



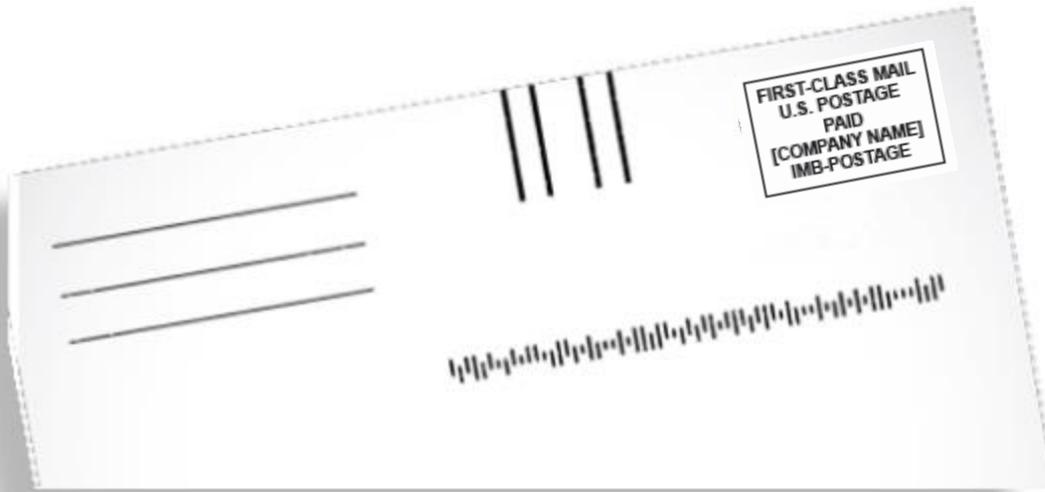
SHARE MAIL™
aka
Alternate Postage

Workshop In A Box

A creative twist on domestic direct mail postage

- ★ Easy and convenient way to send Single-Piece First-Class Mail without affixing a stamp

- ★ Features
 - Send Share Mail pieces from multiple locations to multiple locations anywhere in the United States
 - Get rich tracking information to help monitor the success of your marketing campaign and plan future ones (unique IMb only)

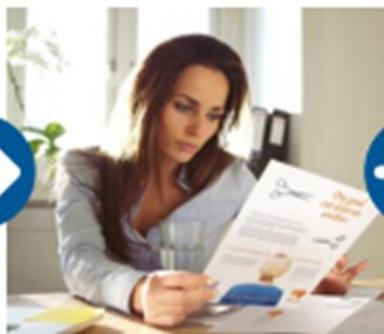




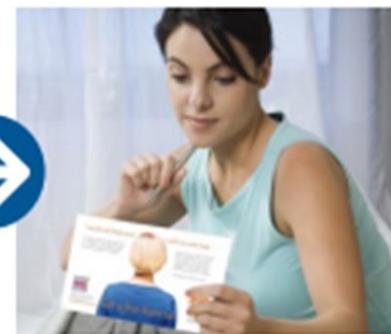
- ★ Referral Marketing – Have your existing customers refer your product to new prospects/customers
- ★ Monitor the success of your campaign with rich tracking information with Intelligent Mail barcode (IMB)
- ★ Opportunity for Innovation- Add a QR code or augmented reality trigger to extend the customer experience to the digital realm



Business sends customer a promotion that includes Alternate Postage mailers.



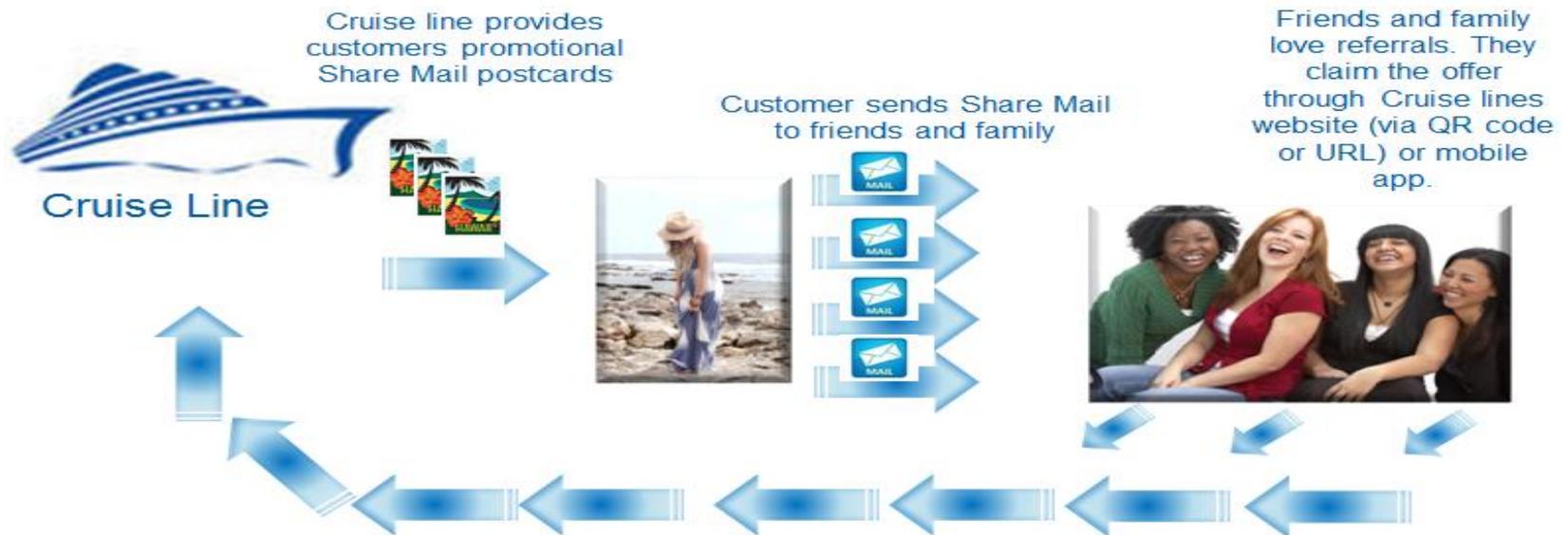
Customer sends Alternate Postage pieces to her friends.



Friends receive mailer and respond online or in-store.

Need an Inspiration?!

Here are some examples of how you might use Share Mail:



Need More Inspiration?!



Above is another example of a vacation offer with the postcard addressed to a friend



Business to Customer to Customers (B2C2C's) postcards

Initial Mailing



Envelope Front



Envelope Back



Reply cards



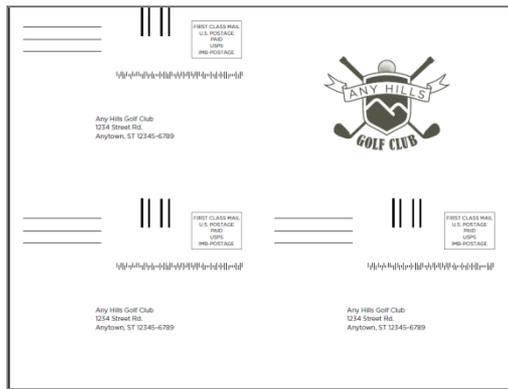
The inside of the envelope, when unfolded, reveals a golfing game.

Scanning the QR code takes the customer to a YouTube video that shows how the game is played.



Envelope Inside

Enclosed Response Cards



Postage Side

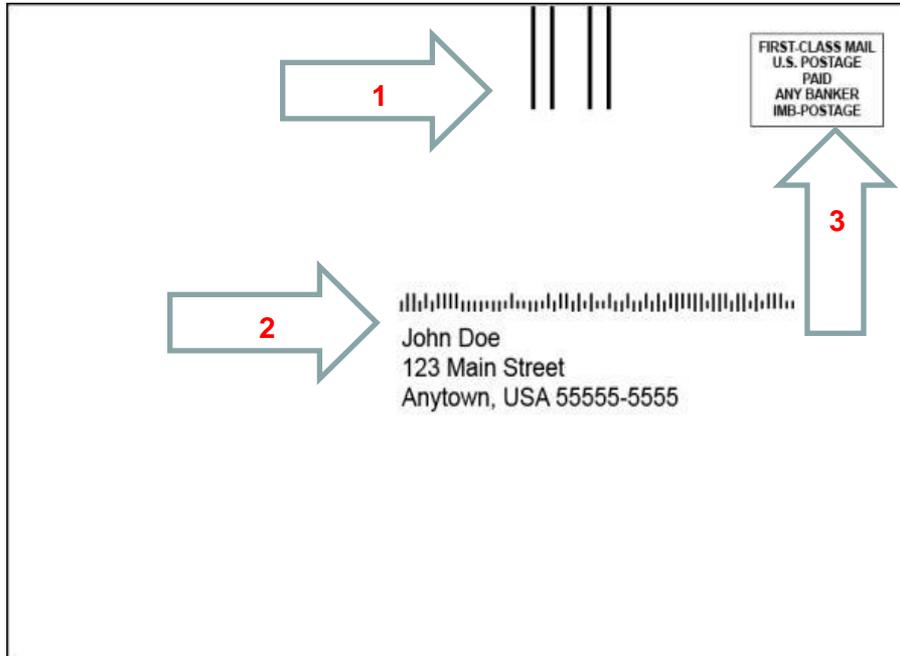


Perforated edges all around

Reverse Side

Share Mail Postage Identification and Benefits

FIM E, Indicia and Intelligent Mail technology are used to collect postage



1. Facing Identification Mark E (FIM E)
2. Intelligent Mail barcode® (IMb)
3. Indicia with the following text:
 - First-Class Mail U.S. Postage Paid
 - <Company Name>
 - IMB-POSTAGE

Benefits:

- ✓ Added ease and convenience when sending Single-Piece First-Class Mail letters and postcards (no need to affix postage)
- ✓ Ability to send mailpieces from multiple locations to multiple destinations using a convenient postage payment feature
- ✓ IMb Technology to identify, scan, and count each mailpiece
- ✓ Businesses don't have to discard inventory when postage price increases



Share Mail Letters and Postcards		
Maximum Weight (oz.)	Share Mail Letters (\$)	Share Mail Postcards (\$)
1	\$0.57	\$0.42

Current prices can be found in the Price List Notice 123: <http://pe.usps.com/text/dmm300/Notice123.htm>

STEP 1



STEP 2





Share Mail Design Guidelines

❖ Customer must be able to print:

- Static IMb (barcode does not vary by mailpiece)
- or
- Unique IMb (barcode varies by mailpiece Unique Intelligent Mail Barcode (IMb) serial number on each mailpiece using compliant software)

❖ Program office provides mailer a Mailer ID for use with Share Mail only

❖ Customer submits PDF samples of mailing to the Program Office (program office will approve or disapprove)

SHARE MAIL™ LAYOUT GUIDELINES

ENVELOPE DIMENSIONS

Length: 5" - 11 1/2" **Height:** 3 1/2" - 6 1/8"
Thickness: .005" - .02"
Weight: Combined envelope + insert is one ounce
Aspect Ratio: 1.3 - 2.5 (length of side by height)
Shape: Rectangular (No square or trapezoid)
Paper Weight: 40 lb. bond-grade paper minimum
Paper: Non-glossy only. White paper is preferred; pastels acceptable. No dark colors; no reverse printing.

ADDITIONAL STANDARDS

Wrap & Closure: No poly wrapping, poly bagging, or shrink wrapping; no staples, strings, buttons, or similar closure devices or protrusions that damage the mail or mail processing equipment.
Die-cast Holes: Rigid die-cast holes (e.g. pens, keys, etc.) are prohibited. Odd-shaped items (e.g. coins, tokens, etc.) are only permitted if firmly affixed to and wrapped within the contents of the mailpiece. Resemblance to bills (e.g. gift cards, credit cards, etc.) are permitted.
Flat Mail: Mail is flat. The contents must be hand sealed when subjected to a transport belt tension of 40 lbs. around an 11" diameter drum.

POSTCARD DIMENSIONS

Length: 5" - 6" **Height:** 3.5" - 4.25"
Thickness: .005" - .015"
Aspect Ratio: 1.3 - 2.5 (length of side by height)
Paper: Non-glossy paper

ADDITIONAL STANDARDS

- The address side of the card must be divided into a right portion and a left portion, with or without a vertical grayscale rule. The left portion is the message area.
- The right portion contains the delivery address, postage and USPS markings or enclosures. This portion must be at least 2.15" wide measured from the right edge.
- If lines are used on the right side of the card to identify where the address should be written, they should be in a grayscale.
- **ID tag clearance:** On the non-addressed side of mailpieces, leave a clear zone measuring 14 mm high x 115 mm wide from the lower left corner of the mailpiece.

1 Facing Identification Mark (FIM)

Use FIM for customized services:

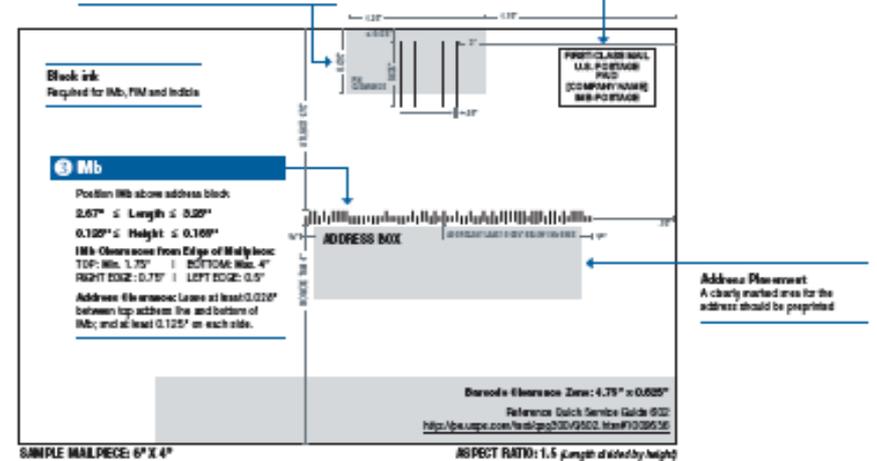
FIM Zone: 0.80" w x 0.020" h (w/h); positioned 2" from right edge of mailpiece and no more than 0.125" from top edge of mailpiece.

FIM Clear Zone: 1.25" w x 0.020" h; positioned 1.75" from right edge of mailpiece and flush with top edge. No printing allowed with in zone other than FIM mark.

2 India

Wording:

POSTCLASS MAIL
 U.S. POSTAGE
 PAID
 (COMPANY NAME)
 SUBPOSTAGE
 Post: Arial Bold, ALL CAPS
 Size: 8 or 9 pt.



IMb Parameters

For details on how to create an IMb:

<https://ribbs.usps.gov/index.cfm?page=intelligentmail>

Barcode ID: 00
 Service Type ID: Static: 734 Unique: 733

Mailer ID: 6 digits assigned by Alternate Postage Program Office

Serial Number: 9 digit static value OR 9 digit unique value

Routing ZIP Number: NULL

Available documents:

- Share Mail Publication
- Customer Application Form
- Share Mail Getting Started Guide
http://blue.usps.gov/sales/_pdf/AlternatePostageGettingStartedGuideAug2016-1.pdf
- Share Mail Sales Sheet and Battle Card

RIBBS

- Intelligent Mail Guides & Technical Specifications
<https://ribbs.usps.gov/index.cfm?page=intellmailguides>
- Business Customer Gateway <https://gateway.usps.com/eAdmin/view/signin>

For additional information, please click the following link to email the program office at: sharemail@usps.gov.