

2015 USPS Mailing Promotions

**New Products and Innovation
Mailing Services**

Agenda

- **Overview**
- **2015 Promotion Calendar**
- **Earned Value Promotion**
- **Emerging and Advanced Technology Promotion**
- **Color Transpromo Promotion**
- **Mail Drives Mobile Engagement Promotion**
- **Resources**
- **Questions**

Update

First Class Mail has received approval

Standard Mail is currently pending a PRC decision

***Standard Mail promotions and dates are tentative and subject to PRC decision.**

As of: 2/24/15

JAN – FEB - MARCH

APRIL – MAY - JUNE

JULY – AUG - SEPT

OCT – NOV - DEC

FIRST-CLASS MAIL®

Earned Value Promotion

Registration
March 15 – April 30

Promotion Period May 1 – July 31

Approved

Color Transpromo Promotion

Registration
April 15 – Nov 30

Promotion Period June 1 – November 30

STANDARD AND FIRST-CLASS MAIL

**Partially
Approved**

* Emerging and Advanced Technology Promotion

Registration
March 15 – October 31

Promotion Period May 1 – October 31

STANDARD MAIL®

**Not Yet
Approved**

* Mail Drives Mobile Engagement Promotion

Registration
May 15 – December 31

Promotion Period July 1 – December 31

2015 Earned Value Promotion

Earned Value



Mailers enrolled in the 2015 Earned Value promotion may earn a credit for reply mail pieces that their customers mail back to them. Credit can be applied toward future mailings of First-Class Mail presort and automation cards, letters and flats

**Registration
Period**

March 15 – April 30, 2015

**Award /Piece
Tracking
Period**

May 1 – July 31, 2015

**Mailer
Agreement
Period**

August 1 – September 15, 2015

**Award Claim
Period**

August 1 – December 31, 2015

**Credit
Expiration
Date**

December 31, 2015



Registration

CRM and BRM

Credits

Earned Value Credit

- Register via the Business Customer Gateway (BCG)
- Eligible Permits: Meter, Imprint, OMAS Meter, OMAS Imprint, Precancelled
- Must contain Intelligent Mail barcode with the registered MID(s) encoded
- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard
- RR in the CCR field or use the dropdown menu in Postal Wizard

Earn Credits

- **Credit amounts:**
 - **\$0.02 per CRM or BRM piece counted**
 - **\$0.03 per CRM or BRM piece counted if total number exceeds number of reply pieces counted as part of the 2014 Earned Value promotion**

Flexible

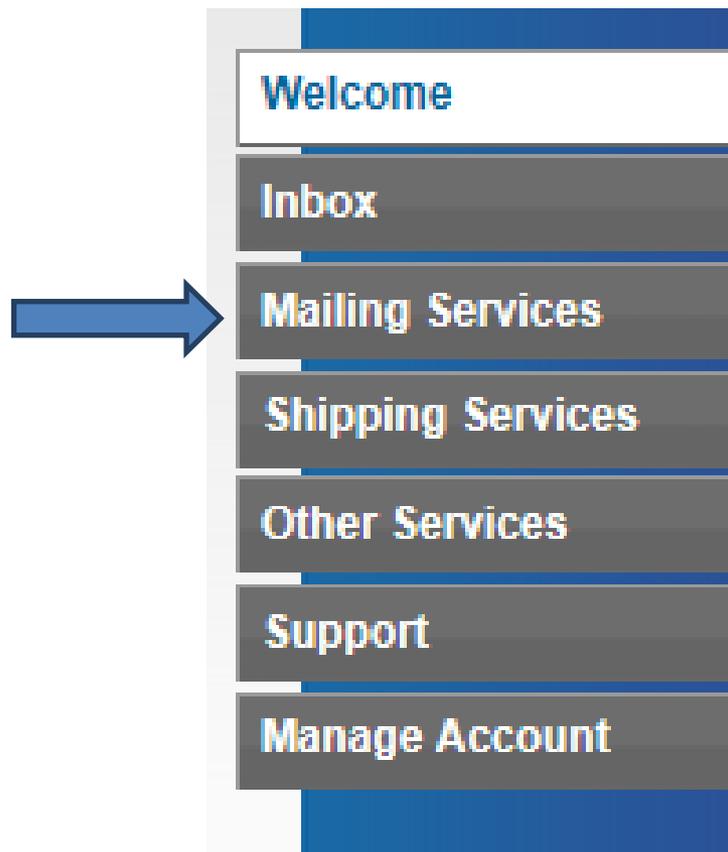
- **Can be combined with other incentive promotions to further increase savings**
- **Mailers can apply earned credits to mailings of FCM Presort and Automation cards, letters, and flats**

Sign In

Username

Password

[Forgot password?](#)



Welcome

Click the incentive name to get more information or to begin enrollment.

[Earned Value](#)

Short description for the EVI program (SIT)

[Emerging Technologies](#)

The Emerging Technologies Promotion is designed to drive online product purchases by putting direct mail and catalogs containing mobile-optimized coupons and promotional offers into consumers' hands in time for Black Friday and Cyber Monday, the busiest shopping time of year. The promotion will offer online merchants an upfront 2% postage discount on Standard Mail and First-Class Mail letters, flats and cards (presort and automation) that include a mobile barcode or print/mobile technology.

[Picture Permit](#)

Picture Permit Incentive. Please Participate

**Earned Value****Enrollment Status: IN PROGRESS**[Back to Incentives Home](#)**Program
Summary****Earned Value**

Overview

Long description for Earned Value incentive (SIT)

**Additional
Contact
Information***Incomplete***Enrollment Status - In Progress - 0 out of 5 steps completed**

Please complete all of the steps below to enroll.

Enrollment Steps (5)

- [+] Additional Contact Information - *Incomplete*
- [+] Locations - *Incomplete*
- [+] Mailer IDs - Not Available
- [+] Payment Accounts - *Incomplete*
- [+] Certification - Not Available

Locations*Incomplete***Payment
Accounts***Incomplete***Program
Assistance**



**UNITED STATES
POSTAL SERVICE®**

[USPS.COM](#) | [GATEWAY](#) | [HELP](#) | [SIGN OUT](#)

>>

Earned Value
Enrollment Status: IN PROGRESS
[Back to Incentives Home](#)

Program Summary

Additional Contact Information
Incomplete

Locations
Complete

Mailer IDs
Incomplete

Payment Accounts
Incomplete

Program Assistance

Verify that your Mailer IDs are listed correctly and select the <I Agree> button below to complete this enrollment step. If one or more of your MIDs is missing, please click this link to the [Business Customer Gateway](#) and verify that the location to which the MID is linked is registered for the Incentive Programs service.

For more information regarding the data in the columns, place your cursor over the column title.

Per Page:

Filter by for

[Filter](#) [Clear Filter](#)

Available Mailer IDs Showing 1 - 2 of 2

| MID | CRID | Address | | | ZIP Code | Tracking Request Date |
|-----------|----------|----------------|----------|-------|------------|-----------------------|
| | | Street Address | City | State | | |
| 900005975 | 20163390 | 201 D STREET | DELAWARE | DC | 20024-2198 | |
| 900005976 | 20163390 | 201 D STREET | DELAWARE | DC | 20024-2198 | |

Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)

[I Agree](#) [I Disagree](#)

Program Summary

Your permit accounts are shown below. Verify that what is listed is correct. If you do not see a permit and you are sure that it is linked to one of the enrolled CRIDs displayed in the Locations tab, take the following steps to link the missing permit.

Cropped Page

Additional Contact Information
Complete
Locations
Complete
Mailer IDs
Complete
Payment Accounts
Incomplete
Certification
Complete
Activity Report
Incomplete
Selected (Multiple) Permits:

Showing 1 - 1 of 1

| | Permit | Type | Finance Number | CRID | ZIP/Postal Code | CAPS | Percentage |
|------------------------|--------|------|----------------|----------|-----------------|------|------------|
| Remove | 899 | PI | 164950 | 94543555 | 619389998 | | 50 |

Totals Percentage 50%

[Update Percentage](#)
Eligible Permits:

Showing 1 - 1 of 1

| | Permit | Type | Finance Number | CRID | ZIP/Postal Code | CAPS |
|---------------------|--------|------|----------------|---------|-----------------|------|
| Add | * 1000 | PC | 517716 | 4430515 | 240229998 | |

 Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)
Ineligible Permits:

Showing 1 - 4 of 4

| Permit | Type | Finance Number | CRID | ZIP/Postal Code | CAPS |
|------------|------|----------------|---------|-----------------|------|
| * 17353025 | PE | 999924 | 4430515 | 99998 | |
| * 9205823 | PE | 999924 | 4430515 | 99998 | |
| * 17353025 | PE | 999922 | 4430515 | 999990000 | |
| * 9205823 | PE | 999922 | 4430515 | 999990000 | |

 Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)
Custom MSP Permit Search

Please check with your MSP on what permit information should be entered.

* Permit Number: * Permit Type:

City: * State Code:

Program Summary

Your permit accounts are shown below. Verify that what is listed is correct. If you do not see a permit and you are sure that it is linked to one of the enrolled CRIDs displayed in the Locations tab, take the following steps to link the missing permit.

Cropped Page

Additional Contact Information
Complete
Locations
Complete
Mailer IDs
Complete
Payment Accounts
Incomplete
Certification
Complete
Activity Report
Incomplete
Selected (Multiple) Permits:

Showing 1 - 1 of 1

| | Permit | Type | Finance Number | CRID | ZIP/Postal Code | CAPS | Percentage |
|------------------------|--------|------|----------------|----------|-----------------|------|------------|
| Remove | 899 | PI | 164950 | 94543555 | 619389998 | | 50 |

Totals Percentage 50%

Update Percentage

Eligible Permits:

Showing 1 - 1 of 1

| | Permit | Type | Finance Number | CRID | ZIP/Postal Code | CAPS |
|---------------------|--------|------|----------------|---------|-----------------|------|
| Add | * 1000 | PC | 517716 | 4430515 | 240229998 | |

 Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)
Ineligible Permits:

Showing 1 - 4 of 4

| Permit | Type | Finance Number | CRID | ZIP/Postal Code | CAPS |
|------------|------|----------------|---------|-----------------|------|
| * 17353025 | PE | 999924 | 4430515 | 99998 | |
| * 9205823 | PE | 999924 | 4430515 | 99998 | |
| * 17353025 | PE | 999922 | 4430515 | 999990000 | |
| * 9205823 | PE | 999922 | 4430515 | 999990000 | |

 Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)
Custom MSP Permit Search

Please check with your MSP on what permit information should be entered.

* Permit Number: * Permit Type:

City: * State Code:


Earned Value
Enrollment Status: IN PROGRESS
[Back to Incentives Home](#)
Program Summary

Your permit accounts are shown below. Verify that what is listed is correct. If you do not see a permit and you are sure that it is linked to one of the enrolled CRIDs displayed in the Locations tab, take the following steps to link the missing permit.

Cropped Area

Additional Contact Information
Complete

Locations
Complete

Mailer IDs
Incomplete

Payment Accounts
Complete

Program Assistance
Eligible Permits:

Showing 1 - 3 of 3

| | Permit | Type | CRID | ZIP/Postal Code | CAPS |
|----------------------------------|---------|------|----------|-----------------|--------|
| <input checked="" type="radio"/> | * 90334 | PI | 20166917 | 23250 | |
| <input type="radio"/> | * 16868 | PI | 5155336 | 46468 | 16169 |
| <input type="radio"/> | 76868 | PI | 5170321 | 50468 | 161667 |

 Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)
Ineligible Permits:

Showing 1 - 1 of 1

| Permit | Type | CRID | ZIP/Postal Code | CAPS |
|---------|------|----------|-----------------|------|
| * 90334 | PP | 20166917 | 23250 | |

 Export options: [CSV](#) | [Excel](#) | [XML](#) | [PDF](#)

* - Indicates a Payment/Permit Account that is linked to a CRID that you share with another user

Program Assistance
Complete

| | | | | | |
|-----------------------|----------|----|----------|-------|-------|
| <input type="radio"/> | 811 | PE | 20488611 | 20024 | 12000 |
| <input type="radio"/> | 1122 | PE | 20488611 | 20024 | 12000 |
| <input type="radio"/> | 298 | PP | 20488611 | 20024 | 12000 |
| <input type="radio"/> | 10083 | PE | 20488611 | 20024 | 12000 |
| <input type="radio"/> | 1610 | PI | 20488611 | 20024 | 12000 |
| <input type="radio"/> | 213 | PI | 20488611 | 20024 | 12000 |
| <input type="radio"/> | 33333333 | PE | 20488611 | 20024 | 12000 |
| <input type="radio"/> | 22222222 | PE | 20488611 | 20024 | 12000 |
| <input type="radio"/> | 90013 | OM | 20488611 | 20024 | 12000 |

Export options: CSV | Excel | XML | PDF

Custom MSP Permit Search

Please check with your MSP on what permit information should be entered.

* Permit Number: * Permit Type:

City: * State Code:

Payment Accounts - Windows Internet Explorer

https://programregistration-sit.usps.com/progreg-external-webapp/c

Google

Search Share More Sign In

Program Registration - Pe... Activity Report Program Registration - La... Program Registration - La... Web Slice Gallery

Program Registration - Per... Payment Accounts

| | | | | | |
|-----------------------|------|----|----------|------------|-------|
| <input type="radio"/> | 1234 | PI | 20163414 | 63155-9903 | |
| <input type="radio"/> | 259 | PI | 20163414 | 63155-9903 | |
| <input type="radio"/> | 258 | PI | 20163414 | 63155-9903 | |
| <input type="radio"/> | 1696 | PI | 20163414 | 63155-9903 | 10325 |
| <input type="radio"/> | 1695 | PI | 20163414 | 63155-9903 | 10325 |
| <input type="radio"/> | 1694 | PI | 20163414 | 63155-9903 | 10325 |
| <input type="radio"/> | 1693 | PI | 20163414 | 63155-9903 | 10325 |
| <input type="radio"/> | 7200 | PI | 20163414 | 63155-9903 | |

Certification
Complete

Activity Report
Complete

Permit Balance
Complete

Program Assistance

Select MSP Permit

| Select | Permit Number | Permit Type | Finance Number | City | State | CRID | Business Name | Address |
|----------------------------------|---------------|-------------|----------------|------------|-------|----------|---------------|---------------------------|
| <input checked="" type="radio"/> | 1234 | PI | 357485 | Guangzhou | | 20102025 | ChinaAcct | 122 Liu Hua Lu |
| <input type="radio"/> | 1234 | PI | 661204 | WASHINGTON | DC | 20165122 | PROGREG CAT 5 | 5 CAT St |
| <input type="radio"/> | 1234 | PI | 999999 | MEMPHIS | TN | 20165248 | NCSC 2 | 6060 PRIMACY PKWY STE 251 |

Custom Mail Owner Permit Search

Ineligible Permits: Showing 1 - 19 of 19

| Permit | Type | CRID | ZIP/Postal Code | CAPS |
|----------|------|------|-----------------|------|
| 811 | PE | 204 | | |
| 1122 | PE | 204 | | |
| 233 | PE | 204 | | |
| 544 | PE | 204 | | |
| 804 | PE | 204 | | |
| 10083 | PE | 204 | | |
| 33333333 | PE | 204 | | |
| 22222222 | PE | 204 | | |
| 306 | PP | 204 | | |
| 298 | PP | 204 | | |
| 305 | PP | 204 | | |
| 50 | PE | 204 | | |
| 28003 | MR | 204 | | |
| 173000 | PE | 204 | | |
| 131000 | PE | 204 | | |
| 77777 | PE | 204 | | |
| 42 | PP | 204 | | |
| 318 | PP | 204 | | |
| 370 | BR | 204 | | |

Select Permit

| Select | Permit Number | Permit Type | Finance Number | City | State | CRID | Business Name | Address |
|-------------------------------------|---------------|-------------|----------------|------------------|-------|----------|--------------------------------------|--------------------------|
| <input checked="" type="checkbox"/> | 175 | PI | 414080 | SARATOGA SPGS | NY | 20165090 | QUAD GRAPHICS SARATOGA SPRINGS | 56 DUPLAINVILLE RD |

Custom Mail Owner Permit Search

Please check with your Mail Owner on what permit information should be entered.

* Permit Number: * Permit Type:

City: * State Code:

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**Holiday Mobile Shopping
Promotion****Enrollment Status: ENROLLED****Unenroll****Back to Incentives Home****Program
Summary**

To complete enrollment into the program, you must agree to the legal statement below. If you choose to disagree, your enrollment will not be completed and you will be routed to the Program Assistance page to initiate correspondence with USPS regarding your concerns.

**Additional
Contact
Information**

Complete

Locations

Complete

**Payment
Accounts**

Complete

Certification

Complete

**Activity
Report****Program
Assistance****Certification Agreement:**

By checking the "I Agree" button below, I declare that I have reviewed the Program Requirements Document and agree to follow the terms of the Holiday Mobile Shopping promotion as outlined in the Domestic Mail Manual and program requirements document available for download on the Incentive Programs description page. I further declare that the accounts (permit numbers) and locations (Customer Registration IDs) listed in this enrollment are correct and that I intend to participate in the promotion using any combination of these accounts. I understand that, though enrolled, I am not required to participate and I can obtain details online at gateway.usps.com or ask USPS® questions regarding my enrollment. If I am a Mail Service Provider (MSP), I declare as follows: (i) that I am authorized to use the Mailer IDs (MID) or Customer Registration IDs (CRID) as listed in this enrollment and in electronic files I intend to submit to the USPS, (ii) that I am authorized to represent each of the customers I enroll, (iii) that I have provided each customer (the Mail Owner) with the documents/rules, and (iv) that I have informed each of my customers of the terms of the promotion.

**Important that mailer
selects "I Agree" to
complete registration
process!**

Permit Number and Percentage Allocation

| Permit Number | Permit Type | Finance Number | Percent Allocated | Amount |
|-------------------------------|-------------|----------------|-------------------|-------------------|
| 42 | PI | 517716 | 50% | \$1,111.11 |
| 81 | PI | 517716 | 50% | \$1,111.11 |
| Total Available Credit | | | | \$2,222.22 |

Earned Value Summary

Earned Value Summary

| Award Start Date | Award End Date | Total Volume CRM | Total Volume BRM | Award Amount |
|------------------|--------------------|------------------|-------------------------------|-------------------|
| 10-30-2013 | 11-08-2013 | 0 | 0 | \$0.00 |
| | Subtotal | 0 | 0 | \$0.00 |
| | Adjustment | 222,222 | 0 | \$2,222.22 |
| | Grand Total | 222,222 | 0 | \$2,222.22 |
| | | | Other Credit * | \$0.00 |
| | | | Total Available Credit | \$2,222.22 |

* Credit belongs to other users

Earned Value Detail Report

| CRID | Company | MID | Previous Total | Current Total | Growth | Credit Per Piece | Feb-15 | | Total CRM | Total BRM | Total CRM Piece | Total BRM Piece | Net CRM Pieces | Net BRM Pieces | CRM Total Credit Amount | BRM Total Credit |
|----------|------------------------|-----------|----------------|---------------|-----------|------------------|------------|------------|-----------|-----------|-----------------|-----------------|----------------|----------------|-------------------------|------------------|
| | | | Count | Count | % | | CRM Pieces | BRM Pieces | Pieces | Pieces | Adjust | Adjust | | | Amount | Amount |
| 20165091 | STREAMLINED ACCEPTANCE | 900007422 | 110,000 | 100,000 | -9.09 | \$0.02 | 0 | 0 | 0 | 0 | 50,000 | 50,000 | 50,000 | 50,000 | \$1,000.00 | \$1,000.00 |
| 20165091 | STREAMLINED ACCEPTANCE | 900007423 | 10,000 | 2,200,000 | 21,900.00 | \$0.03 | 0 | 0 | 0 | 0 | 200,000 | 2,000,000 | 200,000 | 2,000,000 | \$6,000.00 | \$60,000.00 |
| 20165091 | STREAMLINED ACCEPTANCE | 900007424 | 55,000 | 10,000 | -81.82 | \$0.02 | 0 | 0 | 0 | 0 | 5,000 | 5,000 | 5,000 | 5,000 | \$100.00 | \$100.00 |
| 20165091 | STREAMLINED ACCEPTANCE | 900007750 | 18,000 | 91,000 | 405.56 | \$0.03 | 0 | 0 | 0 | 0 | 45,550 | 45,450 | 45,550 | 45,450 | \$1,366.50 | \$1,363.50 |
| 20165091 | STREAMLINED ACCEPTANCE | 900008601 | 20,000 | 105,554 | 427.77 | \$0.03 | 0 | 0 | 0 | 0 | 5,555 | 99,999 | 5,555 | 99,999 | \$166.65 | \$2,999.97 |

Permit Balance Report

| Company Name | Permit Number | Permit Type | Finance Number | Credit Acquired | Credit Used | First Class | | Standard Mail | | Non-Profit | | Date and Time Credit Released |
|--------------|---------------|-------------|----------------|-----------------|--------------|------------------------------|-------------|------------------------------|-------------|------------------------------|-------------|-------------------------------|
| | | | | | | Number Of Postage Statements | Credit Used | Number Of Postage Statements | Credit Used | Number Of Postage Statements | Credit Used | |
| Core Mailers | 42 | PI | 517716 | \$1,111.11 | (\$50.20) | 1 | 0 | 2 | \$0.00 | 0 | \$782.71 | 11/14/2013 13:44 |
| Core Mailers | 81 | PI | 517716 | \$1,111.11 | (\$1,111.11) | 1 | \$0.00 | 0 | \$0.00 | 0 | \$0.00 | 11/19/2013 8:34 |

Permit Balance Detail

| Mailing Date | Postage Statement Seq Number | Mail Class | Total Adjusted Postage | Total Pieces | Incentive Amount |
|--------------|------------------------------|------------|------------------------|--------------|------------------|
| 12/12/2012 | 5200438 | SM | \$159,154.14 | 650,105 | -\$5.98 |
| 12/12/2012 | 5200439 | SM | \$70,805.94 | 300,109 | -\$5.98 |
| 12/12/2012 | 5205457 | SM | \$.40 | 1 | -\$5.98 |
| 12/12/2012 | 5205475 | FC | \$34.87 | 94 | -\$5.98 |
| 12/12/2012 | 5205480 | FC | \$34.87 | 94 | -\$5.98 |
| 12/12/2012 | 5205695 | FC | \$228.66 | 980 | -\$5.98 |
| 12/12/2012 | 5224673 | SM | \$1,078.64 | 5,474 | -\$5.98 |
| 12/12/2012 | 5224720 | SM | \$364.32 | 0 | -\$5.98 |
| 12/12/2012 | 5224722 | SM | \$160.43 | 0 | -\$5.98 |
| 12/12/2012 | 5224733 | SM | \$.84 | 4 | -\$5.98 |

[Download to Excel](#)

For further information:

Email: earnedvalue@usps.gov

Mail: US Postal Service
Attn: Promotions and Incentives
Post Office Box 23282
Washington, DC 20026-3282

Websites: <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>
<https://www.usps.com/business/promotions-and-incentives.htm>



2015

Emerging and Advanced Technology Promotion

Standard Mail is currently pending a PRC decision

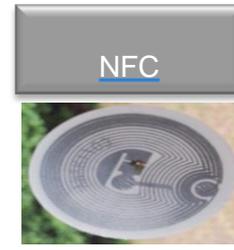
- **Registration Period:** March 15 – October 31
- **Program Period:** May 1 – October 31
- **Eligible Mail:**
 - First-Class Mail® presort & automation letters, cards & flats
 - Standard Mail letters & flats
 - Nonprofit Standard Mail letters & flats
- **Discount:** Upfront 2% postage discount

Emerging and Advanced Technology

Encourage mailers to incorporate interactive technology to drive interest in mail as a marketing channel

This promotion will build upon previous promotions and continue our strategy of encouraging mailers to integrate mail with advancements in technology. To participate in the promotion, the mailpiece must incorporate the use of standard NFC technology or an “enhanced” augmented reality experience. There are **three new categories** that are included in this year’s promotion. They are, but are not limited to:

- Inks
- Paper
- Interactive technologies



Near Field Communication (NFC) Requirements:

Near field communication (NFC) is a form of communication between devices such as smartphones, tablets or items embedded with NFC chips, tags or similar technology.

To participate in the promotion, the mailpiece must incorporate the use of standard NFC technology to engage the mobile device in providing an interactive experience for the user.

Near Field Communication (NFC) Requirements:

Standard NFC technology generally consists of embedding a small chip or other form of technology into a carrier (mailpiece or other item) that can be recognized by a NFC enabled device.

Examples of NFC usage for this promotion include, but are not limited to;

- Generate a communication related experience.
- The mailpiece could be embedded or affixed with NFC technology that would allow the device to download applications, videos or games.
- Create calendar events.
- Toggle on and off device features.
- Trigger messaging services, video or other device features.

(These are just a few examples and are not designed to limit or restrict the use of NFC technologies. Examples of usage and any new developments for the technology are welcome to be submitted to the Program Office for prior approval.)

Enhanced Augmented Reality:

“Enhanced” Augmented Reality (AR) includes all of the above and provides robust features that allow consumer engagement experiences using the technology to relate directly to products and brands.

“Enhanced” AR also includes, video animation* and/or 2D-3D interactive graphics playing in front of or over physical objects so they appear to be interacting with the physical object. The “enhanced” experience can also use gamification or mobile game play (**Gamification** is the use of game thinking and game mechanics in non-game contexts to improve user engagement and return on investment). Gamification or mobile game play techniques include: rewards for players who accomplish tasks such as points, badges or virtual currency; competition with other players, adding meaningful choice, increasing challenges and added narratives.

- Combines real and virtual experience
- Interactive in real time
- Rendered in 2-D or 3-D

Enhanced Augmented Reality:

“Enhanced” AR **excludes** the use of static, pop-up, worded displays that do not engage the recipient in any experience other than reading or simply clicking a button.

Enhanced AR must be interactive and include one or more these elements:

- 2D/3D elements or modules
- Animation
- An interplay between the physical (mailpiece) and the digital that actively uses the persons perspective

*Video animation - The video cannot instantly appear and start through the augmented reality technology engagement. The video screen must appear as part of an augmented reality display. The video must be displayed on top or as part of the physical mailpiece environment. The video can play when engaged with the physical mailpiece or when the device is moved away from the physical mailpiece. The video must have a specific call to action related to the mailpiece and **cannot** reside on public access sites such as, Youtube, Facebook, etc.

NFC and Enhanced AR:

For the purposes of this promotion, only “enhanced” augmented reality incorporating the robust features and enhanced engagement that adds value to the consumer experience as described will qualify for the promotion discount.

It is highly recommended that mailings incorporating the use of NFC or AR are also presented to the Program Office for prior approval. If you have any questions contact the Program Office at mailingpromotions@usps.gov

NFC and Enhanced AR:

Directional Copy Requirement: The mailpiece must contain text near the barcode or image providing guidance to the consumer to scan the barcode or image and information about the landing page. The location of the directional copy must be *prominently* displayed to ensure the customer sees it. Examples include:

- Scan here to play an interactive game
- Scan the barcode for an interactive experience
- Download our app and scan this page to see your mailpiece come alive
- Download our app for an interactive experience
- Tap here with your NFC enabled phone
- Wave your NFC enabled phone here

Destination Requirements – Relevance: The destination page(s) must contain information relevant to the content of the mailpiece.

NFC and Enhanced AR:

Destination Requirements – Mobile Optimization: A mobile optimized experience must be specifically designed for optimum performance when viewed on a mobile device such as a smartphone or tablet. There are several commonly used techniques in developing mobile experiences to bridge the differences between a full sized monitor and a mobile display. Participants must use these or similar techniques to qualify for the promotion:

- Screen Size and resolution is adjusted so that users do not have to scroll horizontally
- Page sizes are compressed to enable faster downloading
- Outbound links take users only to mobile optimized pages
- Contrast and color scheme is adjusted for viewing on smaller screens and outdoor viewing.
- Device detection directs mobile users to appropriately formatted content
- Use menu options as opposed to free-text entry whenever possible

NFC and Enhanced AR:



Non-optimized

Optimized

Links to a traditional desktop site do not meet the requirements for this promotion.

Emerging and Advanced Technology



NEW Category for 2015: “No Chip Required”

- Emerging/Advanced Tech is not limited to devices, circuits or software
- Expanding this category to include innovative advances in papers, ink & interactive technologies
- **All submissions in the “New” Category must be submitted to the program office for pre-approval**
- **Inks** may include:
 - Conductive inks*: become part of a circuit and activate a device
 - Leuco Dyes*: change color with variations in temperature
 - Hydrochromics*: change color upon contact with liquid
 - Photochromics*: change color with UV light exposure
 - Piezochromic*: change under pressure



Emerging and Advanced Technology



- **Paper characteristics** – provide new levels of sensory engagement to help drive increased customer response
 - *Textural*: paper surfaces may be coated, laminated, or made of unique materials (ex: “turf” paper, sandpaper, velvet finish, etc)
 - Scented: paper infused with scent (ex: catnip, fresh bread)
 - Sound: paper that incorporates sound chip/speakers (ex: motorcycle)
 - Visual: special effects with filters, holographics, lenticular
- **Interactive mailpieces**
 - 3-Dimensional, pop-ups, infinite folding, etc.



Registration

- Participants and/or MSPs can register
- Register via the Business Customer Gateway (BCG)

Submission

- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard
- Must be part of a full service mailing

Mailpiece

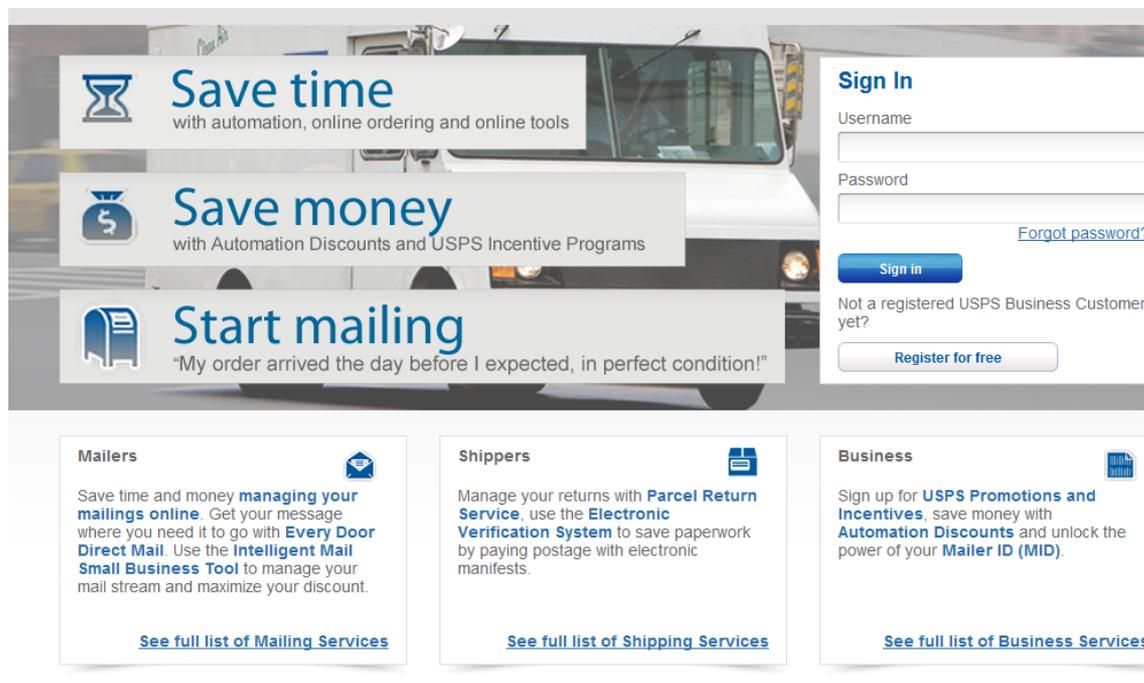
- Must include at least one of the technologies* described in the Program Requirements

*Specific requirements require pre-approval as described in the Program Requirements

Discount

- Promotion discount is calculated in PostalOne!®
 - **Must be claimed at the time of mailing**

- Register on Business Customer Gateway via the Incentive Program service: <https://gateway.usps.com>
- Agree to promotion terms at least 2 hrs. prior to presenting the first qualifying mailing
 - Specify which permits and/or CRIDs will be participating in the promotion
 - Agree to complete a survey on the Business Customer Gateway at end (mailers only)



The screenshot shows the USPS Business Customer Gateway registration page. The background features a white USPS delivery truck. The page is divided into several sections:

- Save time**: with automation, online ordering and online tools (icon: hourglass)
- Save money**: with Automation Discounts and USPS Incentive Programs (icon: money bag)
- Start mailing**: "My order arrived the day before I expected, in perfect condition!" (icon: envelope)
- Sign In**: A form with fields for Username and Password, a "Forgot password?" link, and a "Sign in" button.
- Register for free**: A button for users who are not registered.
- Mailers**: A section with an envelope icon, text about managing mailings online, and a link to "See full list of Mailing Services".
- Shippers**: A section with a box icon, text about managing returns with Parcel Return Service, and a link to "See full list of Shipping Services".
- Business**: A section with a document icon, text about signing up for promotions and incentives, and a link to "See full list of Business Services".

For further information:

Email: mailingpromotions@usps.gov

Mail: US Postal Service
Attn: Promotions and Incentives
Post Office Box 23282
Washington, DC 20026-3282

Web: <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>
<https://www.usps.com/business/promotions-and-incentives.htm>

2015 Color Transpromo Promotion

What is the Color Transpromo Promotion?

This promotion

- ✓ Encourages producers of bills and statements to produce mail that creates a greater connection and response from consumers by using color messaging.
- ✓ Designed to grow the value of First-Class Mail and encourage mailers to invest in color print technology.
- ✓ Provides an upfront postage discount to mailers who use dynamic/variable color print for marketing and consumer messages on their bills and statements.

When is the Promotion?

June 1 – November 30, 2015

How much discount will a mailer receive?

- ✓ 2% of the eligible First-Class Mail postage. The discount is calculated in PostalOne® and applied to the postage statement at the time of mailing.
 - Note: The discount must be claimed at the time of mailing and cannot be rebated at a later date.

Timeline

Registration – begins April 15, 2015 and closes on November 30, 2015.

- ✓ Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service gateway.usps.com
- ✓ Promotion participants must complete their registration at least 2 hours prior to presenting the first qualifying mailing.

Promotion Period - June 1 – November 30, 2015

- ✓ Mail must be tendered for acceptance during the promotion period, June 1 – November 30, 2015. Any qualifying mailing that is accepted and paid for prior to June 1, 2015 or after November 30, 2015 is not eligible for the promotion discount.

Who is Eligible to Participate?

- ✓ Mailers of bills and statements who have registered for the promotion.
- ✓ Mail Service Providers may prepare and submit mailings for eligible mail owners.

What Mail is Eligible?

- ✓ First-Class Mail presort and automation letters containing bills and statements with dynamic/variable color print for promotional and consumer messages.



Unacceptable Color Statement

Company Name
PO BOX 123456
Anytown, US 00000-0000
1-800-000-0000

Company Name

John Doe
123 Main Street
Anytown, US 12345

Your password for online bill pay is:
3456789

| SERVICE ADDRESS | | ACCOUNT NUMBER | | | BILL DATE | DUE DATE |
|------------------|----------|----------------|------|---------|------------|----------------|
| 123 Main Street | | 010101 | | | 10/25/2013 | 11/19/2013 |
| DESCRIPTION | PREVIOUS | CURRENT | MULT | USAGE | U/M | AMOUNT |
| | 9/1/2013 | 9/30/2013 | | | | |
| Previous Balance | | | | | | \$64.17 |
| Convenience Fee | | | | | | \$1.00 |
| Payment 09/20/13 | | | | | | (\$65.17) |
| Water/Sewer | | | | 1383.68 | Gal | \$17.45 |
| Electric | | | | 388.98 | KWH | \$31.53 |
| Gas | | | | 4.79 | CCF | \$4.24 |
| Trash | | | | 0.00 | Fixed | \$4.50 |
| Admin Fee | | | | 0.00 | Fixed | \$8.48 |
| TOTAL DUE | | | | | | \$66.18 |

1. Statement does not contain a dynamically printed promotional or consumer information message.
2. Color is only used in transactional fields.



Unacceptable Color Statement (at the end of the bill or statement)

1

Don't miss the
Black Friday Sale
at
Company Name.

All Company Name
locations open at *12
midnight* on Friday,
November 29.

2

1. Promotional message is an addendum or separate page added to the statement.
2. Statement is not dynamically printed.



Acceptable Color Statement or Bill with E-Payment Marketing Message

Company Name
Service Details, cont.
Contact us: CompanyName.com

| | |
|------------------|---------------|
| Account Number | 1234567891011 |
| Billing Date | 12/21/13 |
| Total Amount Due | \$101.16 |
| Payment Due by | 01/15/14 |
| Page 3 of 3 | |

1 Refer a Friend
And Get \$100 In Bill Credits
Have your friend call 1-800-000-0000 and give your account number when ordering.

2  **Pay your bill online.**
Just click "log-in" at CompanyName.com, then sign up with your Customer Number: 000000000 and phone number to pay bills, schedule services, view service history and more.

 **Pay online**
CompanyName.com
 **Pay by phone**
1-800-000-000

1. Statement contains a dynamically printed promotional or consumer information message.
2. E-payment messages are allowed but do not qualify for the promotion discount.



Unacceptable Color Statement or Bill with E-Payment Marketing Message

Company Name

1  **Pay your bill online.**
Just click "log-in" at CompanyName.com, then sign up with your Customer Number: 000000000 and phone number to pay bills, schedule services, view service history and more.

2

 **Pay online**
CompanyName.com
 **Pay by phone**
1-800-000-000

1. Statement contains only an e-payment message that is *NOT* accompanied by a promotional or consumer message.
2. Statement is *NOT* dynamically printed; preprinted paper stock was used.

IMb Full-Service Mailings

- ✓ Mailpieces must be part of a Full-Service mailing.
 - 90% of mailpieces in postage statement must be Full-Service compliant.
 - Residual pieces that are part of a Full-Service mailing, and do not meet Full-Service requirements may be contained on the mailing statement and will qualify for the discount if the mailing meets all other promotion requirements.

Postage Payment Method

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

Promotion Participation Survey

- ✓ As part of the terms of participation, all promotion participants must complete a survey at the end of the promotion.

Registration

- Participants and/or MSPs can register
- Register via the Business Customer Gateway (BCG)

Submission

- Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard
- Must be part of a full service mailing

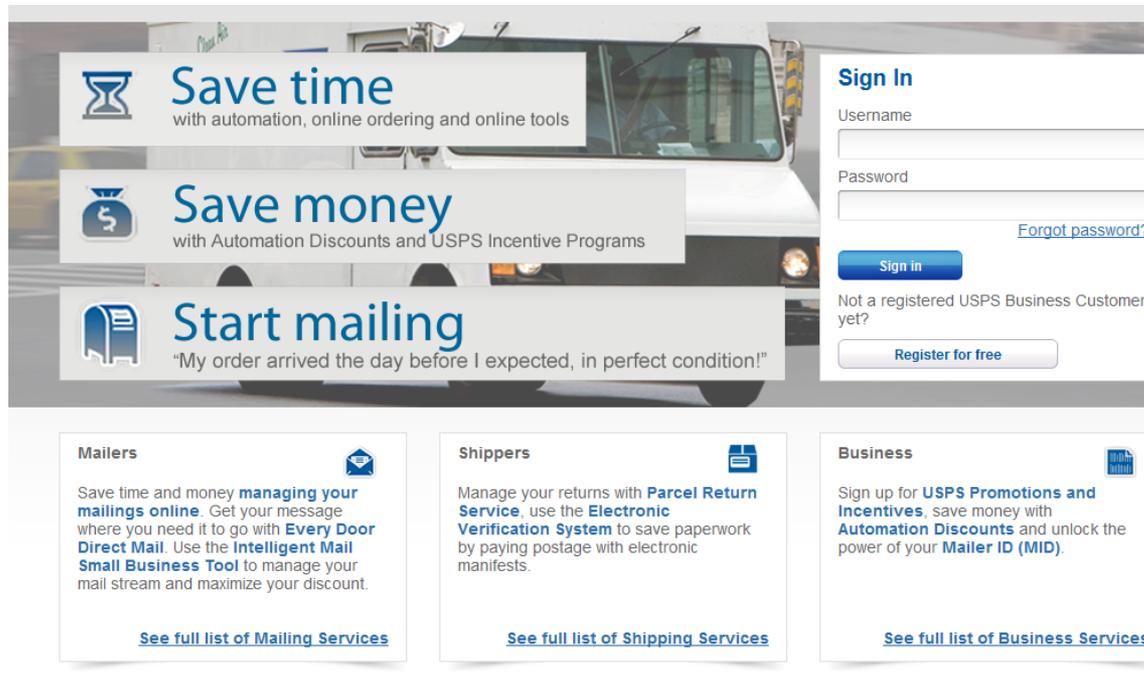
Mailpiece

- Must be a bill or statement
- Must contain dynamic color messaging
- Must be an onsert (inserts and addendums do not qualify)
- Color message must be a promotional or consumer message

Discount

- Promotion discount is calculated in PostalOne!®
 - **Must be claimed at the time of mailing**

- Register on Business Customer Gateway via the Incentive Program service: <https://gateway.usps.com>
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Program Office:

Email: FCMColorPromotion@usps.gov

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

Information about the promotion, program requirements and sample statements

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/2015ColorTranspromoPromotion.htm

Web: <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>
<https://www.usps.com/business/promotions-and-incentives.htm>

2015 Mail Drives Mobile Engagement Promotion

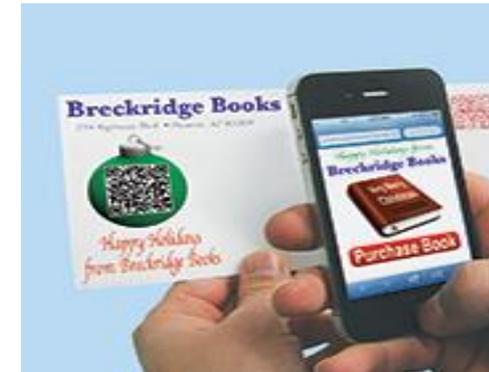
Standard Mail is currently pending a PRC decision

- **Registration Period:** May 15 – December 31
- **Program Period:** July 1 – December 31
- **Eligible Mail:**
 - Standard Mail letters & flats
 - Nonprofit Standard Mail letters & flats
- **Discount:** Upfront 2% postage discount

Mail Drives Mobile Engagement

The 2015 Mail Drives Mobile Engagement promotion encourages mailers to integrate mobile technology with direct mail to create a convenient method for consumers to do their shopping.

As mobile technology continues to evolve, mail has the potential to offer greater value. The mailpiece must include a mobile barcode or print/mobile technology that can be read or scanned by a mobile device and leads the recipient to a mobile-optimized shopping website or the ability to complete a financial transaction. The recipient must be able to purchase an advertised product from the website.



Mailpiece Content Requirements :

Mobile Barcode Requirement: All qualifying mail must contain a mobile barcode or other equivalent print/mobile technology that when scanned by a mobile device leads to a mobile optimized website.

Qualifying print/mobile technologies include open-sourced barcodes (such as a QR Code or Datamatrix code), a proprietary barcode or tag (such as SnapTags or MS Tags), an image embedded with a digital watermark, and intelligent print image recognition (including an augmented reality experience). Also included is the ability to use multi-color or branded barcodes.

Mailpiece Content Requirements :

Examples of acceptable mobile barcodes:



Example of digital watermark technology:



Mailpiece Content Requirements :

Examples of acceptable color branded barcodes:

Color Banded Mobile barcode can be used and must be functional and incorporate **one** of the following:

- a. 2 or more colors
- b. a trademark or graphic that includes a color or multiple colors



If you are uncertain if the design or technology meets the qualifications of the promotion and would like to have it reviewed, please contact the Program Office at mailingpromotions@usps.gov.

①

**Color/
Trademark/
Graphic**

**Acceptable examples
include:**



②

**Mobile
Optimization**

**Non Mobile
Optimized**



**Mobile
Optimized**



③

**Directional
Copy**

**Acceptable examples
include:**

*“Scan here to shop our
mobile site.”*

*“Scan to download our
app.”*

*“Scan this page for
special offers.”*

Reach Consumers

- Consumers are 47% more likely to scan a recognizably branded QR Code

Standard QR code



VS.

Designer QR code



Increased Brand Awareness

- Placing a logo or graphic into the QR code increases the visibility and the recognition for the brand, product or service being offered.



Discount

- Visual QR codes allow the QR code to be placed front and center making it part of the ad rather than just a footnote to it.



Mailpiece Content Requirements :

Product Requirements: For the purposes of this promotion, a product is ***defined*** as a tangible and physical item that needs to be distributed or manufactured and can be shipped via a mailing or shipping product offered by the Postal Service (delivery by the Postal Service is not required). Products that can only be fulfilled via private carrier example: local pizza delivery would not meet the requirements.

Sale of Services and Charitable Donations: In some instances the sale of services and charitable donations may qualify for the promotion discount provided a financial transaction can occur at some point during the scanning of the mailpiece or a purchase is able to be completed. Either one of these options must be done to qualify for the promotional discount. Also these mailings will qualify if all other promotion requirements are met and:

- a tangible item such as a hard copy certificate, thank you note or voucher is mailed to the recipient upon purchase via the US Postal service (does not include invoices, billing statements or receipts), or
- the mailpieces contain a Business Reply Mail (BRM) or Courtesy Reply Mail (CRM) enclosure.

For further information:

Email: mailingpromotions@usps.gov

Mail: US Postal Service
Attn: Promotions and Incentives
Post Office Box 23282
Washington, DC 20026-3282

Web: <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>
<https://www.usps.com/business/promotions-and-incentives.htm>

Thank You!!