

United States Postal Service®

INDUSTRY ALERT

July 23, 2024

Intelligent Mail barcode Accounting (IMbA) for Qualified Business Reply Mail (QBRM)

Effective July 14, 2024, the Postal Service added a new QBRM IMbA Rate. Customers who enroll into IMbA will benefit from waived quarterly and annual account maintenance fees and enjoy a lower –per piece fee.

IMbA is an automated solution for the counting, rating, invoicing, and billing processes for customers using QBRM letters and cards with a unique ZIP + 4®. USPS leverages network scan data from USPS Mail Processing Equipment to automatically calculate return postage charges and send a daily invoice for payment to *PostalOne!*.

The Postal Service encourages customers to adopt this automated invoicing method, as it reduces the administrative time for handling mailpieces, expedites processing and increases visibility.

Eligible customers are those sending Qualified Business Reply Mail cards and letters up to 3.5 oz and enroll into IMbA.

For more information, please visit [Business Reply Mail® \(BRM\) | PostalPro \(usps.com\)](#) for details.

For additional information, submit questions to the Mailing & Shipping Solutions Center mssc@usps.gov.

Qualified Business Reply Mail (QBRM)	IMbA
Annual permit fee	\$0.00
Annual account maintenance fee	0.00
Quarterly Fee	0.00
Up to 3.5 oz letter price + piece price	0.707 + 0.020
Card price + per piece	0.537 + 0.020

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