

Automated Business Reply Mail (ABRM) Tool Instructional Process Guide

The Automated Business Reply Mail (ABRM) online tool allows mailers to create artwork with an Intelligent Mail® barcode for card and letter-size pieces for the following domestic Reply Mail options:

- **Business Reply Mail®**
- **Qualified Business Reply Mail™**
- **Courtesy Reply Mail™**
- **Metered Reply Mail**

In addition, ABRM offers a **FIM and Barcode Only** option for **Business Reply Mail** and **Courtesy Reply Mail**.

Primary Requirements for ABRM Tool Access: Before using the ABRM tool, obtain the following information:

1. A Mailer ID (MID) from the Business Customer Gateway
2. A Business Reply Mail *PostalOne!* Permit Number (for BRM and QBRM pieces)
3. USPS-assigned BRM/QBRM ZIP+4® Code (for BRM and QBRM pieces)
4. A **business** account in the Business Customer Gateway (BCG)

Current Reply Mail Customers

- If you are a Reply Mail customer and have the four required elements listed above, proceed to page 4 and begin using the ABRM Tool.

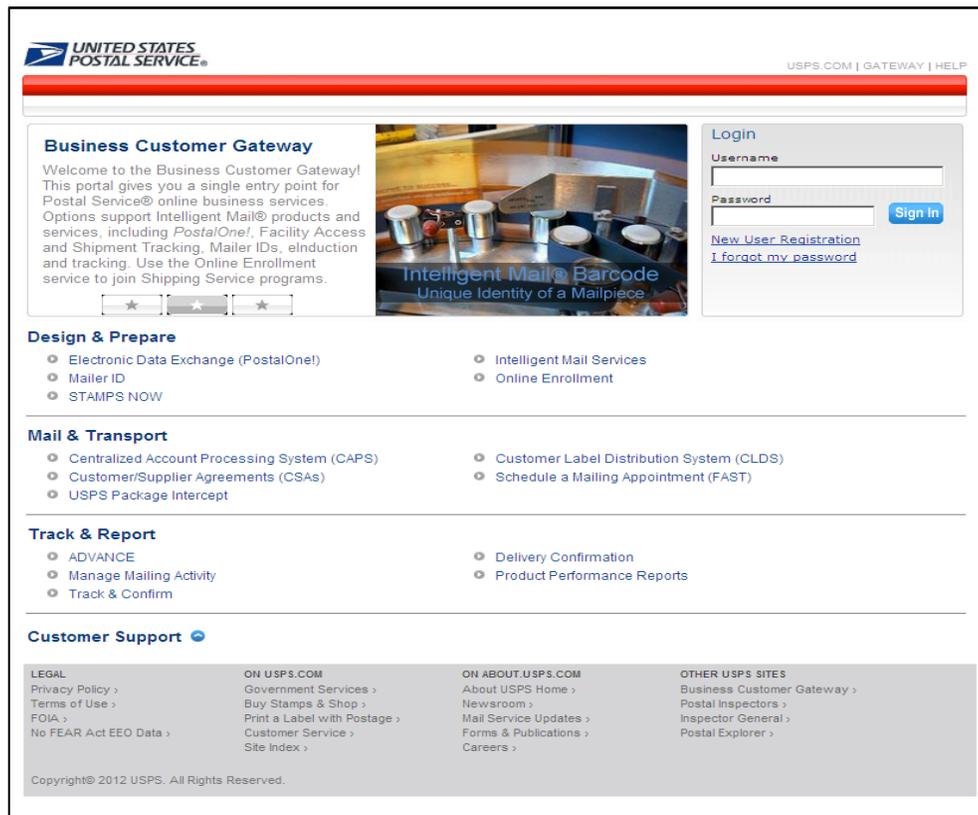
New Reply Mail Customers

- If you are new Reply Mail customer, please follow the steps outlined below.
- **Obtain Business Reply Mail™ Permit and BRM ZIP+4 Code**
 - Apply for a BRM Permit by completing a **PS Form 3615**, *Mailing Permit Application and Customer Profile*. Forms are available at a local post office, mailing requirements office, or Business Mail Entry Unit (BMEU) and must be returned to that location upon completion. Or online by accessing [PS Form 3615](#) and submitting it to the local post office, mailing requirements or Business Mail Entry office. Only permits from a PostalOne! office will be recognized and validated by the ABRM tool.
 - Once the application process is complete, the BMEU office or *PostalOne!* office coordinator will assign the permit number and the BRM ZIP+4 Code.
- **Create a business account profile through the Business Customer Gateway (BCG)**
 - At the [USPS.com](#) access the Business Customer Gateway (BCG) on the lower right-hand corner of the web page.
 - Establish a business account profile, include the appropriate company information and create a Username and Password.
 - Request a MID by clicking the “Request a Mailer ID” button and following the stated application process.

Once these primary steps are complete, access the ABRM Tool either through the [Business Customer Gateway \(BCG\)](#) or the Reply Mail website.

Accessing the ABRM Tool through the Business Customer Gateway:

1. Log into the Business Customer Gateway located at <https://gateway.usps.com/bcg/login.htm>



The screenshot displays the USPS Business Customer Gateway (BCG) login page. At the top left is the USPS logo, and at the top right is the text "USPS.COM | GATEWAY | HELP". The main content area is divided into several sections:

- Business Customer Gateway:** A welcome message stating, "Welcome to the Business Customer Gateway! This portal gives you a single entry point for Postal Service® online business services. Options support Intelligent Mail® products and services, including PostalOne!, Facility Access and Shipment Tracking, Mailer IDs, eInduction and tracking. Use the Online Enrollment service to join Shipping Service programs." Below this text are three star icons.
- Intelligent Mail Barcode:** An image showing a barcode on a mailpiece with the text "Intelligent Mail Barcode Unique Identity of a Mailpiece".
- Login:** A form with fields for "Username" and "Password", a "Sign In" button, and links for "New User Registration" and "I forgot my password".
- Design & Prepare:** A section with two columns of links: "Electronic Data Exchange (PostalOne!)", "Mailer ID", "STAMPS NOW", "Intelligent Mail Services", and "Online Enrollment".
- Mail & Transport:** A section with two columns of links: "Centralized Account Processing System (CAPS)", "Customer/Supplier Agreements (CSAs)", "USPS Package Intercept", "Customer Label Distribution System (CLDS)", and "Schedule a Mailing Appointment (FAST)".
- Track & Report:** A section with two columns of links: "ADVANCE", "Manage Mailing Activity", "Track & Confirm", "Delivery Confirmation", and "Product Performance Reports".
- Customer Support:** A section with a dropdown arrow.

At the bottom, there is a footer with four columns of links: "LEGAL" (Privacy Policy, Terms of Use, FOIA, No FEAR Act EEO Data), "ON USPS.COM" (Government Services, Buy Stamps & Shop, Print a Label with Postage, Customer Service, Site Index), "ON ABOUT.USPS.COM" (About USPS Home, Newsroom, Mail Service Updates, Forms & Publications, Careers), and "OTHER USPS SITES" (Business Customer Gateway, Postal Inspectors, Inspector General, Postal Explorer). A copyright notice "Copyright © 2012 USPS. All Rights Reserved." is located at the bottom left.

2. Click on the Automated Business Reply Mail located under the *Design & Prepare* section

UNITED STATES POSTAL SERVICE® USPS.COM | GATEWAY | HELP | SIGN OUT

Profile >> Request Access >> Request Status >>

Business Customer Gateway
 From your homepage you can request access to services. Online services help you manage day-to-day activities of your mailing and shipments, from design and prepare to transport and tracking.

When you select a service and you do not have access, the system will give you the option to add a service.

Your Account Settings
 Welcome Arnel

Profile
 Profile
 Request Access
 Request Status

Account Services

- Balance & Fees (PostalOne!)
- Verification Assessment Evaluator (PostalOne!)
- Manage Permits (PostalOne!)

Design & Prepare

- Automated Business Reply Mail
- Intelligent Mail Services
- Mailer ID
- Electronic Data Exchange (PostalOne!)
- Intelligent Mail Small Business (IMsb)

Accessing the ABRM Tool through the Reply Mail website on usps.com:

1. From the Reply Mail website, located at <https://www.usps.com/business/reply-mail-solutions.htm>, click on the “Create Reply Mail Online” link

English Customer Service USPS Mobile Register / Sign In

USPS.COM Search USPS.com or Track Packages

Quick Tools Ship a Package Send Mail Manage Your Mail Shop Business Solutions

Business Solutions

- Calculate Business Prices
- Try Every Door Direct Mail®
- Get help to...
 - Save by Shipping with USPS®
 - Advertise with Mail
 - Get the Facts
 - Get Started**
 - Mail It
- Compare Business Services
- Add Extra Services
- Learn About Returns Services
- Find Payment Options
- Ship Orders
- Ship Internationally
- Receive Business Mail
- Get Training & Learn to Grow
- Track with Intelligent Mail®
- Manage Address Quality
- Learn About Remittance Mail
- Learn About Expanded Access
- Find Customer Relations Info

Reply Mail

Your offer will get noticed if it's easy to respond to, so make the call-to-action clear with a reply envelope or postcard. Just deliver your message with a postage-paid response method and let your customers drop it right in the mail.

Sticking to a budget? With our postage-paid options, you only pay for the responses that come your way. Or use pre-addressed reply materials to reduce cost. You can also qualify for discounts if you're anticipating high-volume responses and using automation-compatible barcodes.

Create Reply Mail Online

Already have an account?
 Sign in to create Reply Mail >

Need a USPS® Business Reply Mail® account to create reply mail pieces?
 Sign up for USPS Business Reply Mail account >

Service	Best For	Features	Fees
Basic Business Reply Mail®	Fewer than 890 returned pieces expected annually.	Postage-paid, pre-printed First-Class Mail® materials Pay only for responses received	Annual Permit Fee*: \$190
High-Volume Business Reply Mail	More than 890 returned pieces expected annually.	Discounted postage rates Postage-paid, pre-printed First-Class Mail materials Pay only for responses received Advanced Deposit Account prepays postage	Annual Permit Fee*: \$190 Annual Account Maintenance Fee: \$605

Still Have Questions?
 Browse our FAQs >

From Postal Explorer®

- Additional Services – Business Reply Mail – Quick Service Guide 505 >
- Additional Services – Courtesy Reply Mail – Quick Service Guide 201c >
- Additional Services – Meter Reply Mail – Quick Service Guide 604e >

Related Information

- Business Reply Mail with Intelligent Mail Barcodes - DOC >
- Business Reply Mail with Intelligent Mail Barcodes - TXT >

Get Help from an Expert
 Find Mail Service Providers >

2. Once selected a redirection to the Business Customer Gateway landing page will occur
3. Log-in to the Business Customer Gateway with their username and password
4. Select the Automated Business Reply Mail link located under the *Design & Prepare* section
5. Redirection to the ABRM Tool landing page will occur

Creating Reply Mail artwork with ABRM Tool: To create and download camera-ready Reply Mail mailpiece designs, perform the following steps:

1. Select the type of Reply Mail from the following options:
 - a. Courtesy Reply Mail (CRM)[™]
 - b. Business Reply Mail (BRM)[®]
 - c. Qualified Business Reply Mail (QBRM)[™]
 - d. Metered Reply Mail (MRM)[™]
 - e. FIM and Barcode Only for Business Reply Mail (BRM)[™]
 - f. FIM and Barcode Only for Courtesy Reply Mail (CRM)[™]

The screenshot displays the ABRM Tool landing page with the following sections:

- Courtesy Reply Mail (CRM)[™]**: Your Customer pays the postage before mailing the reply back to you. This works best for billing or more assured responses. [Go >](#)
- Business Reply Mail (BRM)[™]**: This type of Reply Mail encourages customers to respond since postage is prepaid, and cards and envelopes are preaddressed. [Go >](#)
- Qualified Business Reply Mail (QBRM)[™]**: Get greater discounts with QBRM by using a barcode to make your Reply Mail automation compatible. [Go >](#)
- Meter Reply Mail (MRM)[™]**: Apply Meter Stamp or PC postage to First-Class Mail Envelopes. [Go >](#)
- FIM and Barcode Only for Business Reply Mail (BRM)[™]**: Select this option to create a FIM and IMb bar code with no artwork for Business Reply Mail (BRM)[™]. [Go >](#)
- FIM and Barcode Only for Courtesy Reply Mail (CRM)[™]**: Select this option to create a FIM and IMb bar code with no artwork for Courtesy Reply Mail (CRM)[™]. [Go >](#)

Account Information

User: SMBSSC ABRM TEST
Company: TESTABRMCO
GLENDALE, CA 91203-1619
[Sign Out](#)

File Storage

[Mailpiece Library](#)
Holds mailpieces for permits under your account.

[Image Library](#)
Holds logos and graphics for all permits under your account.

Permits & ZIP Code Numbers

[Apply for Additional Permit](#)

Reply Mail Resources

Learn About Reply Mail	Technical Guidelines
Courtesy Reply Mail	Learn how to make Reply Mail work for you.
Business Reply Mail[®]	Letter, Flat and Parcel Physical
Qualified Business Reply Mail	

2. Verify the *PostalOne!* Reply Mail Permit issued by the Post Office
 - a. Reply Mail Permit Numbers must be obtained before Reply Mail Artwork can be created
 - I. Reference the process for obtaining Permit Numbers listed above
 - II. Permit Numbers are not required for CRM
 - b. Enter the Permit Number and ZIP Code™ of the issuing Post Office, or mailing requirements office
 - I. Error messaging will appear for invalid Permit Numbers; If an error message is encountered, notify *PostalOne!* for assistance
3. Select the appropriate Delivery Address Type by choosing either the Free Form Delivery Address or Profile Registered Address buttons
 - a. Free Form Delivery Address
 - I. Manually enter company name and address information
 1. Delivery address nine-digit ZIP Code is required
 - b. Profiled Registered Address
 - I. Company name and address information is captured and configured based on the mailer account profile from the Business Customer Gateway (BCG)
4. Enter the Delivery Address that will be used on the mailpiece
 - a. Free Form Delivery Address
 - I. Company name and ZIP+4 Code are required fields
 - II. For BRM/QBRM ZIP+4 Code must be entered in the full 9-digit format (XXXXX-XXXX)
 - III. For CRM enter the 9-digit ZIP+4 Code. There is a ZIP Code Look-up tool available on the screen
 - b. Profiled Registered Delivery Address
 - I. Company name input is not displayed, rather it is generated based on the user's account profile from BCG
 - II. For BRM/QBRM ZIP+4 Code must be entered in the full 9-digit format (XXXXX-XXXX)
 - III. For CRM the user must enter the 9-digit ZIP+4 Code. There is a ZIP Code Look-up tool available on the screen
5. From the Reply Mail Creation webpage, populate the following fields:
 - a. *Mailer ID (MID)(required)*
 - I. Enter the assigned MID or the MID that will be attached to the individual mailpiece
 1. The ABRM system will either pre-populate the MID based on the mailer account profile through the BCG, or the mailer can manually enter the MID which will then be verified as valid or invalid by the system
 - b. *Card/Letter Design (required)*
 - I. Enter the Card/Letter Design information as prompted in the second field of the Business Reply Mail
 1. Populate the Name/Campaign field

- a. Information will be stored in the Mailpiece Library list, mailers will be able to select previously created artwork for new artwork generation
2. Input the Card/Letter Size including Font Type and Size
 - a. The ABRM system will automatically re-format Font Type and Size to fit mailpiece dimensions
3. Option, select the placement of the IMb on top of the delivery address by clicking the checkbox

2. Enter Card/Letter Design Information

* Name/Campaign Used for Search Criteria

* Card/Letter Size

* Font Type

* Font Size

IMB on top of delivery address?

By default, the IMB is placed below the address field. To place the IMB above the address field, check here

c. *Return Address (optional)*

- I. Enter the Return Address information, which will appear on the upper left corner of the mailpiece, and any artwork or logos associated, if desired

1. Artwork or logos are optional, however if used, Line 4 of the Return Address field must be left empty due to limited vertical space

5. Enter Serial Number

You may provide your own serial number. Please note: If a 6 digit MID is used, you may only enter a 9-digit serial number. If a 9-digit MID is used, you may only enter a 6-digit serial number. If you do not enter a serial number, the system will use zeros as the default

* Enter Serial Number

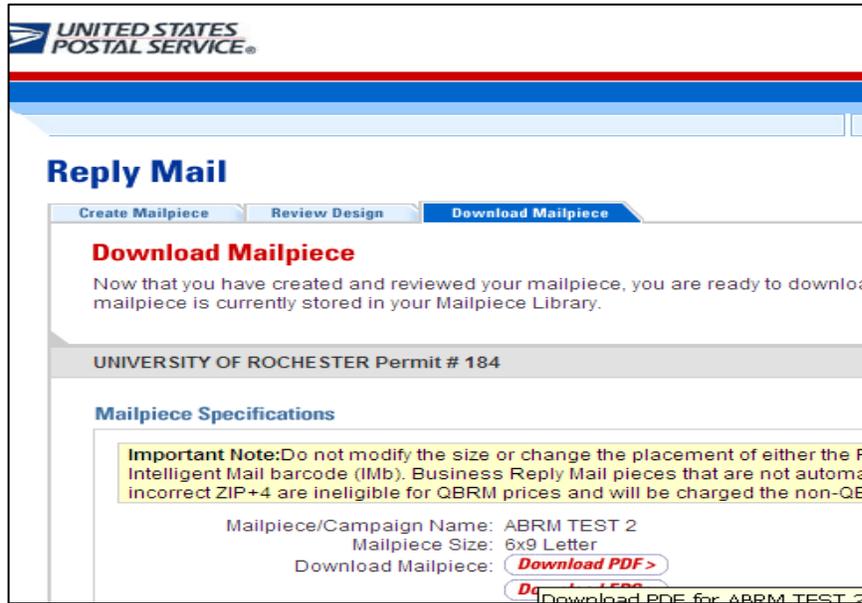
2. Mailers may upload .jpg, .gif or .jpeg files only

d. *Serial Number (optional)*

- I. Mailers may assign a 6-digit or 9-digit Serial Number which will become apart of the IMb. This is an optional step

6. Review the mailpiece image

- a. Once reviewed, select “Continue” to download or “Back” to return to the previous page in order to edit the mailpiece



7. Once "Download Mailpiece" has been selected, the design will be automatically saved to the Mailpiece Library for future reprint or reuse
 - a. The mailpiece image must be downloaded to the desktop in either PDF or EPS format