



2017 PERSONALIZED COLOR TRANSPROMO PROMOTION

REGISTRATION DATES: May15 through December 31, 2017

PROMOTION DATES: July1 through December 31, 2017

I. BACKGROUND AND PROGRAM DESCRIPTION

What is the 2017 Personalized Color Transpromo Promotion?

The 2017 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.

Why is the U.S. Postal Service® offering the 2017 Personalized Color Transpromo Promotion?

The U.S. Postal Service is offering the 2017 Color Transpromo Promotion as a way to grow the value of First-Class Mail and to encourage mailers to invest in color print technology.

Who can participate in the 2017 Personalized Color Transpromo Promotion?

The 2017 Personalized Color Transpromo Promotion will be offered to 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.

What are the benefits from participating in the 2017 Personalized Color Transpromo Promotion?

The 2017 Personalized Color Transpromo Promotion includes the following benefits to mailers:

- The promotion enables transaction mailers to test consumer response behavior as a result of adding color transpromo promotional messages to consumers on their bills and statements.
- Color transpromo promotional ads can reduce cost and provide relevant personalized information to the recipient. This may result in reduced call center costs and increased customer adoption or acquisition.
- Color transpromo promotional messages have shown greater impact.

Where can I find the requirements to participate in the promotion?

Program requirements can be found on at:

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

Where can I find promotion eligible samples?

Promotion samples can be found on RIBBS at:

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

II. PROGRAM PARAMETERS

What are the key promotion dates?

Registration Period:

May 15 through December 31, 2017

Promotion Period:

July 1 through December 31, 2017

Discount Amount:

2% of eligible postage. The discount is calculated in PostalOne!® and applied to the postage statement at the time of the 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 USPS Marketing Mail Parcels
First-Class Mail cards and flats

How is the discount calculated and applied?

Prevailing prices according to the published price list (Notice 123) apply to the mailing and the promotion discount is applied to those prices. The promotion discount is calculated in *PostalOne!*® and applied to the postage statement at the time of mailing.

Can the discount be applied to more than one promotion?

Only one promotion discount can be applied to any one mailing. Applying multiple promotion treatments to a mailpiece will not increase the discount amount.

Other than First-Class Mail automation and presort bills and statement letters does the discount apply to anything else?

No, the promotion is limited to qualified automation and presort First-Class Mail bills and statement letters. The promotion does not apply to First-Class Mail flats or postcards.

What Postage types can I use when claiming the discount?

The promotional discount applies to First-Class Mail Permit Imprint or Precanceled Stamp permit. Some Meter permit mailings may qualify. Mailings using OMAS permits (meter or imprint) are not eligible.

If I do not receive the discount at the time of mailing, is there a process to receive the discount later as a credit or rebate?

No, all discounts must be claimed at the time of acceptance and payment. There is no process to claim the rebate after the mailpieces have been accepted by the Postal Service.

Is there a minimum mail volume required to participate?

No, there are no minimum volumes required to participate. However, the mailer must still meet the minimum applicable volumes required for the category and class of mail as outlined in the Domestic Mail Manual DMM[®].

Is there a limit on the number of times a mailer can receive a discount?

No, there are no limits on the number of qualified promotion discounts an eligible mailer can receive during the promotion period July 1, 2017 through December 31, 2017.

Is there a limit on the number of mailings that can be submitted (for each permit) for the discount?

No, there are no limits on the number of mailings as long as all other promotion requirements are met.

Is there a discount cap or limit on the total amount any mailer can receive during the promotion period?

No, there is no discount cap or limit on the total amount any mailer can receive during the promotion.

Can postage be paid and mail accepted earlier than July 1, 2017?

No, postage cannot be paid and mail accepted earlier than July 1, 2017. All eligible mailings must be entered during the promotion period (July 1 through December 31, 2017) to receive the discount.

III. ELIGIBILITY REQUIREMENTS

A. Mailpiece Content Requirements

Is past acceptance/approval in prior year promotions guarantee acceptance/approval in current year promotions?

No, past acceptance/approval in prior year promotions does not guarantee acceptance/approval in the current year promotions. Please review the current year Program Requirements document to ensure that the mailpiece meets all requirements.

Can I qualify for the Personalized Color Transpromo Promotion discount if the mailpiece is not a bill or statement?

No, the promotion discount applies only to bill or statement mailpieces.

Does the Personalized Color Transpromo Promotion require bills and statements to be mailed as First-Class Mail?

Yes, the promotion discount applies only to eligible mailpieces prepared as First-Class Mail as described in *Domestic Mail Manual* (DMM) Section 233.2.2 through 233.2.4, Content Standards for First-Class Mail Letters. Applicable DMM sections are available at: <http://pe.usps.com/text/dmm300/233.htm#1036580>

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:

- “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

Companies *Who Have* Participated Before

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”.

Do all mailpieces need to be submitted to the Program Office for review and approval?

Yes all mailpieces need to be submitted to the Program Office for review and approval.

Do I need to scan a color copy of my mailpiece that includes the design and layout?

Yes you need to scan a color copy of your mailpiece that includes the design and layout.

Where do I send a scanned color copy of my mailpiece that includes the design and layout?

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

Where can I see eligible samples that qualify for the promotion?

Eligible samples that qualify for the promotion will be available on the 2017 Personalized Color Transpromo Promotion pages at:

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

What full color consumer or marketing messages are ineligible for the promotion discount?

Ineligible full color consumer or marketing 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 2017 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
 - 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)

Where can I see ineligible samples that do not qualify for the promotion?

Ineligible samples that do not qualify for the promotion will be available on the 2017 Personalized Color Transpromo Promotion pages at:
<https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

B. Registration Requirements

How do I register for the 2017 Personalized Color Transpromo Promotion?

Navigate to the Business Customer Gateway (BCG): <https://gateway.usps.com> and click on “Register for free” if you are not a USPS Business Customer. Then follow the prompts by entering the required fields to create a new business account. You will receive an automatic email confirming that your United States Postal Service Online Business Account has been

activated. Then you will follow the next three steps to continue registering for the 2017 Personalized Color Transpromo Promotion:

- From the Mailing Services page you will select the Promotions Incentives module link and within that area choose the 2017 Personalized Color Transpromo Promotion
- Verify that all of your company locations, MIDs, and permit(s) are visible and selectable
- Follow the menu tabs until you are enrolled

What do I do if I already have a Business Customer Gateway (BCG) account?

If you already have a BCG account, you will sign in at: <https://gateway.usps.com> and enter your user name and password. Then you will follow the next three steps to continue registering for the 2017 Personalized Color Transpromo Promotion:

- From the Mailing Services page you will select the Promotions Incentives module link and within that area choose the 2017 Personalized Color Transpromo Promotion
- Verify that all of your company locations, MIDs, and permit(s) are visible and selectable
- Follow the menu tabs until you are enrolled

Once I register, how do I participate?

Mailers need to submit qualifying First-Class mail letters with Permit Imprint or Precanceled Stamp Permit. Some Meter Permit mailings may qualify. Eligible mailings must be submitted electronically during the specified promotion period, July 1 through December 31, 2017 to the Business Mail Entry Unit (BMEU) for acceptance and meet all other promotion requirements.

What do I need to do in order to complete my registration?

You will need to complete your registration by agreeing to the promotion terms at least 2 hours prior to presenting the first qualifying mailing and verify which permits and CRIDs will be participating in the promotion.

When is it recommended to register for the promotion?

It is recommended that you register several days in advance of the first qualifying mailing.

Are Mail Service Providers (MSPs) eligible for the 2017 Personalized Color Transpromo Promotion?

Yes, Mail Service Providers (MSPs) Are eligible for the 2017 Personalized Color Transpromo Promotion.

Are Mail Service Providers eligible to use Auto enrollment for the 2017 Personalized Color Transpromo Promotion?

Yes. Electronic documentation (eDoc) enrollment using Mail.dat®, Mail.XML™, or Postal Wizard enables MSPs to enroll their clients in real-time when eDocs claiming the promotion are submitted. During postage statement finalization, PostalOne! will validate that the MSP CRID in the eDoc is enrolled as an MSP. The PostalOne! system will enroll the client(s) in the promotion

based on the "For" field data in the eDoc, and will only then calculate the discount if there are no system Warnings. PostalOne! will perform By/For Warning 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 eDoc and allow the mailing without failing the file. However, PostalOne! will not apply the promotion discount to the mailing.

As a mail owner, do I need to complete a survey about my participation in the promotion?

Yes, as a mail owner you need to complete a survey about your participation in the promotion at the end of the promotion period.

Where can I find the User Guide for enrollment?

You can find the User Guide for enrollment on RIBBS at:
<https://ribbs.usps.gov/mailingpromotions/documents/techguides/IncentiveProgramsEnrollmentGuide.pdf>

C. Mailing Submission Requirements

Does the discount need to be claimed at the time of mailing?

Yes, the discount needs to be claimed at the time of mailing and cannot be claimed at a later date.

Can the mailings be submitted electronically via Mail.dat and Mail.XML or Postal Wizard?

Yes, the mailings can be submitted electronically via Mail.dat and Mail.XML or Postal Wizard?

How many pieces can be submitted via Postal Wizard?

Mailings submitted via Postal Wizard cannot exceed 9,999 pieces.

Do mailings need to be part of a Full-Service IMb mailing?

Yes, mailings need to be part of a Full-Service IMb. Although residual pieces that are part of a Full Service IMb 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.

Where do I need to claim the promotion incentive?

You will need to claim the promotion incentive in the online Agreement under the promotion and on the electronic postage statement.

Do all mailpieces covered by the postage statement need to meet all eligibility requirements?

Yes, all mailpieces covered by the postage statement need to meet all eligibility requirements.

Can commingled, combined, or co-mailings (including MLOCR mailings) qualify for the promotion?

Yes, commingled, combined, or co-mailings (including MLOCR mailings) may qualify for the promotion if:

- All of the pieces commingled in the mailing meet program requirements, or;
- The mailings include multiple clients (or versions) but have separate postage statements generated for the mailpieces that meet all eligibility requirements.

What is the procedure when a mailing is prepared and entered by an entity other than the mail owner?

When a mailing is prepared and entered by an entity other than the mail owner it must indicate the owner’s identity in the electronic documentation (“eDoc”). The eDoc must identify the mail owner and the mail prepare in the By/For fields by Customer Registration ID (CRID).

How do you claim the promotion discount?

You may claim the promotion discount by populating the CCR field for the 2017 Personalized Color Transpromo Promotion with “CP”.

What is the postage payment method?

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify.

What postage payment methods are not eligible for the promotion?

OMAS and “Official Government Mail” mailings are not eligible for the promotion.

What are the requirements for a meter participants who wishes to claim the incentive?

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	0.25
First-Class Mail Non Machinable Letters	0.45

D. Requirements at Mail Acceptance and Post-Mailing

How does the Postal Service™ verify that I have complied with the 2017 Personalized Color Transpromo Promotion 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.

Can mail be presented using the Self Service Terminal (SST)?

Yes, mailers participating in the promotion can present mail using the Self Service Terminal (SST). They will see the message below on the screen and must certify the agreement on the screen and submit a mailpiece sample and postage statement to the BMEU Clerk.

"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 postage statement to the acceptance employee for verification."

Is there a Pre-Approval process for mailers?

Yes, 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.

What are the steps involved in the Pre-Approval process?

Step 1: You need to send the Program Office a color copy of your mailpiece that includes the design and layout and request a Pre-Approval Letter.

Step 2: You need to submit the list of all Bulk Mail Entry Units (BMEUs) that will be used for mail entry throughout the promotion to the Program Office.

What are the post mailing requirements?

The post mailing requirements involve the Program Office reviewing sample mailpieces collected at the Bulk Mail Entry Units (BMEUs) to verify that the submissions meet the 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 mailer from the program or restrict participation in future promotions.

Do I need to retain an electronic or hard copy sample of the mailpiece?

Yes, you will need to retain an electronic or hard copy sample of the mailpiece until March 30, 2018 and if requested by the Postal Service, must forward such sample to the Program Office.

IV. TECHNICAL INFORMATION

Do the Postage Statements need to be prepared electronically?

Yes, the Postage Statements need to be prepared electronically.

Where do I find the information I need to prepare electronic files or meet the electronic documentation requirements to claim the 2017 Personalized Color Transpromo Promotion discount?

Electronic files can be submitted using Mail.dat or Mail.XML or Postal Wizard. For detailed technical information, please refer to the Technical Specifications on RIBBS at:

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

Which Mail.dat Characteristic value do I use in the Component Characteristics Record (CCR)?

To claim the promotion discount, populate the CCR for the 2017 Personalized Color Transpromo Promotion with "CP".

V. PROGRAM OFFICE CONTACT INFORMATION

What is the Program Office contact information?

Email: FCMColorPromotion@usps.gov

Facsimile: 202-268-0238

Mail: US Postal Service
Attn: USPS 2017 Personalized Color Transpromo Promotion
PO Box 23282
Washington, DC 20026-3282

Please contact the Program Office at FCMColorPromotion@usps.gov with any additional questions about the 2017 Personalized Color Transpromo Promotion.

Will the USPS accept FedEx and UPS shipments at the PO Box address?

No, the USPS does not accept FedEx and UPS shipments at the PO Box address. 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.

How long does it take for the Promotions Office to respond to all inquiries?

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

Where can I find additional information and resources?

Additional information and resources will be posted online at:
<https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

VI. REVISION HISTORY

Date	Section	Reason For Revision	Version
1-18-2017	Entire Document	PRC name change from Standard Mail to USPS Marketing Mail	2
1-27-2017	C	Removed Supported versions of Mail.dat and Mail.XML	3