

United States Postal Service®

INDUSTRYALERT

2014 Earned Value Promotion **Registration Deadline—Monday, March 31, 2014**

The 2014 Earned Value Promotion registration deadline is fast approaching. Monday, March 31st will be the last day that mailers interested in participating will be able to register. Mailers can register via the Business Customer Gateway (<http://gateway.usps.com>).

A detailed enrollment user guide and the recording of the informational webinar are available for review at: <https://ribbs.usps.gov/mobilebarcode/general.htm>. A full program description can be accessed via: https://ribbs.usps.gov/mobilebarcode/documents/tech_guides/EarnedValueReplyMailPromotion.htm

The 2014 Earned Value promotion provides mailers with earned credits based on the number of qualifying BRM and CRM cards and letters returned during the promotion period.

If you have any questions, please contact the program office at earnedvalue@usps.gov.

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