



2015 COLOR TRANSPROMO PROMOTION

REGISTRATION DATES: April 15 through November 30, 2015

PROMOTION DATES: June 1 through November 30, 2015

I. BACKGROUND AND PROGRAM DESCRIPTION

1. What is the intent of the FAQs?

These FAQs are intended to supplement the program requirements.

2. What is the 2015 Color Transpromo Promotion?

The **2015 Color Transpromo Promotion** is intended to encourage producers of bills and statements to produce and mail statements that create a greater connection and response from consumers by using color messaging and is a way to grow the value of First-Class Mail and will encourage mailers to invest in color print technology. This promotion will provide an upfront postage discount to mailers who use dynamic/variable color print for marketing and consumer messages on their bills and statements.

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

Program requirements can be found on RIBBS at:

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2015ColorTranspromoPromotionProgramRequirements.pdf It is recommended to read this document first.

4. Where can I find promotion eligible samples?

Promotion samples can be found on RIBBS at:

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/ColorStatementFirstClassMailTransactionsPromotionSamplesSheet.pdf

II. PROGRAM BENEFITS

1. What are the benefits of the 2015 Color Transpromo Promotion?

The **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 promotional and/or color consumer messages on their bills and statements.
- Color transpromo 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.
- Promotional messages have shown greater impact.

III. PROGRAM PARAMETERS

1. Are there any mailer qualifications to participate in the promotion?

The promotion is only available to mailers of bills and statements who register for this promotion on the Business Customer Gateway.

2. If I qualify to participate in the promotion, what do I have to do?

- The promotion requires advance registration on the Business Customer Gateway (BCG) via the Incentive Program Service at gateway.usps.com
- Registration opens to prequalified participants on April 15, 2015 and closes on November 30, 2015.
- As part of the terms of participation, all promotion participants must complete a survey about their participation in the promotion at the end of the promotion period.
- Note: *Promotion participants must complete their registration (including 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. It is recommended that mailers register several days in advance of the first qualifying mailing.*

3. 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, June 1, 2015 through November 30, 2015 to the Business Mail Entry Unit (BMEU) for acceptance, and meet all other promotion requirements.

4. 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.

5. 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 with Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. The promotion does not apply to First-Class Mail flats.

6. 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[®].

7. 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 June 1, 2015, through November 30, 2015.

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

No, there are no limits as long as all other promotion requirements are met.

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

No, there are no discount limits or caps on the total discount any enrolled mailer may receive.

IV. MAILPIECE/MAILING CONTENT REQUIREMENTS

1. Can I qualify for the Color Print in First-Class Mail Transactions Promotion discount if the mailpiece is not a bill or statement?

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

2. Does the Color Print in First-Class Mail Transactions 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>

3. What transpromotional elements are required to be eligible for the promotion discount?

Eligible mail pieces must include:

- A full color consumer or marketing 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 a graphic and/or text in full color 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.

Samples that qualify will be available on the 2015 Color Transpromo Promotion pages <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

4. 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
- Use of pre-printed paper stock does not qualify
 - This includes any graphics, text (alphanumeric), formatting markings, and watermarks that are pre-printed
- If the full color consumer or marketing 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-- marketing messages that explicitly promote products or services 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)
 - Account status (E.g. Account Past Due, Account Delinquent)

For promotion eligibility verification please send final sample pieces to the Program Office. FCMColorPromotion@usps.gov

Samples of ineligible full color consumer or marketing messages will be available on the 2015 Color Transpromo Promotion pages
<https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

V. REGISTRATION REQUIREMENTS

1. As a Mailer how do I register?

- Eligible customers can register on the Business Customer Gateway (BCG) gateway.usps.com via the Incentive Program Service
- Registration opens to prequalified participants on April 15, 2015 and closes on November 30, 2015.
- It is recommended that mailers register several days in advance of the first qualifying mailing.
- As part of the terms of participation, all promotion participants must complete a survey about their participation in the promotion at the end of the promotion period.

Note: Promotion participants must complete their registration (including 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.

2. Are Mail Service Providers eligible for the 2015 Color Transpromo Promotion?

Yes. Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service (gateway.usps.com).

VI. MAILING SUBMISSION REQUIREMENTS

1. How does the Postal Service™ verify that I have complied with Color Transpromo Promotion requirements?

The mailer must provide a hard copy, unaddressed full sample of the mailpiece showing the placement of the consumer or marketing messaging to the Business Mail Entry Unit/acceptance clerk. If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer'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.

In limited circumstances mailers using the same messaging with limited variations throughout the promotion period may contact the program office for an alternate process for mailpiece sampling. These mailers must be able to send the Program Office samples of the pre-print/input sheet as well as samples of the dynamic print versions. Samples must be submitted at least three weeks in advance of the initial mailing. In addition, a list of all BMEUs that will be used for mail entry throughout the promotion must be provided to the Program Office.

Post Mailing Requirements: The Program Office will review sample mailpieces collected at BMEUs to verify that submissions meet 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.

Additionally, all mailers who receive the discount must retain an electronic or hard copy sample of the mailpiece until March 30, 2016, and if requested by the Postal Service, must forward such sample to the Promotion Program Office.

2. 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.

3. 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.

4. Can postage be paid and can mail be accepted earlier than June 1, 2015?

No, eligible mailings must be entered during the promotion period (June 1 through November 30, 2015) to receive the discount.

VII. TECHNICAL INFORMATION

1. Where do I find the information I need to prepare electronic files or meet the electronic documentation requirements to claim the Color Print in First-Class Mail Transactions Promotion discount?

Electronic files can be submitted using Mail.dat or Mail.XML or Postal Wizard. For detailed technical information, please refer to the [October 2013 Technical Specifications on RIBBS at: https://ribbs.usps.gov/mobilebarcode/documents/tech_guides/IncentiveProgramsEnrollmentGuide.pdf](https://ribbs.usps.gov/mobilebarcode/documents/tech_guides/IncentiveProgramsEnrollmentGuide.pdf)

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

To claim the promotion discount, populate the CCR for the 2015 Color Transpromo Promotion with "CP"

- Supported Mail.dat versions:
 - a. 14-2, 15-0
- Supported Mail.XML versions:
 - a. 15.0A, 16.0

3. Are Mail Service Providers eligible to use Auto enrollment for the 2015 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.

VIII. PROGRAM OFFICE CONTACT INFORMATION

For additional information about the promotion, you may contact the program office at:

Email: FCMColorPromotion@usps.gov

Mail: US Postal Service
Attn: USPS Color Print in FCM Promo
PO Box 23282
Washington, DC 20026-3282

Please contact the Program Office at FCMColorPromotion@usps.gov with any additional questions about the Color Print in First-Class Mail Transactions Promotion.