

2017 Earned Value Promotion

October 26, 2016

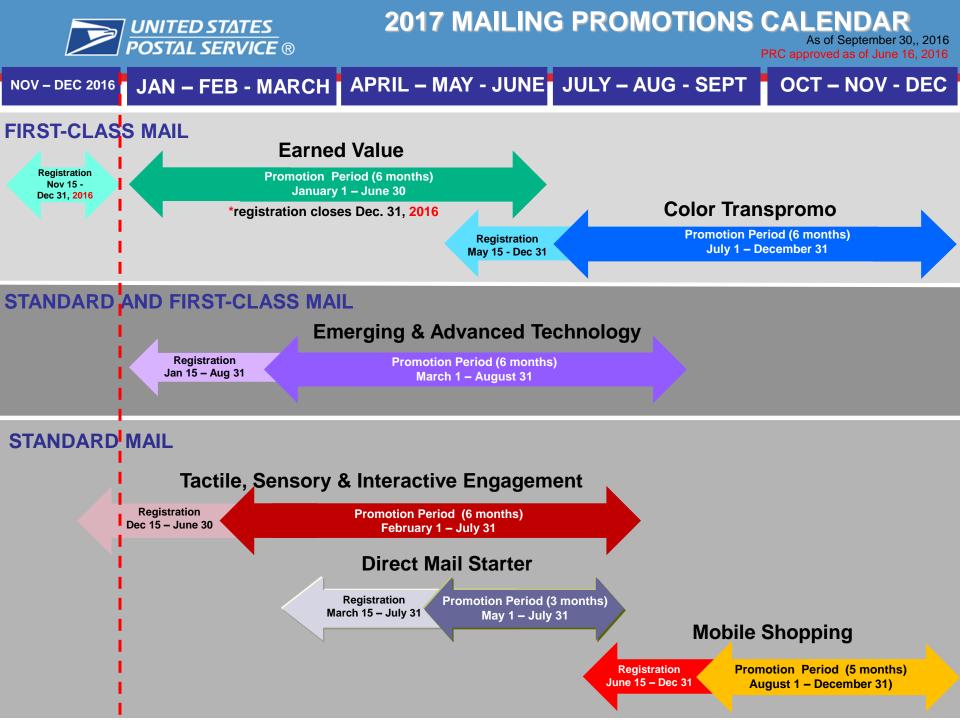




> 2017 Promotions Calendar

- > Overview of 2017 Earned Value Promotion
- Promotion Dates
- > Process
- Benefits
- > Registration Process
- > What is New?
- > Resources
- > Questions









Earned Value

լհավեկելովըկվելենեններիներիներին

Mailers enrolled in the 2017 Earned Value Promotion will earn credits for BRM, CRM, and Alternate Postage pieces. Credits can be applied toward future mailings of First-Class Mail presort and automation cards, letters and flats and Standard Mail letters and flats.



Registration Period :	November 15 th through December 31 st 2016
Promotion Period:	January 1 st through June 30 th 2017
Eligible Mail:	Business Reply Mail, Courtesy Reply Mail, and Alternate Postage cards and letters
Acceptance Period for Credits:	Quarter 1 January 1 st through March 31 st 2017 Quarter 2 April 1 st through June 30 th 2017

The volumes must be accepted by September 15th 2017; otherwise the credits will be forfeited. The credits will be released when the participant agrees to their volumes after each quarter.





Earned Value Credits:

\$0.05 per BRM, CRM, and Alternate Postage pieces counted based on their enrolled MID's

Expiration Date for Credits:

December 31st 2017







Registration

CRM, BRM, and Alternate Postage

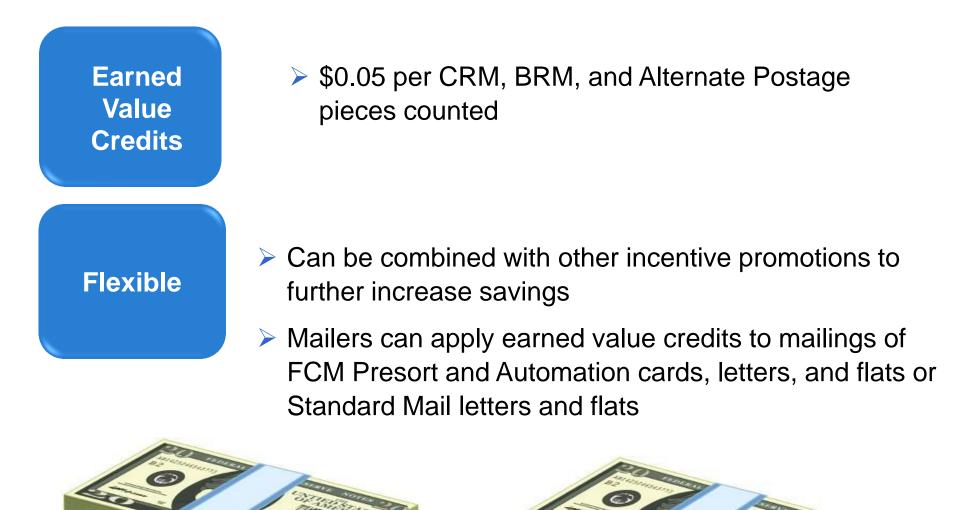
Credits

Earned Value Credits

- Register via the Business Customer Gateway (BCG)
- Eligible Permits: Meter, Imprint, OMAS Meter, OMAS Imprint, Precancelled
- > Must contain Intelligent Mail barcode with the registered MID(s) encoded
- \succ Mailings must be \succ RR in the CCR submitted electronically via Mail.dat, Mail.XML, or Postal Wizard
- field or use the dropdown menu in Postal Wizard









Sign In	
Username	
Password	
Sign in	Forgot password?
Not a registered U yet?	SPS Business Customer
Register for free	



Sign In

Username

Password

Forgot password?



Registration: All BCG Users



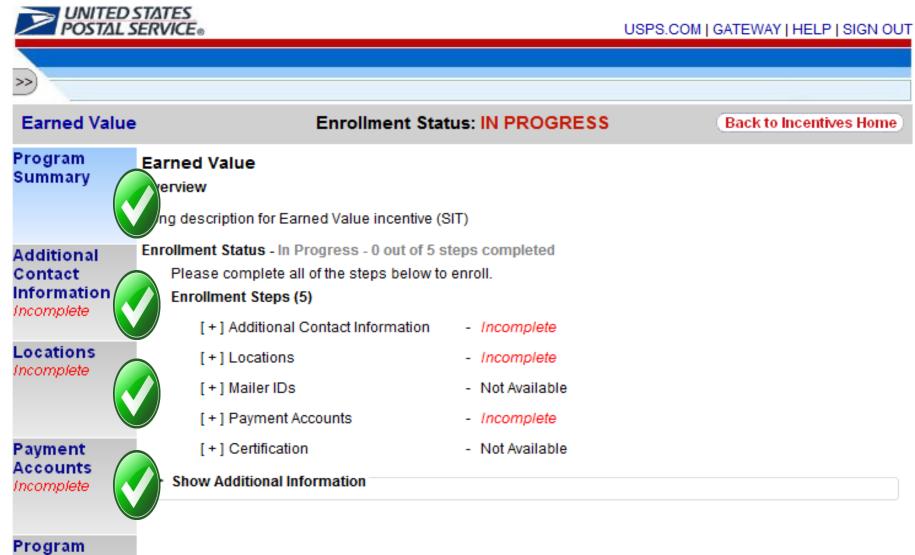


Every Door Direct Mail more info >	GO TO SERVICE
Incentive Programs more info >	GO TO SERVICE
L Intelligent Mail Small Rusiness (IMsh) Tool mentates	· · · · · · · · · · ·



POSTA	L SERVICE. USPS.COM GATEWAY HELP SIGN
Velcome	Click the incentive name to get more information or to begin enrollment. Earned Value Short description for the EVI program (SIT)
	Emerging Technologies Promotion is designed to drive online product purchases by putting direct mail and catalogs containing mobile-optimized coupons and promotional offers into consumers' hands in time for Black Friday and Cyber Monday, the busiest shopping time of year. The promotion will offer online merchants an upfront 2% postage discount on Standard Mail and First-Class Mail letters, flats and cards (presort and automation) that include a mobile barcode or print/mobile technology.
	Picture Permit Picture Permit Incentive. Please Participate





Assistance



Additional Contact Information

	STATES SERVICE®		USPS.COM GATEWAY HELP SIGN OU
»			
Earned Value	e Enrollment Stat	tus: IN PROGRESS	Back to Incentives Home
Program Summary	Earned Value Overview		
	Long description for Earned Value incentive (S	GIT)	
Additional Contact Information Incomplete	Enrollment Status - In Progress - 0 out of 5 s Please complete all of the steps below to Enrollment Steps (5)		
incompilete ([+] Additional Contact Information	- Incomplete	
Locations Incomplete	[+] Locations	- Incomplete	
mcompiete	[+] Mailer IDs	- Not Available	
	[+] Payment Accounts	- Incomplete	
Payment	[+] Certification	- Not Available	
Accounts Incomplete	Show Additional Information		

Program Assistance



	STATES SERVICE®		USPS.COM GATEW	VAY HELP SIGN OUT
Earned Valu	e Enrollment Sta	tus: IN PROGRESS	Back	to Incentives Home)
Program Summary	Earned Value Overview			
	Long description for Earned Value incentive (SIT)		
Additional Contact Information Incomplete	Enrollment Status - In Progress - 0 out of 5 s Please complete all of the steps below to Enrollment Steps (5)			
mcompiete	[+] Additional Contact Information	- Incomplete		
Locations Incomplete	[+] Locations	- Incomplete		
mcompiete	[+] Mailer IDs	- Not Available		
,	[+] Payment Accounts	- Incomplete		
Payment	[+] Certification	- Not Available		
Accounts Incomplete	Show Additional Information			

Program Assistance



Mailer IDs Tab

POSTAL S	STATES SERVICE®					USPS.COM	GATEWAY HELP SIGN OU				
>>)											
Earned Value	•	E	Inrollment Stat	us: IN PROG	RESS	1	Back to Incentives Home				
Program Summary	step. If one or r	nore of your l		ease click this li	nk to th	e Business Cu	complete this enrollment stomer Gateway and verify rvice.				
Additional Contact Information Incomplete	For more inform		ding the data in the	columns, place		rsor over the co	Per Page: 20 💌				
Locations Complete	Available Mai	ler IDs					Clear Filter Showing 1 - 2 of 2				
				Address							
Mailer IDs 🦳	MID	CRID	Street Address	City	State	ZIP Code	Tracking Request Date				
Incomplete	900005975	20163390	201 D STREET	DELAWARE	DC	20024-2198					
	900005976	20163390	201 D STREET	DELAWARE	DC	20024-2198					
	l					Export opti	ons: CSV Excel XML PDF				
Payment Accounts Incomplete	(I Agree (I Disagree									
Program Assistance											



Payment Accounts Tab

Program Summary	Your permit account sure that it is linked missing permit.				d CRIDs display		ocations tab,			
	Selected (Multiple	e) Perm	its:							
Additional) 1 - 1 of 1
Contact	I	Permit	Туре	Fina	ance Number	CRID	ZIP/Po	stal Code	CAPS Per	centage
Information	Remove	899	PI		164950	945435	55 6193	389998		50
Complete									Totals Percer	tage 50%
Locations								(Update Perc	centage
Complete	Eligible Permits:									
			••	-						1 - 1 of 1
		Per * 10		Type PC	Finance Nu 51771		CRID 4430515		ostal Code 229998	CAPS
Mailer IDs	Add	1	00	PC	51771	0				
Complete							Expo	ort options:	CSV Excel)	KML PDF
	Ineligible Permits	:							Showin	g 1 - 4 of 4
	Permit	Ту	pe	Fin	ance Number		CRID	ZIP/Post	al Code	CAPS
Payment	* 17353025	P	E		999924	44	30515	999	98	
Accounts	* 9205823	P	E		999924	44	30515	999	98	
Incomplete	* 17353025	P	E		999922	44	4430515		0000	
	* 9205823	P	E		999922	44	30515	99999	0000	
Certification							Expo	ort options:	CSV Eccel)	KML PDF
Complete	Custom MSP Per	mit Sea	arch							
	Please check with	your M	SP on	what p	ermit informatio	n should b	e entered.			
Activity Report	* Permit Number:				* Pe	rmit Type	Select (Category	✓ S	earch
	City:				* Sta	ate Code:				



Changing my Selected Permit

Program Summary	Your permit accounts are shown below. Verify that what is listed is correct. If you do not see a permit and you are sure that it is linked to one of the enrolled CRIDs displayed in the Locations tab, take the following steps to link the missing permit. Cropped Page											
	Selected (Multip	e) Perm	its:									
Additional		Permit	Туре	Fina	ance Number	CRID	7	IP/Post	al Code	CAPS		1 - 1 of 1 centage
Contact Information	Remove	899	PI		164950	945435		61938		CAL S		50
Complete	Kentove	000			104000	040400		0.000				
												tage 50%
Locations									(Update	Perc	entage
Complete	Eligible Permits:									Ch	owing	1 1 05 1
		Per	mit	Туре	Finance Nu	Imber	CR	ID	ZIP/Po	stal Coo	-	1 - 1 of 1 CAPS
	Add	* 10		PC	51771		4430		240	229998		
Mailer IDs Complete								Export	options: (CSV Ex	cel X	ML PDF
	Ineligible Permit	s:								Sh	owing	1 - 4 of 4
	Permit	Ту	pe	Fin	ance Number		CRID		ZIP/Post	al Code		CAPS
Payment	* 17353025	-	E		999924	-	430515		999			
Accounts Incomplete	* 9205823				999924	-	4430515		999			
	* 17353025		E		999922		430515		99999			
	* 9205823	F	E		999922	44	430515		99999		_	
Certification								Export	t options: (CSVIEX	tel X	(ML PDF
Complete	Custom MSP Pe	rmit Se	arch									
	Please check with	n your M	SP on	what p	ermit informatio	n should b	e entere	ed.				
Activity Report	* Permit Number	:			* Pe	rmit Type	:Se	elect Ca	ategory	~	S	earch
	City:				* St	ate Code:						



Eligible and Ineligible Permits

Earned Value			Ennelle				Dealer	to Incentives Hon		
carned value			Enroin	nent sta	atus: IN PRC	GRESS	Back	to incentives Hon		
Program Summary		it is linked to					rect. If you do not see a ations tab, take the follo			
Additional Contact		D		-	Cropped	Area				
nformation Complete	Eligible	Permits:						Showing 1 - 3 d		
Jompiete		Permit	Тур	e	CRID		ZIP/Postal Code	CAPS		
ocations	۲	* 90334	P	l i	20166917		23250			
Complete	\bigcirc	* 16868	P	I	5155336		46468	16169		
		76868	P	I	5170321		50468	161667		
							Export options: CS	SV Excel XML P		
Mailer IDs ncomplete		D								
	Ineligibi	e Permits:						Showing 1 - 1 o		
	P	ermit	Туре		CRID		ZIP/Postal Code	CAPS		
	* (90334	PP	20	166917		23250			
ayment accounts	Export options: CSV Excel XML PDF									



Custom MSP Search

Program Assistance Complete

12000	20024	20488611	PE	811	0
12000	20024	20488611	PE	1122	0
12000	20024	20488611	PP	298	0
12000	20024	20488611	PE	10083	0
12000	20024	20488611	PI	1610	0
12000	20024	20488611	PI	213	0
12000	20024	20488611	PE	33333333	0
12000	20024	20488611	PE	22222222	0
12000	20024	20488611	OM	90013	0

Custom MSP Permit Search				
Please check with your MSP on w	/hat permit information should	be entered.		
* Permit Number:	* Permit Type:	Select Category	•	Search
City:	* State Code:			



Custom MSP Search

× Google							- 3	Search 👻 🔀	Share	More ≫	Sign In 🎴
🔆 Favorites	1 🚖 🖻	Program Regis	tration - Pe	Ctivity Re	eport 🙋 Program	Registi	ration - La	🔊 Program R	egistratio	n - La 🙋 Wel	b Slice Gallery 👻
88 👻 🏈 Pr	ogram Regi	istration - Per	. 🏉 Paymen	t Accounts	×		A •		- P	age 👻 Safety 👻	Tools 👻 🔞 🕶
		0	1234	PI	20163414		63	155-9903	1		
		0	259	PI	20163414		63155-9903				
ertificatio	n	0	258	PI	20163414		63155-9903				
complete		0	1696	PI	20163414		63155-9903			10325	
		0	1695	PI	PI 20163414		63155-9903			10325	
		0	1694	PI	20163414		631	155-9903		10325	
Activity Rep	port	0	1693	PI	20163414		631	155-9903		10325	
Complete			7200	DI	10162414		624	155 0002	1		
Permit Balance	Select	MSP Permit Permit Number	Permit	Finance Number	City	State	CRID	Business Name		Address	
Complete		1234	Type Pl	357485	Guangzhou		20102025	ChinaAcct	122	Liu Hua Lu	
Program	0	1234	PI	661204	WASHINGTON	DC	20165122	PROGREG CAT 5		5 CAT St	
Assistance	0	1234	PI	999999	MEMPHIS	ΤN	20165248	NCSC 2		0 PRIMACY VY STE 251	
	Sav	e Clo	se								



Custom Mail Owner Permit Search

	Туре	C.F	สมา		7IP/Postal (Code	CAPS	1			
811	PE	204	Select	Permit							
1122	PE	204	Jereet	- Crimite							
233	PE	204									
544	PE	204	Select	Permit	Permit	Finance	City	State	CRID	Business Name	Address
804	PE	204	Sciect	Number	Туре	Number	city	State	CIUD		
10083	PE	204		475	DI	414080	SARATOGA	ANY	00105000	QUAD GRAPHICS	56
33333333	PE	204	۲	175	PI	414060	SPGS	NY	20165090	SARATOGA SPRINGS	DUPLAINVILLE RD
22222222	PE	204						XT.		0110100	RD
306	PP	204	Sav	e_)(_Clo	ose						
298	PP	204									
305	PP	204									
50	PE	204									
28003	MR	204									
173000	PE	204									
131000	PE	204									
77777	PE	204									
42	PP	204									
318	PP	204									
370	BR	204									

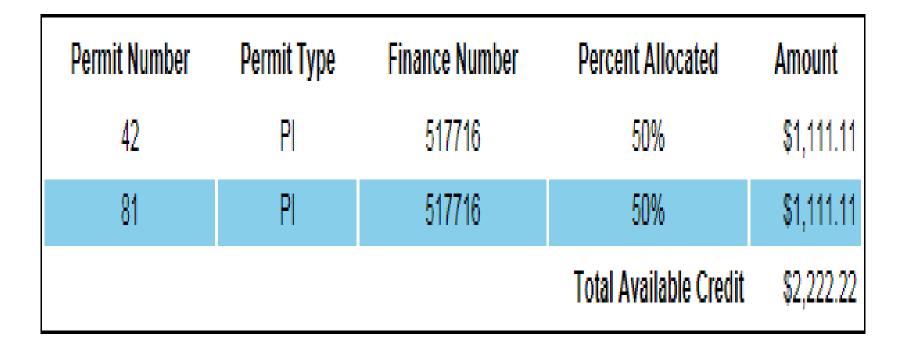


I INITED STATES

Promotion	ile Shopping E	nrollment Status: ENROLLE	ED Unenroll	Back to Incentives Home
Program Summary		o the program, you must agree to the completed and you will be routed to regarding your concerns.		
Additional	Certification Agreement:			
Contact Information Complete	agree to follow the terms of t program requirements docu	tton below, I declare that I have revie the Holiday Mobile Shopping promo ument available for download on the ermit numbers) and locations (Cus	otion as outlined in the Incentive Programs of	e Domestic Mail Manual and lescription page. I further
Locations Complete	are correct and that I intend t that, though enrolled, I am n USPS® questions regarding am authorized to use the Ma electronic files I intend to su	to participate in the promotion using ot required to participate and I can o g my enrollment. If I am a Mail Servi ailer IDs (MID) or Customer Registra Ibmit to the USPS, (ii) that I am auth	g any combination of the obtain details online a ice Provider (MSP), I de ation IDs (CRID) as lis orized to represent ea	nese accounts. I understand t gateway.usps.com or ask eclare as follows: (i) that I ted in this enrollment and in ch of the customers I
Payment Accounts Complete		ed each customer (the Mail Owner) ustomers of the terms of the promo		les, and (iv) that I
Certification Complete		t that mailer		
	Selects -	I Agree" to e registration		



Permit Number and Percentage Allocation





Earned Value Summary

Earned Value Summary

Award Start Date	Award End Date	Total Volume CRM	Total Volume BRM	Award Amount
10-30-2013	11-08-2013	0	0	\$0.00
	Subtotal	0	0	\$0.00
	Adjustment	222,222	0	\$2,222.22
	Grand Total	222,222	0	\$2,222.22
			Other Credit *	\$0.00
			Total Available Credit	\$2,222.22

* Credit belongs to other users



Earned Value Detail Report

Earned Value Detail Report

CRID		Company				MID JUN 2012		JUL 2012		AUG 2012			
							CRM Pieces	BRM Pieces	CRM Pieces	BRM Pieces	CRM 9 Pieces	BRM Pieces	ן P
2040041	13	Co	mpany A		900	008256					148	448	
2049922	24	Co	mpany B		900	008303		296		1,359)	2,371	
SEP 2	2012	OCT	2012	Total	Total	Total CF		otal BRM	Net	Net	Credit	Credit	
CRM Pieces	BRM Pieces	CRM Pieces	BRM Pieces	CRM	BRM	Adjustm	ent Ad	justment	CRM	BRM	Amount for CRM	Amoun for BRM	
1,048	2,048		3,448	1,196	5,944		-20	0	1,176	5,944	\$1,176.00	\$297.20	0
	202		1,064	0	5,292		30	60	30	5,352	\$30.00	\$267.60	0



Permit Balance Report

					Firs	t Class	Stan	dard Mail	Nor	n-Profit		
Company Name	Permit Number	Permit Type	Finance Number	Credit Acquired	Credit Used	Number Of Postage Statements	Credit Used	Number Of Postage Statements	Credit Used	Number Of Postage Statements	Credit Balance	Date and Time Credit Released
Core Mailers	42	PI	517716	\$1,111.11	(\$50.20)	1	0	2	\$0.00	0	\$782.71	11/14/2013 13:44
Core Mailers	81	Pl	517716	\$1,111.11	(\$1,111.11)	1	\$0.00	0	\$0.00	0	\$0.00	11/19/2013 8:34



Permit Balance Detail

Mailing Date	Postage Statement Seq Number	Mail Class	Total Adjusted Postage	Total Pieces	Incentive Amount
12/12/2012	5200438	SM	\$159,154.14	650,105	-\$5.98
12/12/2012	5200439	SM	\$70,805.94	300,109	-\$5.98
12/12/2012	5205457	SM	\$.40	1	-\$5.98
12/12/2012	5205475	FC	\$34.87	94	-\$5.98
12/12/2012	5205480	FC	\$34.87	94	-\$5.98
12/12/2012	5205695	FC	\$228.66	980	-\$5.98
12/12/2012	5224673	SM	\$1,078.64	5,474	-\$5.98
12/12/2012	5224720	SM	\$364.32	0	-\$5.98
12/12/2012	5224722	SM	\$160.43	0	-\$5.98
12/12/2012	5224733	SM	\$.84	4	-\$5.98

Download to Excel



Earned Value Promotion 2016	Earned Value Promotion 2017
Eligible Mail: CRM and BRM Pieces	Eligible Mail: CRM, BRM, and Alternate Postage cards and letters
3 Month Promotion Period	6 Month Promotion Period
April 1 st through June 30 th 2016	January 1 st through June 30 th 2017
1 Acceptance Period for Credits	2 Quarter Acceptance Periods for Credits
	Quarter 1 January 1 st through March 31 st 2017 Quarter 2 April 1 st through June 30 th 2017
 \$0.02 per BRM and CRM pieces counted based on their MID's for first time mailers or those who did not meet or exceed each 	 \$0.05 x Total BRM Pieces Counted Based On Each MID by Quarter
BRM and CRM MID's previous total counts from the 2015 Earned Value Promotion	\$0.05 x Total CRM Pieces Counted Based On Each MID by Quarter
 \$0.03 per BRM and CRM pieces counted when mailers meet or exceed each BRM and CRM MID's previous total counts from the 2015 Earned Value Promotion 	 \$0.05 x Total Alternate Postage Pieces Counted Based On Each MID by Quarter
Threshold to qualify for higher credit	No threshold to receive \$0.05 credit

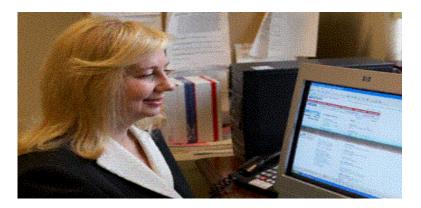


The Earned Value Program Office email is: <u>EarnedValue@usps.gov</u>

The Promotions Office responds to all inquiries within 4 business days upon receipt of emails to the promotion email address.

The Alternate Postage Program Office email is: alternatepostage@usps.gov

The Program Requirements and FAQs are posted on RIBBS https://ribbs.usps.gov/index.cfm?page=mailingpromotions





Questions

