

2019 PERSONALIZED COLOR TRANSPROMO PROMOTION

CONTENTS

I. <u>Background and Program Description</u>	2
II. <u>Program Parameters</u>	2
III. <u>Eligibility Requirements</u>	3
A. <u>Mailpiece Content Requirements</u>	3
B. <u>Registration Requirements</u>	5
C. <u>Mailing Submission Requirements</u>	6
D. <u>Requirements at Mail Acceptance and Post - Mailing</u>	8
IV. <u>Technical Information</u>	9
V. <u>Program Office Contact Information</u>	9

2019 PERSONALIZED COLOR TRANSPROMO PROMOTION

I. BACKGROUND AND PROGRAM DESCRIPTION

New print technologies are primed to deliver unique, creative materials that leverage experiences you cannot generate in a singularly-digital way. The 2019 Personalized Color Transpromo Promotion is intended to incorporate marketing messages highlighted through the use of color, dynamic variable print and personalization. This enhances the value of First-Class Mail by encouraging mailers to use color messaging in their bills and statements in order to foster a better connection and response from consumers. Mailers **who have not participated** in the Personalized Color Transpromo Promotion in previous years will only need to satisfy the dynamic color printing requirement. Mailers **who have participated** in a prior year's Personalized Color Transpromo Promotion will be required to incorporate both dynamically printed color and personalized messaging in the mailpieces.

This promotion will provide an upfront postage discount to participants that meet the program requirements.

II. PROGRAM PARAMETERS

- Registration Period:** May 15 through December 31, 2019
- Promotion Period:** July 1 through December 31, 2019
- Discount Amount*** 2% of eligible postage. The discount is calculated in *PostalOne!*[®] and applied to the postage statement at the time of mailing.
- Eligible Mail:** **First-Class Mail** commercial letters that are part of an IMb Full-Service mailing.
- Ineligible Mail:** Any mailpieces not sent in an IMb Full-Service mailing
All USPS Marketing Mail™
Periodicals
Bound Printed Matter
Media Mail®
First-Class Mail and Marketing Mail Parcels
First-Class Mail cards and flats
- Mailpiece Content Restrictions:** Bills and statements only

**** 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.***

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.

2019 PERSONALIZED COLOR TRANSPROMO PROMOTION

III. ELIGIBILITY REQUIREMENTS

Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in 2019 promotions. Please review this document to ensure that the mailpiece meets all of the 2019 Program Requirements.

A. Mailpiece Content Requirements

COMPANIES WHO HAVE NOT PARTICIPATED BEFORE

The purpose of this promotion is to leverage new color print technology and to create added value to the production of bills and statements.

Eligible mailpieces must include:

- A full color marketing or consumer message such as an “Onsert” or “OnStatement” to qualify, which is printed in-stream on a physical piece of paper within the content of the letter or statement. The “Onsert” or OnStatement must include full color text with or without an image using a dynamic variable print process, on a transactional mail piece which is required to be mailed as First-Class Mail per DMM 233.2.2
 - Full color is defined as a four-color-process using CMYK (cyan, magenta, yellow and black); this is a technical term that does not imply that four or more colors need to be present on the mailpiece.
 - Examples of full color marketing or consumer messages
 - Address the color message to the recipient by name
 - Make the content relevant and specific to the recipient
 - Rewards/Loyalty program incentives
 - Renewal offers and incentives
 - Promotions based on the existing relationship
 - Supplementary or complimentary products or services
 - Cross Sell or Upsell Promotions
 - Information that will be a perceived value to the customer
 - Copy with or without images that promote products, services, or information that the recipient would deem personal in nature

All mailpieces must be submitted to the Program Office for review and approval.

Please send a scanned color copy of your mailpiece that includes the design and layout to the Program Office at FCMColorPromotion@usps.gov

Samples that qualify will be available on the 2019 Personalized Color Transpromo Promotion pages <https://postalpro.usps.com/promotions>.

COMPANIES WHO HAVE PARTICIPATED BEFORE

2019 PERSONALIZED COLOR TRANSPROMO PROMOTION

The companies who have participated before must meet the color requirements listed above and the personalization requirements listed below.

Eligible mailpieces must include:

- A full color personalized transpromotional marketing or consumer message such as an “Onsert” or “OnStatement” to qualify, which is printed in-stream on a physical piece of paper within the content of the letter or statement. The “Onsert” or OnStatement must include full color text with or without an image using a dynamic variable print process, on a transactional mail piece which is required to be mailed as First-Class Mail per DMM 233.2.2

“Personalization” is information that the recipient would deem personal or relevant in nature. This can be achieved by leveraging customer demographic data (age, gender, and income of the people within the population), psychographic data (personality, values, opinions, attitudes, interests, and lifestyles), as well as purchase behavior or it can be accomplished simply by addressing the transpromotional message to the recipient of the bill or statement by “Name”.

All mailpieces must be submitted to the Program Office for review and approval.

Please send a scanned color copy of your mailpiece that includes the design and layout to the Program Office at FCMColorPromotion@usps.gov.

Samples that qualify will be available on the 2019 Personalized Color Transpromo Promotion pages <https://postalpro.usps.com/promotions>.

Ineligible full color marketing or consumer messages: (include but are not limited to)

- Full color logos or the use of full color on the outer envelope alone do not qualify (Leveraging full color in a marketing or consumer message on the outer envelope is a best practice however in and of itself this will not qualify for the 2019 Personalized Color Transpromotion Promotion discount)
- Use of pre-printed paper stock does not qualify
 - This includes any pictures, graphics, text (alphanumeric), formatting markings, and watermarks that are pre-printed
- If the full color transpromotional marketing or consumer message is dynamically printed at the end or as the only item on the last page of the bill or statement it must appear to be part of the transactional document itself. The placement of a customer-specific or marketing message on the last page of the bill or statement qualifies only if that page also includes the same header and footer information, (e.g. Page n of n). Page formatting and paper stock also has to be the same as the other pages. This means that “inserts” do NOT qualify for the promotional discount because they are not dynamically printed at the same time the document was generated.
- The following messages printed anywhere on the bill or statement **will not** by themselves qualify for the promotion discount. Examples are (but are not limited to):
 - Messages that encourage customers to go online for the purpose of:
 - Setting up or managing electronic payment, statement, or bill presentment

2019 PERSONALIZED COLOR TRANSPROMO PROMOTION

- Contacting customer service for account or billing issues
(*Exception—transpromotional marketing messages that explicitly promote products or services that are relevant to the bill or statement recipient are eligible for the promotion discount*)
- Payment status (e.g. Amount Due, Past Due, Pay Now, Payment Due, Late Payment, Pay This Amount, Remit This Amount)
Exception – Bills and statements that have full color pictures or graphics that illustrate account usage, analysis and trends.
- Account status (e.g. Account Past Due, Account Delinquent)

B. 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 (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and specify which permits and CRIDs will be participating in the promotion. It is recommended that participants register several days in advance of the first qualifying mailing.

******As part of the terms of participation, all mail owners must complete a survey about their participation in the promotion at the end of the promotion period.***

A user guide for enrollment is available on our PostalPro™ pages at:
<https://postalpro.usps.com/promotions>

Auto Enrollment: Electronic documentation (eDoc) enrollment using Mail.dat or Mail.XML enables real-time enrollment for Mail Service Providers and Mail Owners. During postage statement finalization, the **PostalOne!** system will enroll the client(s) in the promotion based on the by/for field data in the eDoc, and will calculate the discount. Use of this Auto Enrollment feature via eDoc submission still requires that Mailers and MSPs review the Program Requirements Document for such promotion(s) and that they follow the terms of the promotion as outlined in the applicable Program Requirements Document for such promotion(s).

Auto enrollment is available on Postal Wizard, but the Mail Service Provider must be enrolled in the promotion. During postage statement finalization, **PostalOne!** will validate that the MSP CRID in the Postal Wizard submission 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 Postal Wizard submission, 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 Postal Wizard submission and allow the mailing without failing the file. However, **PostalOne!** will not apply the promotion discount to the mailing.

For issues and concerns regarding enrollment or technical issues please contact PostalOne! At 800-522-9085 or postalone@email.usps.gov.

2019 PERSONALIZED COLOR TRANSPROMO PROMOTION

C. Mailing Submission Requirements

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.

Documentation/Postage Statement

Participating participants will be required to affirmatively claim this promotion in the Incentive Claimed during enrollment upon accepting the promotion participation online Agreement task and in section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements. All mailpieces covered by a postage statement must meet all eligibility requirements

Mailpieces must be part of a full-service mailing. Residual pieces that are part of a full-service mailing, but do not meet full-service requirements and meet all other promotion requirements may be contained on the mailing statement and will qualify for the discount.

Mailings must be submitted electronically via Mail.dat® and Mail.XML™ or Postal Wizard. Mailings submitted via Postal Wizard cannot exceed 9,999 pieces. 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).

Mail.dat® and Mail.XML™ Component Characteristics Record (CCR) options

To claim the promotion discount, populate the CCR for the 2019 Personalized Color Transpromo Promotion with "CP"

Commingled and Combined Mailings

The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying mail must be submitted on separate postage statements or by mailpiece version.

Technical Language: Only one promotional discount will be applied per mailpiece version (identified by .mpu Mail Piece Unit and .mpu Segment ID). In a commingled mailing which may contain multiple mail owners, a mailpiece version must be created for each mail owner. The incentive can be claimed independently for each using the CCR file. If needed, mailers may continue to use either the .csm Postage Group ID or the .mpa Customer Reference ID in order create separate child statements for the pieces which are eligible for incentives. If a mailer is using the customer reference ID to create separate statements a unique MPA record must be created for pieces which are claiming incentive rates.

Further technical information can be found in the USPS Mail.dat Technical Specifications document in section 4.3.1.1 Non-Periodicals Key Postage Statement Generation

2019 PERSONALIZED COLOR TRANSPROMO PROMOTION

Fields. The verification statement will continue to consolidate child statements per postage statement generation fields in the Table 4-4.

Mailing Date

Mail must be tendered for acceptance during the promotion period, July 1 – December 31, 2019. All promotion eligible mailings must be accepted and entered in *PostalOne!* no earlier than 12:00:00AM on July 1 and no later than 11:59:59 P.M. on J (the last day of the promotion). THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE.

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

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

Postage Payment Method

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. OMAS and “Official Government Mail” mailings are not eligible for the promotion.

Meter Mail/Precancelled Payment Option

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

- VAR/CVAR Meter Mail: all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: only option available is “Neither”
- Precancelled: 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 Letters auto and presort	\$0.36
First-Class Mail Non Machinable Letters	\$0.58

2019 PERSONALIZED COLOR TRANSPROMO PROMOTION

D. Requirements at Mail Acceptance and Post-Mailing

Mail Acceptance Requirements: The participant must provide a hard color copy of their mailpiece that includes the design and layout or a Pre-Approval Letter to the Business Mail Entry Unit acceptance clerk. If a mailing agent submits promotional mailings from multiple participants, a hard color copy of each participant's mailpiece must be presented. Addressed samples will not be accepted. If pieces are variably printed, one sample that is comparable to the mailing may be presented.

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.

"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

2019 PERSONALIZED COLOR TRANSPROMO PROMOTION

postage statement to the acceptance employee for verification."

The mailer must certify the agreement on the screen and submit a mailpiece sample and postage statement to the BMEU Clerk.

Pre-Approval Letter: In limited circumstances participants using the same messaging with limited variations throughout the promotion period may contact the program office for a Pre-Approval Letter. These participants must be able to send the Program Office a color copy of their mailpiece that includes the design and layout and request a Pre-Approval Letter. In addition, a list of all BMEUs that will be used for mail entry throughout the promotion must be provided to the Program Office.

Post-Mailing Requirements: The Program Office will review sample mailpieces collected at BMEUs to verify that submissions meet program requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all program requirements, to unenroll the participant from the program or restrict participation in future promotions.

Additionally, all participants who receive the discount must retain an electronic or hard copy sample of the mailpiece until TBD, and if requested by the Postal Service, must forward such sample to the Promotion Program Office.

IV. TECHNICAL INFORMATION

Reminder: 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 digit characteristic CP** for the 2019 Personalized Color Transpromo Promotion.

For further technical information, please refer to Technical Specifications on PostalPro™ at: <https://postalpro.usps.com/promotions>

V. PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office.

Email: FCMColorPromotion@usps.gov

Facsimile: 202-268-0238

Mail: US Postal Service
Attn: Personalized Color Transpromo Promotion
PO Box 23282
Washington, DC 20026-3282

FedEx and UPS shipments cannot be delivered to postal PO Box addresses. To ensure prompt delivery to the Promotions Office, please use postal products or services. All mailings must include information about the sample, contact information and an email address for responses.

The Program Office responds to all inquiries within 4 business days upon receipt of samples to the PO Box and emails to the promotion email address.

2019 PERSONALIZED COLOR TRANSPROMO PROMOTION

Be sure to take advantage of our PostalPro™ website for information and resources pertaining to our Promotions: <https://postalpro.usps.com/promotions>.