March 28, 2017

Mail Spoken Here
The electronic newsletter summarizing recent Postal Service news and developments

Congratulations to *"The Standard Group"* for
Winning the 3rd Quarter of the 2017 Irresistible Mail Award

The Standard Group's *"Holiday Inkling Mystery Game"* campaign is our newest Quarterly winner of the 2017 Irresistible Mail Award contest. Congratulations to **The Standard Group** for designing and printing the winning campaign.

The "Holiday Inkling Mystery Game" campaign leveraged mail, email and social media to invite its customers, prospects and employees to go online and play the game. The invitation featured a creative opening, and 16 customized elements including a pop up cube with a picture of the customer's sales person dressed as a character in the game. Conversion was tracked via PURLs, and active players received daily reminder e-mails to solve the mystery in order to receive prizes.

The "Holiday Inkling Mystery Game" joins 1st Quarter winner "Toyota Sienna Superhero" from Gulf States Toyota and 2nd Quarter winner "See It First" from the Lincoln Motor Company and Structural Graphics as contenders for the Grand Champion title. Only *one* finalist spot remains to be claimed.

About the Irresistible Mail Award

The USPS Irresistible Mail Award is a quarterly contest that recognizes innovative and effective mail piece designs. The contest is **FREE** and easy to enter. Quarterly winners are showcased by

USPS and compete to become Grand Champion at the 2017 National Postal Forum. For more information and to enter, please visit www.irresistiblemail.com/award.
The Irresistible Mail Award judges would also like to recognize the following submissions as Honorable Mentions:

• **"Alphabet Postcard Campaign"** designed and printed by **Gabriel Group**
• **"Imaginary Friends"** designed by **GS Marketing for Gulf States Toyota** and printed by **Japs-Olson**

• **"January 2017 Business Mailer"** designed by **CustomInk** and printed by **Carlson Print Group**

• **"New Year Direct Mail Campaign"** designed by **Advertising Specialty Institute (ASI)** and printed by **Americor Press**

• **"Share the Love"** designed by **Yokel Local Internet Marketing Inc.** for **Designline Graphics Inc** (printed in-house)

• **"Taco Tuesday"** designed and printed by **Superior Graphics**

New! "Manual Seamless Sampling Data" Drilldown Report

A new MicroStrategy report entitled "Manual Seamless Sampling Data" is now available. This report is a drill option from the Mailer Scorecard. The report displays **all of the mail pieces that were sampled**, along with sampling and eDoc details. Prior to this release, only sampled mail pieces that were in error were displayed on the Mailer Scorecard.

The details include:

- eDoc Submitter (Customer Registration ID (CRID) and Name)
- Mailing Group ID
- Customer Group ID
- Job ID
- User License Code
- Mailing Date
- Piece Scan Count

eDoc Submitter	Mailing Group ID	Customer Group ID	Job ID	User License Code	Mailing Date	# Pieces Sampled
		N/A			3/1/2017	119
		N/A			3/2/2017	118
		N/A			3/3/2017	120
		N/A			3/7/2017	120
		N/A			3/8/2017	120
		N/A			3/9/2017	122
		N/A			3/10/2017	120
		N/A			3/13/2017	120
		N/A			3/14/2017	117
		N/A			3/15/2017	120
		N/A			3/16/2017	120
		N/A			3/17/2017	120
		N/A			3/20/2017	120
		N/A			3/21/2017	120
		N/A			3/22/2017	120
		N/A			3/23/2017	120

(Ex. Manual Seamless Sampling Data report)

The USPS: Working to make it Simple!

The USPS has simplified the shipping experience for parcel mailers with the elimination of permit imprint application fees and annual mailing fees for certain parcel products. Also, we have introduced a new permit called the "Shipping Products Permit," which is designed to provide mailers the option of utilizing **one permit** for both outbound and return products.

Elimination of Permit Fees

Customers who use a permit imprint (PI) to ship parcels will not have to pay permit imprint application fees, or annual mailing fees if the permit is exclusively used for shipping parcels using one, some, or all of the following products: **Priority Mail Express, Priority Mail, First-Class Package Service, Parcel Select, Parcel Select Lightweight, Library Mail, Media Mail, and Bound Printed Matter Parcels**.

Customers who use Merchandise Return (MR) or Business Reply Mail (BRM) permits to receive parcels through USPS Returns products will no longer have to pay annual permit fees for**: Merchandise Return Service, Business Reply Mail (Parcels only), USPS Returns (Scan Based Payment), and Parcel Return Service**.

Shipping Products Permit

The new "Shipping Products Permit" was designed to be used to mail both outbound and return parcel products.

If a mailer uses a permit to mail outbound parcels or to receive parcels through a returns product, the mailer may choose to combine all of their existing permits into a single "Shipping Products Permit." This can be done if the permits are used exclusively for outbound parcel shipments or returns.

The permits associated with the following products may be combined: **Priority Mail Express, Priority Mail, First-Class Package Service, Parcel Select, Parcel Select Lightweight, Library Mail, Media Mail, Bound Printed Matter Parcels, USPS Returns (Scan Based Payment), and Parcel Return Service**.

Mailers who use **Merchandise Return Service and/or Business Reply Mail (Parcels only)** can take advantage of the new "Shipping Products Permit" as soon as April 2017.

Begin the transition to a "Shipping Products Permit" now by:

- Reviewing your permit(s) using the Business Customer Gateway (BCG) https://gateway.usps.com/eAdmin/view/signin   if possible or,

- Contact your local Business Mail Entry Unit (BMEU) using the "Locator"   (http://postalpro.usps.com/locators/find-bme) to designate which permit you want to use as your "Shipping Products Permit." The employees will flag the selected permit within postal systems.

- Work with your Mail Service Provider (MSP) or Software Vendor to transition to the new permit number and label markings.

- Ensure any indicia or shipping label affixed to a parcel mailed under the "Shipping Products Permit" contains the words "Shipping Products Permit" and the applicable permit number is displayed as shown in Appendix B: Shipping Products Permit Indicia and Label Requirements.

Combing all of your current permits is not required. A mailer can choose to open a new "Shipping Products Permit" to exclusively mail parcel products. This can be done quickly on the Business Customer Gateway (BCG) and/or through your local BMEU.

Appendix A: Elimination of Permit Fees

The table below provides a list of all impacted parcel products, mail classes and applicable eliminated permit fees.

Eliminated Fee	Outbound Products and Classes		Inbound (Return) Products and Classes	
	Permit Application	**Annual Mailing**	**Annual Permit**	**Annual Account Maintenance**
Products and Classes	Priority Mail Express	Parcel Select (Destination Entry or Lightweight)	Merchandise Return Service	None
	Priority Mail	Presorted Media Mail	Parcel Return Service	None
	First-Class Package Services	Presorted Library Mail	USPS Returns	None
	Parcel Select	Bound Printed Matter (Destination Entry, Parcels only)	Business Reply Mail Parcels (Basic)	Merchandise Return Service
	Parcel Select Lightweight	None	Business Reply Mail Parcels (High Volume)	Parcel Return Service
	Media Mail	None	BRM Bulk Weight Averaging Parcels	USPS Return Service
	Library Mail	None		
	Bound Printed Matter Parcels	None		

The illustration below provides an example of the label markings for return products when using the Shipping Products Permit. The label marking must include Shipping Products Permit No.

JOHN DOE
1258 RETURN LN
BETHESDA MD 20817

NO POSTAGE
NECESSARY IF
MAILED IN THE
UNITED STATES

PARCEL RETURN SERVICE

ABC RETURNS   SHIPPING PRODUCTS PERMIT NO. 77999

AGENT / CLIENT NAME
PARCEL RETURN SERVICE
56999

ZIP - USPS PARCEL RETURN SERVICE

9202 3912 3456 7806 1500 09

RMA#

X01

Appendix B: Shipping Products Permit Indicia and Label Marking Requirements

The illustration below provides an example of the indicia requirements when using the Shipping Products Permit. The indicia must indicate Shipping Products Permit No.

P

U.S. POSTAGE PAID
SHIPPING
PRODUCTS
PERMIT NO.
CITY, STATE

PRIORITY MAIL 1-DAY™

INTERNET SALES DEPT
FAST AND EFFICIENT SUPPLY CO.
10474 COMMERCE BLVD DUPLEX B
SILVER SPRING MD 20910-9999

RONALD RECEIVER
C/O RICK RECIPIENT
INTERNET PURCHASING OFFICE
BIG AND GROWING BUSINESS CO.
8403 LEE HIGHWAY
MERRIFIELD VA 22082-9999

USPS TRACKING #

9205 5912 3456 7803 2394 01

**Learn about the Official USPS Professional Certification
Training Programs Offered at National Postal Forum**

Are you ready to learn about the exclusive opportunity for National Postal Forum (NPF) attendees to expand their professional credentials? Back by popular demand, the three official USPS certification programs will be offered again at this year's NPF.

The US Postal Service official certifications available are:

- **The Executive Mail Center Manager (EMCM)** course teaches the skills needed to manage more effectively, boost productivity and cut costs. The curriculum focuses on mail center operations, mail center safety and security, mail center finances, basic mail design and general managerial techniques. This is a life-time certification with annual renewals available.

- **The Mail Design Professional (MDP)** course is centered around effective mail design compatibility and optimizing postage costs through automation. The course provides in depth training on postal standards related to designing letter and flat mail to facilitate processing on high-speed automated equipment while maximizing cost effectiveness and reducing processing delays. This certification is viable for two-years.

- **The Certified Direct Mail Professional (CDMP)** course is designed for the mailing industry professional to develop and strengthen core skills that build and maintain successful direct mail business within this highly-competitive environment. Designing direct mailpieces, evaluating marketing strategies, managing mail lists, and incorporating emerging technologies are just a few of the topics that will be discussed.

You will benefit from additional strategic sessions at NPF, as well as networking opportunities. Additional costs for these certifications apply. Class size is limited and pre-registration is required. Registration is now available on the NPF official website.

The NPF will be held at the Baltimore Convention Center in Baltimore, MD from May 21 – May 24, 2017. These certification classes will be offered on-site in dedicated classroom areas.

Postal Bulletin 22460 dated 2/2/17

Found at: https://about.usps.com/postal-bulletin/2017/pb22460/pb22460.pdf

DMM Revision: Business Reply Mail - Clarification of standards for BRM labels.

DMM Revision: Manifest Mailing System - Effective March 6, 2017, the Postal Service revised the Domestic Mail Manual (DMM), section 705.2, Manifest Mailing System, to clarify the mail eligible for the Manifest Mailing System (MMS) program and to identify the source for the MMS minimum volume requirements.

We will also add new sub-section 705.2.1.3, Minimum Volume Requirements, to identify Publication 401, Guide to the Manifest Mailing System, as the source for the MMS volume requirements. These revisions will provide consistency with Publication 401. For information on the minimum volume requirements and exceptions, see Publication 401, Guide to the Manifest Mailing System, available on PostalPro at http://postalpro.usps.com/node/320

Postal Bulletin 22461 dated 2/16/17

Found at: https://about.usps.com/postal-bulletin/2017/pb22461/pb22461.pdf

Get information on National Consumer Protection Week in this edition.
DMM Revision: Additional Mailing Standard Changes for Domestic Mailing Services Products

DMM Revision: Full-Service Automation Option - New Publication: Publication 6850, Publication for Streamlined Mail Acceptance for Letters and Flats, available on PostalPro at http://postalpro.usps.com/node/581. This publication contains the policies and processes for the verification of eligible business mailings using tools provided by Intelligent Mail Full-Service, eInduction, and Seamless Acceptance.

DMM Revision: USPS Tracking - Except for Periodicals, USPS Tracking is available for all products, some with restrictions. Currently, the DMM does not address the restriction that applies to First-Class Mail. For First-Class Mail, only parcels are eligible for USPS Tracking. This revision will update Exhibit 503.1.4.1, Eligibility — Domestic Mail, and section 503.7.0, USPS Tracking, to add that for First-Class Mail, only parcels are eligible for USPS Tracking.

Postal Bulletin 22462 dated 3/2/17

Found at: https://about.usps.com/postal-bulletin/2017/pb22462/pb22462.pdf

DMM Revision: Elimination of Fees
DMM Revision: Media Mail and Library Mail - The Postal Service added the Intelligent Mail package barcode (IMpb) requirements for Media Mail and Library Mail parcels in new subsection 273.5.5. Additionally DMM 275.4.0 will now state that Flat-size pieces that do not meet the standards in 201.3.0 through 201.5.0 must be prepared as parcels.

IMM Revision: Suspension of Global Express Guaranteed Service to Ghana

March DMM Update

Business Reply Mail - We revised **505.1.0** to clarify the standards for BRM labels.

Manifest Mailing System - We revised **705.2.0** to clarify the mail eligible for the Manifest Mailing System (MMS) program and to identify the source for the MMS minimum volume requirements.

USPS Tracking - We revised **503** to clarify USPS Tracking eligibility.

Additional Mailing Standard Changes for Domestic Mailing Services Products
We revised various related sections of the DMM to reflect changes to mailing standards that were missed in the final rule published in the Federal Register on December 21, 2016.

Full-Service Automation Option - We revised **705.23.0** to provide new Publication 6850, Publication for Streamlined Mail Acceptance for Letters and Flats, available on PostalPro at **http://postalpro.usps.com**, as a reference for the full-service automation option including verification and assessment criteria

Media Mail and Library Mail - We revised **270** in various sections to clarify flat-size mail preparation and update DMM references.

Our next scheduled DMM update is April 3, 2017.

Additional Resources:

FRN: Federal Register Notice
PB: Postal Bulletin
PE: Postal Explorer is a mailer's resource for all information contained in the Domestic Mail Manual (DMM), International Mail Manual (IMM), Publication 52, *Hazardous, Restricted, and Perishable Mail.*
PostalPro: PostalPro is a mailer's resource for other information (i.e., Mailing and Shipping, Operations, Industry Forum, Certifications, Resources). This site will replace RIBBS.

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