

**Business Reply Mail®
Qualified Business
Reply™
Intelligent Mail® barcode
Accounting**

USPS Product Solutions

Business Reply Mail® (BRM) and Qualified Business Reply Mail™ (QBRM™)

- First-Class Mail® services that enable you to pay the return postage (including a per-piece fee)
 - You can distribute BRM or QBRM Mail and have it returned to you by the Postal Service™ at First-Class®, Ground Advantage® – Retail, and Priority Mail® rates.
 - The BRM permit holder guarantees payment for all pieces returned by the USPS.
 - Business Reply Mail® (BRM) or International BRM (IBRM) is not eligible for IMbA. QBRM Permit cannot include BRM mail types.



Business Reply Comparison to Qualified Business Reply

	Business Reply Mail®	Qualified Business Reply Mail™
Description	Return service that enables a sender to provide a prepaid method to reply to a mailing	Mailers receive a unique ZIP+4 Code Postcards and Letters and must use an Intelligent Mail® barcode (IMb) on the mailpiece to gain discount on postage and per-piece handling fees
Class of Mail	First-Class Mail® and Priority Mail®	First-Class Mail®
Mail Shape	Letters, Postcards, Flats, Parcel Mail	Postcards and Letters
ZIP Code Used	Share one ZIP+4 assigned for all mail types	Unique ZIP+4 for Postcards and Letters up to 3.5 ounces
Pricing	Annual permit fee+ Shape type + Per piece fees	Account maintenance fee + Volume-tier + Per piece fees
IMbA	Not Available	Automatic Enrollment for new QBRM applicants

Customer Uses

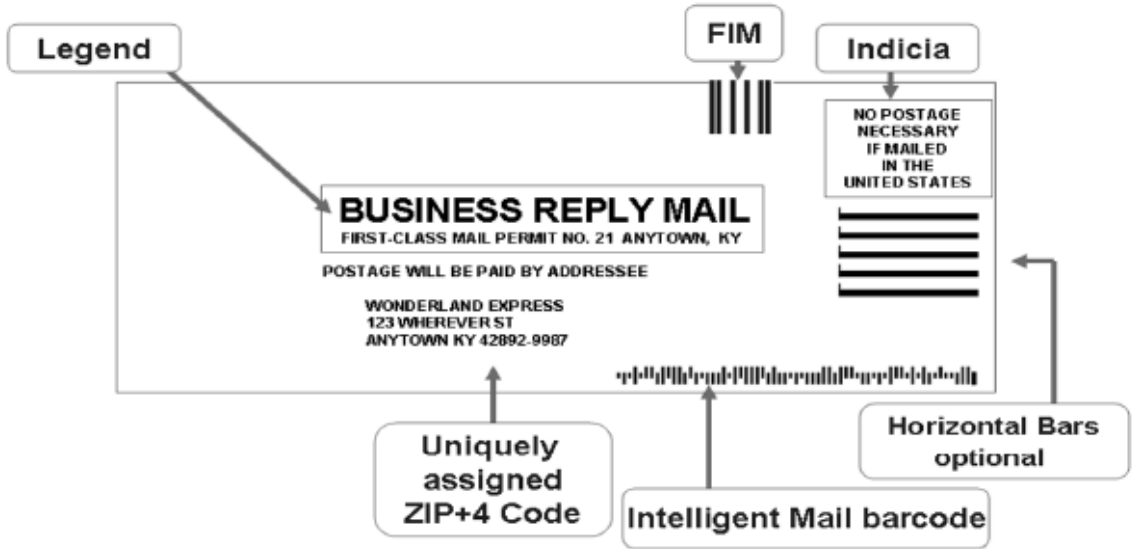
-  Political Organizations
-  State and County Offices
-  Non-profit and Charitable Organizations
-  Financial Institutions
-  Periodicals
-  Utility Companies
-  Insurance Companies



NOT TO SCALE

Key Components of Reply Mail Piece

- Business Reply Legend
- Facing Identification Mark (FIM)
- Postage Imprint
- Horizontal Bars
- Intelligent Mail® Barcode (Imb)
- Complete Address
- Unique ZIP + 4



Intelligent Mail[®] barcode Accounting (IMbA)

- Expedited Processing: Receive mail earlier in the day; reducing float time with efficient and effective mail processing
- Operational Efficiency: Reduce manual processing and invoicing.
- Automation Equipment: Postal Service[™] has the capability of using scan data to invoice mailpieces up to 3.5 oz letters.
- Value-Added Service: Business Customer Gateway provides access to reporting data around the clock.

Customer Getting Started with BRM and QBRM

Set Up

Create Business Customer
Gateway
(if a new customer)

Create Artwork

BRM

- Obtain Business Reply Permit Number – PS Form 3615
- Pay Annual Fee
- Submit to local delivery office or...
- Contact the Mailing and Shipping Solutions Center (MSSC) directly
- Address Management System (AMS) assigns ZIP+4 to Business Reply Mail
- All BRM mail types assigned one unique ZIP+4
- Request a Customer Registration ID (CRID) Mailer ID (MID)
- Link CRID, MID and Permit
- Establish a PostalOne! Account
- Establish an EPS Account
- MSSC to assist as necessary
- Have printer create artwork based on Mailpiece specification or...
- Customer may use the Automated Business Reply Mail (ABRM) Tool to develop BRM artwork (pdf)
- Contact Mail Design Analyst (MDA) Help Desk regarding mailpiece design

Additional steps for QBRM

- Submit to MSSC
- AMS assigns unique ZIP +4 for QBRM letters and a unique ZIP +4 for QBRM postcards
- Must submit 10 physical samples to Mail Design Analyst for Review and Approval

Additional steps for IMbA

- Permit with only QBRM category type returned (Postcards & Letters)
- Link QBRM permit to their Enterprise Payment Account
- Submit samples to MSSC and have approval letter dated after January 2023

Intelligent Mail® barcode Accounting (IMbA) workflow vs Manual Workflow

MANUAL QBRM PROCESS PERFORMED BY ACCEPTANCE EMPLOYEE

Mail Entry Induction



QBRM ENTERS MAILSTREAM



AFCS APPLIES ID TAG

Fluorescent ID tag makes mailpiece uniquely identifiable

Verification



MANUAL COUNT

- Machinable QBRM
- Clerk manually counts and weighs mail
- EOR



INPUT DATA

Manually inputs QBRM data into *PostalOne!*

Invoice



GENERATE INVOICE

Manually generates invoice



PRINT INVOICE

Clerk prints invoice and places with mail for mailer pickup

AUTOMATED QBRM PROCESS



QBRM ENTERS MAILSTREAM



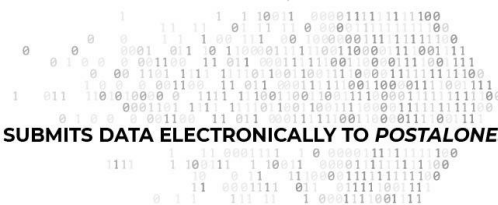
AFCS APPLIES ID TAG

Fluorescent ID tag makes mailpiece uniquely identifiable



AUTOMATIC COUNT

- IMbA counts each mailpiece
- Clerk counts non-machinable mailpieces



SUBMITS DATA ELECTRONICALLY TO POSTALONE!



MAILER ACCESSES ELECTRONIC INVOICE

Mailer accesses invoice via *PostalOne!*

Onboarding QBRM with IMbA

- Customers link the QBRM Permit to Enterprise Payment Account (EPA) for automated invoicing.
- Customers are directed to contact MSSC and request to onboard their QBRM permit to IMbA.
- Mail pieces are created using assigned unique ZIP+4, Mailer ID and STID (Service Type ID).
- IMbs must include one of the following STIDS: 032/072, 052/708 and 778 (Ballot).
- QBRM Customers who submit 10 mail piece samples and receive approval from the Mail Piece Design Analyst, will be enrolled into IMbA Parallel automatically if there are no BRM products associated to the permit
- IMbA Parallel will allow USPS to communicate internally and provide training with delivery office employees.

QBRM account is defined in PostalOne!™

- Permit
- Mailer ID (MIDs)
- Destination (Unique Zip+4 such as 11733-9769)
- Product
 - Postcard
 - Up to 3.5 ounces
- 6085 Application and Approval Letter on file
- Account Maintenance Fees paid
- Check box indicator in Account Management
- QBRM STID identified in PostalOne!™
- QBRM unique Product Details are added to Permit information

Data Elements in Profile

The screenshot shows the 'QBRM Product Profile' configuration page. At the top, there are four status indicators with radio buttons for 'Yes' and 'No':

- PS Form 6805 (QBRM application) On File: Yes No
- Letter Approving Submitted Mailpiece On File: Yes No
- Letter Approving IBRS On File: Yes No
- CCA: Yes No

Below this is the 'QBRM Product Profile' section. It includes:

- A checked 'IMbA' checkbox.
- 'QBRM MID' field with the value '123456' and a clear button (x).
- 'QBRM STID' dropdown menu with the value '708 - without IMbA Tracing' and a clear button (x).
- A blue link labeled 'Add QBRM Product Detail'.
- A table of product details:

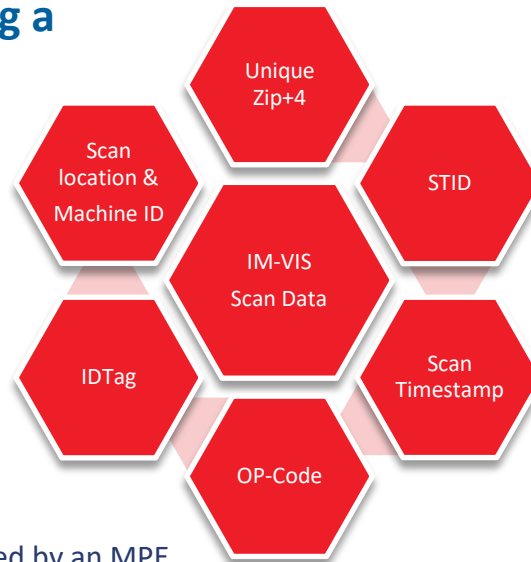
Product Type	ZIP Code	9-Digit ZIP+4	Action
Letter 1 oz.		- 9959	✕
Letter 2 oz.		- 9960	✕
Postcard		- 9958	✕
Letter 1 oz.		- 9961	✕
Letter 2 oz.		- 9962	✕

At activation of IMbA

- PostalOne!™ sends a Mail Quality (MQ) message to IMbA requesting the account destination(s) to be activated and invoicing is set to Parallel mode
- Parallel Mode creates invoice requests but does not submit them to PostalOne!™ This allows the data to be reviewed so that anomalies can be addressed before live (Seamless)
- IMbA sends 9-digit ZIP code to IM-VIS system to request scan data
- IM-VIS sends All MPE scan data for the 9-digit ZIP code is sent to IMbA Dashboard

An IM-VIS filter has been set up requesting a specific sub-set of scan

- fourstatecoderouting IMb or Unique Zip + 4
- fourstatecode tracking IMb such as STID 052
- Scan timestamp
- Op-code
- IDTag
- Scan location
- Equipment ID



Scan Data

MPE ID	DBCS-006
OPERATION 1	897
SORT PLAN 1	JV68599U
TRACKING DATA SITE	68501
IDTAG	hc.1654743337530920
POCKET NUMBER	14
ROUTING CODE	685019465
TIME STAMP	06/08/2022T21:52:13
ZIP	685019465
FOUR STATE CODE ROUTING	68501946501
INTELLIGENT MAIL BARCODE	00708901836001000000
POST NET	-
SCAN DATE	06/08/2022
MQ TIMESTAMP	06/08/2022T21:55:37

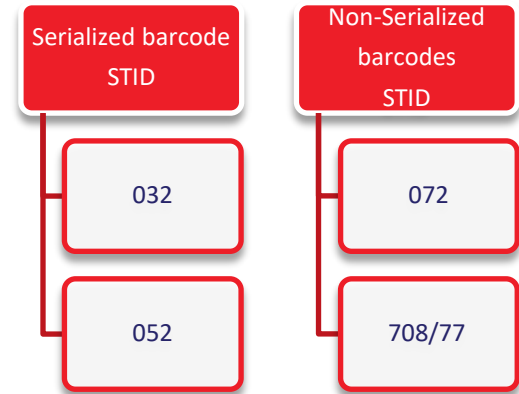
IM-VIS sends a scan event data to IMbA

- For every mailpiece containing IMbA destination processed by an MPE
- In near real time mode
- IMbA matches scan events to accounts based on the 9-digit ZIP code in the data
- IMbA counts mailpieces based on unique fourstatecodetracking serial number or IDTag value

Filters are set to capture scan events

- STID 032 and 052 are considered to contain unique IMb serial numbers by default
 - Scan events are matched to a mailpiece based on serial number regardless of IDTag value (2 pieces run in the machine. Front with barcode and back with IDTag)
 - Default serial number designation can be overridden by individual destination (052 without unique serial numbers and invoiced based on IDTag matching)
- STID 072, 708,778 are non-serialized by default
 - If non-unique serial number STID, scan events are match to a mailpiece based on the IDTag value.
- A STID of 000 is treated to be an IMb mis-read but still considered QBRM based on ZIP code
- Mailpiece records are active for a 30-day period. After 30 days, scan events with the same serial # or IDTag will create a new mailpiece record.

Scan to Mailpiece Matching



IDTag	Intelligent Mail barcode	First Time Stamp	Last Time Stamp	First Tracking Site	Last Tracking Site
hc.1654743337530920	00-708-8-000000-68501-9465-01	06/08/2022T21:52:13	06/08/2022T21:52:13	68501	68501
hc.1654743337530840	00-708-8-000000-68501-9465-01	06/08/2022T21:52:13	06/08/2022T21:52:13	68501	68501
hc.1654743337529680	00-708-8-000000-68501-9465-01	06/08/2022T21:51:06	06/08/2022T21:51:06	68501	68501
hc.1654743337528102	00-708-8-000000-68501-9465-01	06/08/2022T21:50:00	06/08/2022T21:50:00	68501	68501
hc.1654743010254729	00-708-8-000000-68501-9465-01	06/08/2022T21:49:59	06/08/2022T21:49:59	68501	68501

IMbA Parallel Data Analysis

- IMbA scan data is compared to manual invoicing completed by the clerk in PostalOne!™ for at least a 2-week period
- Any anomalies are analyzed and discussed with the mailer if necessary for clarity
 - Flat size mail pieces
 - Parcel received
 - Large amounts of postage due invoiced on QBRM account
- Review Permits for IMbA requirements
 - Fees are paid and up to date
 - Linked to EPS
- HQ notify the Local Post Office™ of new IMbA customer
 - Available Training
 - New Invoicing Processing

PostalOne1	IMBA	PO! - IMBA	% IMBA of PO!
1	1	0	100.0%
87,674	48,603	39,071	55.4%
9,103	10,622	-1,519	116.7%
216	215	1	99.5%
168	201	-33	119.6%
169	196	-27	116.0%
69	80	-11	115.9%
584	831	-247	142.3%
309	235	74	76.1%

IMbA Enrollment Scenarios

CUSTOMER HAS NOT USED QBRM BEFORE

1. Customer completes USPS™ QBRM Form 6805
2. Customer submits 10 Samples to Mailpiece Design Analyst
3. If samples approved, customer links new QBRM permit to EPS. Permit will be auto-enrolled into IMbA parallel
4. Customer creates a 2024 Reply Mail IMbA Promotion Service Request in the Mailing Promotions Portal
5. If request is approved customer registers for the 2024 Reply Mail IMbA Promotion through Incentive Programs

CUSTOMER HAS QBRM ALREADY BUT NOT ENROLLED IN IMbA

1. Customer ensures QBRM permit is linked to EPS
2. Customer contacts MSSC and onboards QBRM permit to IMbA
3. Customer creates a 2024 Reply Mail IMbA Promotion Service Request in the Mailing Promotions Portal
4. If request is approved, customer registers for the 2024 Reply Mail IMbA promotion through Incentive Programs

CUSTOMER HAS QBRM AND IMbA SETUP ALREADY

1. Customer creates a 2024 Reply Mail IMbA Promotion Service Request in the Mailing Promotions Portal
2. If request is approved, customer registers for the 2024 Reply Mail IMbA Promotion through Incentive Programs

BRM Insufficient Fees

Business Reply Mail (BRM) cannot be given to a customer who does not have sufficient funds available to cover postage and fees. When BRM permit accounts have insufficient funds, there are certain BRM procedures that must be properly carried out to ensure timely processing and an accurate recording of customer mail daily. For more information on BRM Procedures, go to http://blue.usps.gov/cpim/ftp/hand/f101/f101c17_015.htm

Insufficient Funds Processes and Controls

1. Review the mailer's BRM account to verify that appropriate fees have been paid and sufficient funds are available.
 - o PostalOne! sites must examine the Fees and Invoicing screen for each customer.
 - o Non-PostalOne! sites must review the account balance on PS Form 25, Trust Fund Account.
2. Weigh, rate, and count the BRM pieces at each weight increment.
3. Record PS Form 3582, BRM Postage Due Invoice.
 - o PostalOne! sites enter the total for each weight increment on PS Form 3582-C invoice.
 - Select the "Save as Pending" button in PostalOne! to retain the unpaid invoice.
 - Print two copies of the "Pending Invoice Transaction" to show:
 - date of the transaction
 - employee's initials
 - number of mailpieces
 - insufficient account balance
 - o Non-PostalOne! sites prepare PS Form 3582-P handwritten invoice in duplicate, calculate the charges, and sign the form.
 - Update the entry in the account balance on PS Form 25, Trust Fund Account.
 - Maintain a daily Postage Due Log, on PS FORM 3584, to record all bundles retained for insufficient funds.
4. Prepare the BRM bundles and the invoice(s).
 - o All sites
 - Wrap one copy of BRM Postage Due Invoice (PostalOne! use PS Form 3582-C, and non-PostalOne! use PS Form 3582-P) around the BRM bundle of mail
 - One copy of the invoice goes to the customer to notify them their BRM is being held
5. Hold the mail in a separate "Bundles Held for Funds" bin until additional funds are available.

Resources

[Notice 123 | Postal Explorer \(usps.com\)](#)

[505 Quick Service Guide | Postal Explorer \(usps.com\)](#)

[IMbA Fact Sheet](#)

[Reply Mail IMbA Promotion 2024](#)

Find Certified Vendors and Providers:

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

Mailing & Shipping Solutions Center

mssc@usps.gov / (877) 672-0007

Mon-Fri 7am-7pm CT

Business Customer Gateway:

<https://gateway.usps.com>

Reply Mail IMbA Promotion 2024

2023 REPLY MAIL IMbA PROMOTION

PROMOTION DETAILS

1A Program Information

Registration Period: MAY 15 - JUN 30
Promotion Period: JUL 1 - DEC 31

Discount Amounts

- 3% DISCOUNT** Static Barcode
- 6% DISCOUNT** Serialized Barcode

1B Promotion Process

- Setup QBRM and IMbA.**
 - Establish QBRM permit by submitting Form 6805.
 - Get MDA approval of QBRM samples.
 - Link QBRM permit to your Enterprise Payment Account.
 - Contact MSSC to enroll in IMbA.
(Note: MSSCs with QBRM pieces approved after Jan-2023 will be automatically enrolled.)
- 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.

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.

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)**

2024 Reply Mail IMbA Promotion | PostalPro (usps.com)

Important Dates

Registration:
May 15 - Jun 30

Promotion:
Jul 1 - Dec 31

Discount Amounts

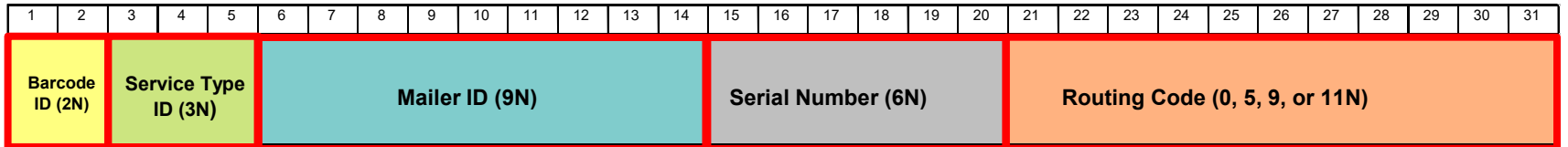
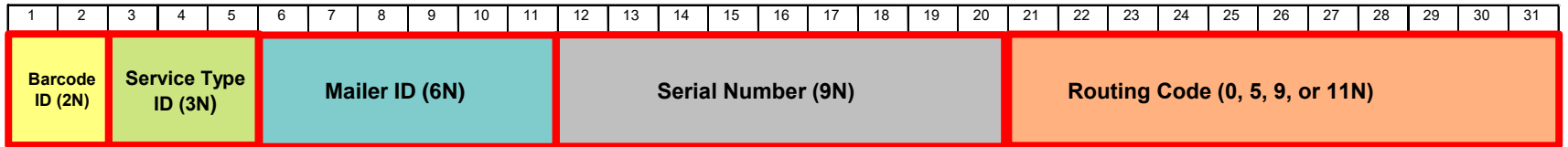
3% Static Barcode
6% Serialized Barcode

Two vertical gray bars are positioned on either side of the word 'Appendix'.

Appendix

Data Fields in the IMb[®]

Intelligent Mail[®] Barcode for Letters and Flats: *6-Digit and 9-Digit Mailer IDs*



- The Intelligent Mail[®] barcode is used to track letters & flats in the mailstream.
- The fields in the barcode allow mailers to create individual IDs for each mailpiece so they can be tracked.
- For optimal tracking of election mail, Local Election Offices need to use the correct entries for the **Service Type ID (STID)**, **Serial Number**, and **Routing Code** fields.