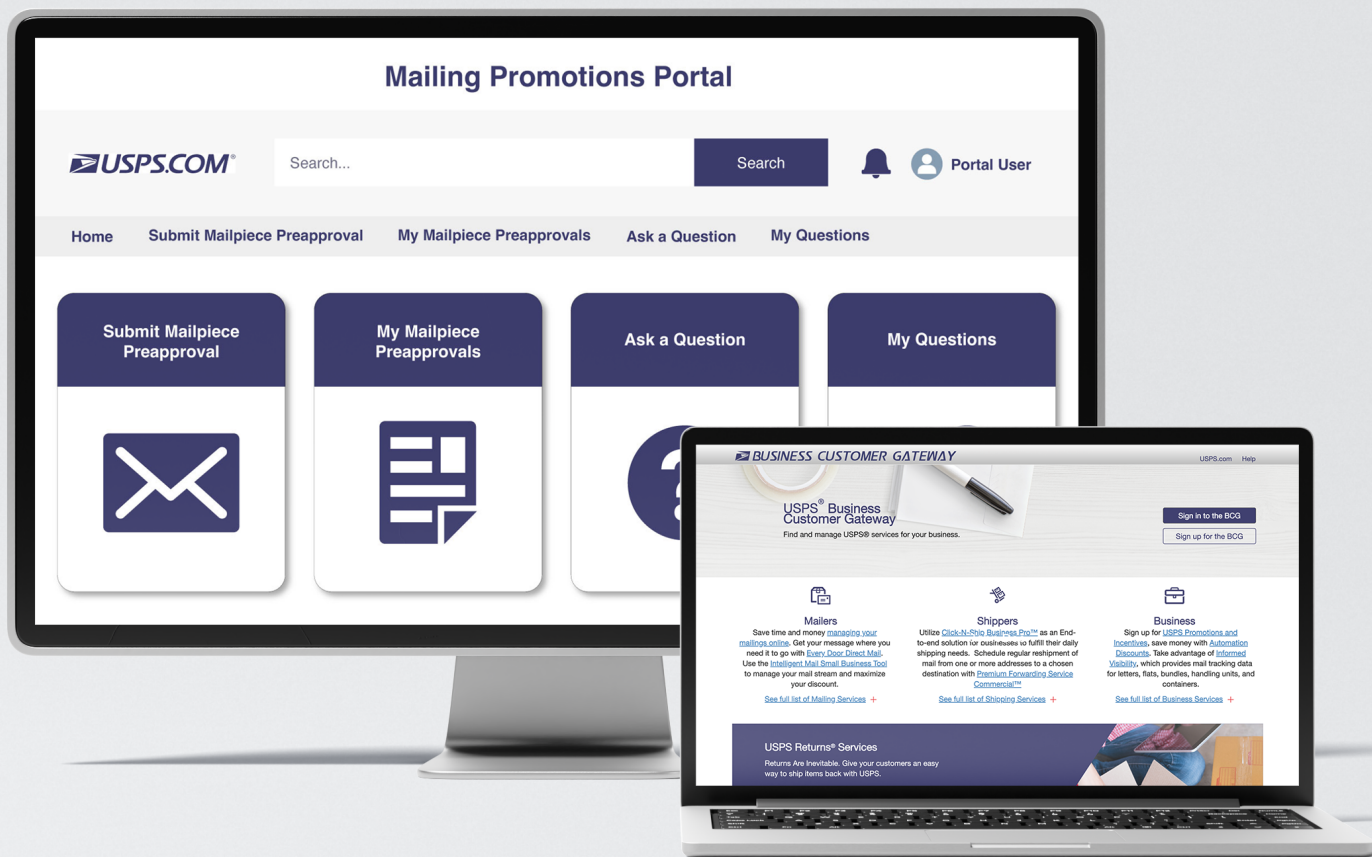
PROMOTION DETAILS

- 03 If you haven't already registered, sign up for the Reply Mail IMbA Promotion on the **Business Customer Gateway** via Incentive Programs.
- 04 Monitor your reports in Incentive Programs within the Business Customer Gateway and the IMbA tool.

As the Mailing Promotions Portal continues to evolve, please note that USPS reserves the right to adjust the sample process.

Contact the Promotions Office

Please direct questions about promotion requirements to the Mailing Promotions Portal. For questions about Portal functionality, please contact mailingpromotions@usps.gov.



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!.

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.

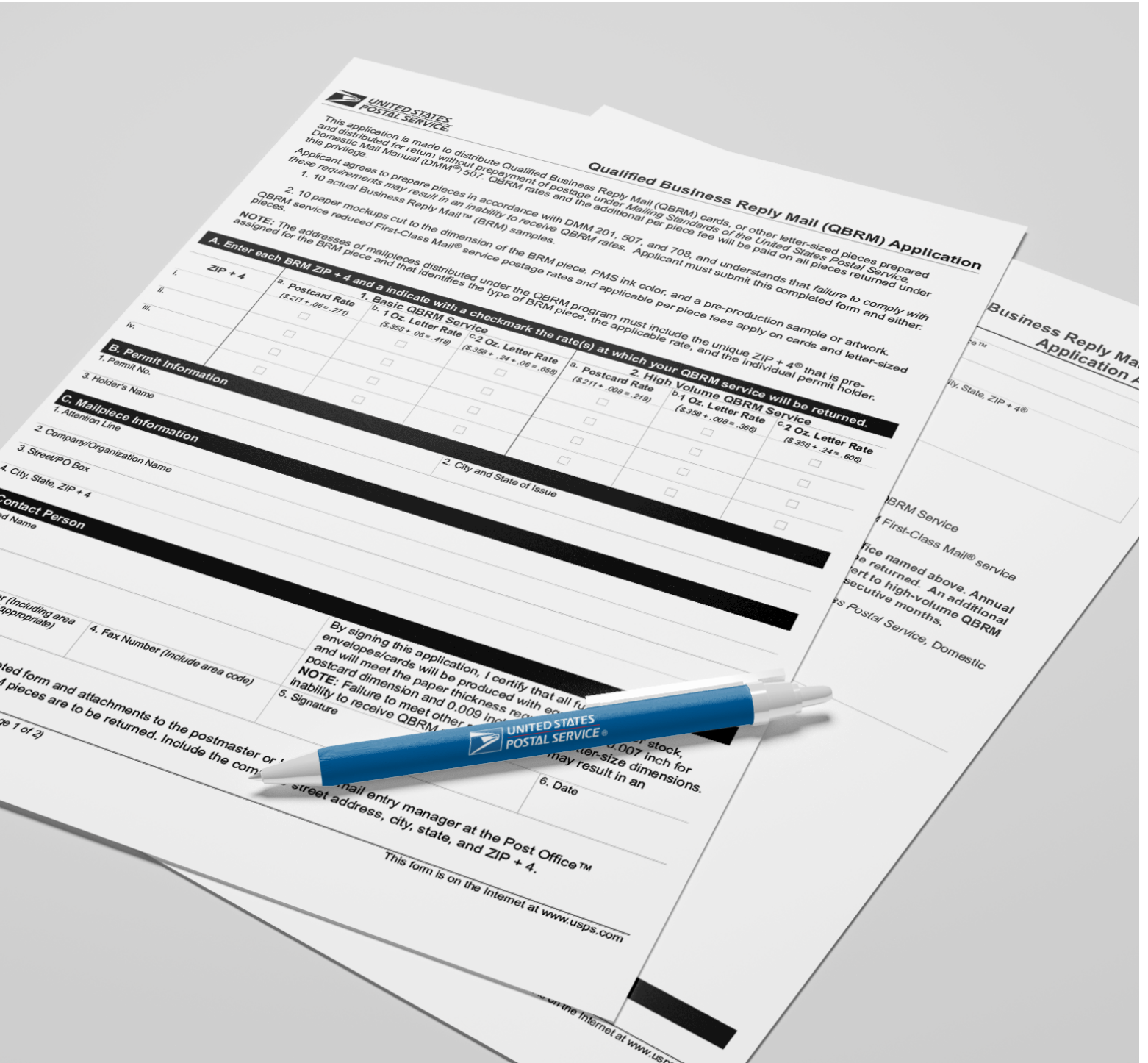
Having trouble understanding your barcode?
[Contact a USPS Mail Design Analyst for help.](#)



MAILING SUBMISSION AND ACCEPTANCE

MAILING SUBMISSION REQUIREMENTS

*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>.

Please direct questions about promotion requirements to the Mailing Promotions Portal.

For questions about Portal functionality, please contact mailingpromotions@usps.gov.

The Promotions Office responds to all inquiries within 4 business days.

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

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.



2024

REPLY MAIL IMbA PROMOTION



REVISION HISTORY

| Date | Section | Reason for Revision | Version |
|------|---------|---------------------|---------|
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