



2019 INFORMED DELIVERY® PROMOTION

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I. BACKGROUND

The Informed Delivery* Promotion (ID Promotion) offers a 2% discount on postage for business mailers who sign up for Informed Delivery and launch an Informed Delivery Interactive campaign associated with mailpieces entered through a BMEU.

II. PROMOTION DESCRIPTION

In an effort to increase the adoption rate of Informed Delivery the USPS is offering a 2% discount on postage for business mailers who leverage Informed Delivery to reach their target audience through the Informed Delivery digital channel.

Registration Period: July 15, 2019 – November 30, 2019

Promotion Period: September 1, 2019 – November 30, 2019

Discount Amount: 2% of eligible postage. The discount is calculated in *PostalOne!*[®] and applied to the postage statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices.

Eligible Mail** First-Class Mail[®] presort & automation letters, cards & flats
USPS Marketing Mail[™] letters and flats
Nonprofit USPS Marketing Mail[™] letters and flats

* Images are only provided for letter-sized mailpieces that are processed through USPS' automated equipment

**At this time mailings associated with single piece Informed Delivery campaigns are not eligible for a promotional discount under the 2019 ID Promotion.

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE AFTER THE PROMOTION CLOSES

III. AUTHORIZATION REQUIREMENTS

(PROPOSED)

- 1) PLEASE GO TO [HTTPS://WWW.USPS.COM/BUSINESS/INFORMED-DELIVERY.HTM](https://www.usps.com/business/informed-delivery.htm) FOR AN INTRODUCTION TO INFORMED DELIVERY, TO LEARN HOW THE FEATURE WORKS, TO UNDERSTAND THE REQUIRED ELEMENTS OF A Informed Delivery INTERACTIVE CAMPAIGN AND TO ENTER A INFORMED DELIVERY CAMPAIGN
- 2) SUBMIT A PDF OF THE INFORMED DELIVERY CAMPAIGN AND MAIL PIECE TO THE ID PROMOTION OFFICE. THE PDF MUST INCLUDE THE RIDE ALONG IMAGE, INCLUDING A CALL TO ACTION AND THE REPRESENTATIVE IMAGE (REPRESENTATIVE IMAGE IS A REQUIREMENT FOR FLATS AND OPTIONAL FOR LETTERS)
- 3) COMPLETE THE ID PROMOTION REGISTRATION ON THE BCG
- 4) Create the Postage Statement which includes required ID Campaign identifier and the ID Promotion Component Characteristics Record (CCR) file.
- 5) At the time of mailing, the Informed Delivery Interactive campaign be in an active status and an ID

Promotion mailpiece must be provided to BMEU personnel.

Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.

C. ID PROMOTION SPECIFIC REGISTRATION REQUIREMENTS*

Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service (gateway.usps.com). Promotion participants must complete their registration which includes, agreeing to the promotion terms and specifying which permits, MIDS and CRIDs will be participating in the promotion. The ID Promotion Office recommends that participants register several days in advance of the first qualifying mailing.

If you need Additional Assistance with enrollment you must contact the *PostalOne!* Helpdesk at (800) 522-9085 or postalone@usps.gov

Auto Enrollment (for Mail Service Providers):

Electronic documentation (eDoc) enrollment using Mail.dat or Mail.XML enables MSPs to enroll their clients in real-time when eDocs claiming the promotion are submitted. During postage statement finalization, *PostalOne!* will validate that the MSP CRID in the eDoc is enrolled as an MSP. The *PostalOne!* system will enroll the client(s) in the promotion based on the "Mail Owner" field data in the eDoc, and will only then calculate the discount if there are no system Warnings. *PostalOne!* will perform validations and generate warnings for MSPs that are not registered and for invalid CRIDS or Mailer IDs. In the case of Warnings, *PostalOne!* will process the eDoc and allow the mailing without failing the file. However, *PostalOne!* will not apply the promotion discount to the mailing.

*As a reminder, this specific USPS Promotion has two required processes; one is to have a valid campaign submitted via the Informed Delivery Mailer Campaign Portal hosted on the Business Customer Gateway or through PostalOne!. The Second is to register for the actual Informed Delivery promotion on the BCG Incentive Program web site.

As part of the terms of participation, all MSP's and mail owners must complete a series of brief surveys about their participation in the promotion. We also encourage participants to share metrics resulting from the use of the promotional technology or technique.

A user guide for the promotion enrollment is available on [PostalPro™](https://postalpro.usps.com/promotions)
@: <https://postalpro.usps.com/promotions>

D. MAILING SUBMISSION REQUIREMENTS

Documentation/Postage Statement

Mailings must be submitted electronically via Mail.dat and Mail.XML or Postal Wizard. Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID) or Permit number. Mailers who use Postal Wizard MUST create their Informed Delivery campaigns through the Informed Delivery Mailer Campaign Portal. Mail.dat and Mail.xml users may use either the Informed Delivery Mailer Campaign Portal OR submit their required Informed Delivery campaign elements within the mail.dat or mail.xml files.

To claim the discount for mailings submitted via Mail.dat or Mail.XML, the Component Characteristics Record (CCR) file must be populated with the two letter characteristic "PI" for the 2019 Informed Delivery Promotion.

Participants will be required to affirmatively claim this promotion in the “Incentive Claimed” section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

First Class and USPS Marketing Mail commingled, combined, and co-mail mailings (including MLOCR mailings) may only qualify for the promotion if:

- All of the pieces commingled in the mailing meet program requirements, or;
- The mailings that include multiple clients (or versions) must have separate postage statements generated for the mailpieces that participate in this promotion.

Note: Mail must be tendered for acceptance during the promotion period

All promotion eligible mailings must be finalized in *PostalOne!* **no earlier than September 1, 2019 and no later than 11:59:59 PM on November 30, 2019 (the last day of the promotion)**. Note: In order for a valid Informed Delivery campaign to be associated to an ID Promotion mailing and entered through the Informed Delivery Mailer Campaign Portal (MCP) via BCG, the Informed Delivery campaign must be entered in the Informed Delivery MCP NLT than noon on the day before the Mailing Date (11:59:59 AM EST on November 29, 2019)

If *PostalOne!* issues arise during the promotion period which prevents the timely finalization of Postage Statements within the *PostalOne!* system please follow the instructions illustrated in the *PostalOne!* External Contingency Plan:

https://postalpro.usps.com/storages/2016-12/852_PostalOneExternalContingencyPlan.pdf

Mailing Date

In order to fully leverage the Informed Delivery component of the ID Promotion, a **First Class ID Mailing** must be inducted at the BMEU at *least 4 days prior* to the close of the related Informed Delivery Campaign end date, and a **Marketing Mail ID Mailing** must be inducted at the BMEU at *least 9 days prior* to the close of the related Informed Delivery Campaign end date.

Mail must be tendered for acceptance during the promotion period, September 1, 2019 – November 30, 2019. Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities through 09/01/2019 (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior 09/01/2019. Any qualifying mailing that is accepted and paid for prior to 09/01/2019 is not eligible for the promotion discount.

Postage Payment Method

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. Every Door Direct Mail (EDDM) Business Mail Entry Unit and EDDM Retail mailings taken to local Post Office retail units are *ineligible* to participate.

Meter Mail/Precanceled Payment Option

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts listed in the table below. Mailers must select the appropriate Postage Affixed Method option as follows:

- If mailer is eligible for VAR/CVAR Meter Mail, all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: only “Neither” is an option
- Precanceled: Only “Neither” is an option

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

| Processing Category | Incentive Postage Amount Affixed |
|--|----------------------------------|
| First-Class Mail Cards | 0.23 |
| First-Class Mail Letters auto and presort | 0.36 |
| First-Class Mail NM Letters | 0.58 |
| First-Class Mail Flats - auto and presort | 0.45 |
| | |
| USPS Marketing Mail™ Regular Auto/PRSRT/CR Letters | 0.14 |
| USPS Marketing Mail™ Regular Auto/PRSRT/CR Flats | 0.13 |
| | |
| USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Letters | 0.05 |
| USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Flats | 0.05 |

All existing requirements around mail preparation and acceptance as they are described in the Domestic Mail Manual (DMM) remain in place. Please refer to http://pe.usps.gov/text/dmm300/dmm300_landing.htm for more information.

Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount

E. REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

Participants must provide a hard copy mailpiece claiming the promotion discount to the Business Mail Entry Unit (BMEU)/acceptance clerk at the time of mailing. If a mailing agent submits promotional mailings from multiple mailers, a hard copy of each mailer's mailpiece must be presented to the BMEU. All mailings are subject to standard acceptance and verification procedures.

Seamless Acceptance - Mailers participating in Seamless Acceptance must follow the process applicable to their situation to submit mailpiece production samples:

Facing Slip Requirement for All Seamless Acceptance Mailpiece Samples: For all promotion production samples submitted by seamless acceptance mailers, the production sample must be attached to a facing slip that contains the following information: Promotion claimed, Mailer name, Mailer CRID and Job ID.

Mail entered at DMU - For seamless mailers who use a DMU for mail entry, when a USPS clerk is not present, should deposit production samples with facing slips in an inbox or other agreed upon place. USPS clerks will collect the samples when they visit the DMU and will bring them back to the BMEU to hold for audit purposes.

Mail entered at a BMEU with no BMEU clerk present - If no Postal employee is available at the time the mail is deposited at the BMEU, the promotion participant should forward production samples, with a facing slip for each, to the BMEU via mail. Samples can be bundled and sent in batches on a weekly basis.

Mail drop shipped from a DMU – When a USPS clerk is not present at the DMU, the participant should deposit production samples with facing slips in an inbox or other agreed upon place. USPS clerks will collect the samples when they visit the DMU and will bring them back to the BMEU to hold for audit purposes.

Mail drop shipped from other locations - In this scenario the participant has two options. 1. The participant can hold production samples and deposit them at the BMEU when other mailings are taken to the BMEU or the mailer can, 2. follow the steps above and mail batches of samples with facing slips to the BMEU on a weekly basis.

Mail entered via postal transportation from mailer facility – If the mail is coming from a DMU, the participant should deposit production samples with facing slips in an inbox or other agreed upon place. If the mail originates from an as-needed DMU, the participant has two options. 1. The participant can hold production samples and deposit them at the BMEU when other mailings are taken to the BMEU or the participant can, 2. follow the steps above and mail batches of samples with facing slips to the BMEU on a weekly basis.

Using the Self Service Terminal (SST):

Mailers participating in the promotion and presenting mail using the Self Service Terminal (SST) will see the message below on the screen and **must** certify the agreement on the screen and submit a mailpiece sample and postage statement to the BMEU Clerk.

"This mailing has been identified as participating in an incentive program. By clicking OK, I certify that I am tendering a production mailpiece sample and postage statement to the acceptance employee for verification."

Post Mailing Requirements: The Promotion Office will review mailpieces collected at BMEUs to verify that submissions meet promotion requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all promotion requirements, to unenroll the mailer from the ID Promotion or restrict participation in future promotions. Additionally, all mailers who receive the discount must retain a hard copy of the mailpiece until September 30, 2020, and if requested by the Postal Service, must forward the mailpiece to the ID Promotion Office.

IV. TECHNICAL INFORMATION

To claim the discount for mailings submitted via Mail.dat or Mail.XML, the Component Characteristics Record (CCR) file should be populated with the **two letter characteristic "PI"** for the 2019 Informed Delivery Promotion. For IMB Serialized campaigns, there must be a corresponding IMB serial # range that matches or exceeds the postage statement volume claiming the incentive. *(If not, all pieces may not be eligible for the promotion discount.)*

For further technical information, please refer to Technical Specifications on [PostalPro™](#)
@ <https://postalpro.usps.com/promotions>

V. ID PROMOTION OFFICE CONTACT INFORMATION

Email: Promotion-InformedDelivery@usps.gov
Mail: US Postal Service
Attn: Informed Delivery Promotion
PO Box 23282
Washington, DC 20026-3282

The ID Promotion Office responds to all inquiries within **4** business days after receipt.

Be sure to take advantage of our [PostalPro™](#) website for information and resources pertaining to our Promotions at: <https://postalpro.usps.com/promotio>

Appendix

Informed Delivery (ID) Promotion Check List

The following steps must be completed in order to claim the ID Promotion discount

- Register for the ID Promotion on the Business Customer Gateway
- Submit a PDF to the ID Promotion Office which includes the following two elements:
 1. The Ride Along image with a clear Call To Action
 2. Representative image that is clearly related to the mailpiece is required for flat sized mail and is optional for letter mail
- Go to <HTTPS://WWW.USPS.COM/BUSINESS/INFORMED-DELIVERY.HTM> FOR AN INTRODUCTION TO INFORMED DELIVERY, TO LEARN HOW THE FEATURE WORKS, TO UNDERSTAND THE REQUIRED ELEMENTS OF A INFORMED DELIVERY INTERACTIVE CAMPAIGN AND TO ENTER A INFORMED DELIVERY CAMPAIGN
- Create the Postage Statement which includes the Informed Delivery Campaign data **and** the ID Promotion Component Characteristics Record (CCR) file.
- At the time of mailing, the ID Promotion participant must provide an unaddressed hard copy sample of the mailpiece claiming the ID Promotion discount to the BMEU personnel.

Please note that participants in the ID Promotion must complete two processes:

First: Go to <HTTPS://WWW.USPS.COM/BUSINESS/INFORMED-DELIVERY.HTM> FOR AN INTRODUCTION TO INFORMED DELIVERY, TO LEARN HOW THE FEATURE WORKS, TO UNDERSTAND THE REQUIRED ELEMENTS OF A INFORMED DELIVERY INTERACTIVE CAMPAIGN AND TO ENTER A INFORMED DELIVERY CAMPAIGN

Second: register for the Informed Delivery Promotion on the Business Customer Gateway (BCG) Incentive Program web site.

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DUREING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE AFTER THE PROMOTION CLOSES

This promotion is under consideration by the Postal Service. Any 2019 USPS promotions under consideration are subject to USPS, BOG and PRC approval. All requirements are tentative and in draft form