

Mailer ID Application Process May 11, 2009

The Postal Service will issue a Mailer ID (MID) to mail owners and mailing agents for use in the Intelligent Mail® container barcode, Intelligent Mail® tray barcode, or Intelligent Mail® barcode. A Mailer ID (MID) is a field within the Intelligent Mail barcodes, which is used to identify the mailer.

- 1) All Mailers requesting a Mailer ID (MID) must go to www.usps.com and select the Business Customer Gateway located on the bottom right hand corner of the web page. The mailer must **login as an existing user** or **register as a new user** to gain access to the Business Customer Gateway. Once the mailer has access, they will select the "Mailer ID" link to obtain a MID.

Volume Rules for MIDs

9-digit

- 1st MID can be obtained with no verified volume
- 2nd MID and additional MIDs require 1 million pieces in verified volume per MID request.

6-digit

- 1 - 5 MID requires 10 million pieces per MID (**i.e. 5 MIDs requires 50 million pieces of verified volume**). *No exception required.*

Note: Permit information will be verified by the MDA or BMEU through postal systems (i.e. *PostalOne!*®, Customer First, NMATS, etc.) ***If volume can not be verified through a postal system, mailing agent(s) can provide automated documentation, by month, to support mail owner volume for the prior year.***

Exception Process

- 1) If the mailer can not obtain the desired number (i.e. nine 9-digit or five- 6-digit) or type (i.e. 9-digit vs. 6-digit) Mailer ID(s) through the Business Customer Gateway - MID Tool, All requests for additional MIDs must be submitted in writing, identifying the justification for requesting additional MIDs and how they will be implemented into mailing processes.

(Request for more than the authorized 9 or 6-digit MIDs must be approved through USPS HQ).

- **Exception request should include the following:**
 - Total mailing volume (per year)
 - Number of mailing locations
 - Total volume per mailing location (per year)
 - Mailing cycles at locations (i.e. estimated total number of pieces within a 45 day period)

or

- 2) The Mailing Agent is requesting a MID in behalf of a Mail Owner
 - a. If a mailing agent is acting on behalf of a mail owner, the mail owner and mailing agent must read, complete and sign section 3b of the MID application

- 3) The customer must complete the MID application located on **ribbs.usps.gov** website and provide it to the Business Mail Entry Unit (BMEU) or the Mailpiece Design Analyst (MDA) for volume validation.

Mailers can contact their local BMEU or Mailpiece Design Analyst (MDA), by accessing:

www.usps.com/nationalpremieraccounts/findlocators.htm (BMEU locator)

www.usps.com/replymail/mailpiece.htm (MDA look-up tool)

- 4) The BMEU representative or MDA will verify that the MID application is complete and validate the mailing volumes through the *PostalOne!* system, or other pertinent documentation that demonstrates mailing volumes.
- 5) The BMEU representative or MDA will forward the MID application information to include the mailer's name and volume data via email to the *PostalOne!* help desk and copy the mailer. The *PostalOne!* help desk will adjust mailers piece volume and notify the customer to return to the Business Customer Gateway –Mailer ID to obtain their MID.