



2017 DIRECT MAIL STARTER PROMOTION

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2017 DIRECT MAIL STARTER PROMOTION PROGRAM REQUIREMENTS

I. BACKGROUND AND PROGRAM DESCRIPTION

Program Background: The USPS Mailing Promotions have proven to be effective in providing the mailing industry with new ways to introduce customers to integrating mail with mobile technology and various applications and treatments that heighten the engagement level for the mail recipient. The cost and complexity of participating in these promotions presents challenges for the small and medium market segment to participate. In an effort to provide opportunities for this market segment to grow and attract new mailers, the Postal Service is introducing a limited time offer of a postage discount on mailpieces that contain print-mobile technology. Any print-mobile technologies, such as (QR codes, barcode tracking technology, enhanced augmented reality (AR), Near Field Communications (NFC), or other print-mobile technologies currently approved in our promotions can be used to qualify for this promotion.

Program Description: The Postal Service is offering this promotion to first time **promotion** mailers (have not participated in any past promotions) to promote events and offers that incorporate the use of print-mobile technology (such as a QR Code) on up to 10,000 mailpieces during the length of the promotion. The 10,000 mailpiece limit will be verified at the CRID level. All mailpieces utilizing mobile technology must have directional copy adjacent to the technology image and must lead to a fully optimized mobile website. All mailpieces that qualify for the promotion will receive an upfront 5% discount. An alternate option to use an automated mail tracking system that uses barcode scanning technology to track mailings through the USPS system to accurately predict when mailings are delivered to a customer's mailbox is included in this promotion. The mailpiece features a Personalized URL (PURL) to a company's website, and once the prospect visits that PURL, he/she is placed into an automatic follow up system. Contact the Program Office for review and approval if you plan to use this option.

II. PROGRAM PARAMETERS

PROGRAM PERIOD PARAMETERS

Registration Period: March 15 through July 31, 2017

Program Period: May 1 through July 31, 2017

Discount Amount: 5% of eligible postage. The discount is calculated in *PostalOne!*® and applied to the postage statement at the time of mailing. The 5% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices.

Eligible Mail: USPS Marketing Mail™, letters and flats
Nonprofit USPS Marketing Mail letters and flats

Ineligible Mail: All First-Class Mail
Periodicals (includes Pending Periodicals mail)
Bound Printed Matter
Media Mail

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

**** The promotion discount must be claimed at the time of mailing and cannot be rebated at a later date.**

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III. ELIGIBILITY REQUIREMENTS

Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review current year Program Requirements document to ensure that the mailpiece meets all requirements.

Mailings for this promotion must be related to a CRID that has not participated in past promotions and will have a maximum promotion discount based on the 10,000 mailpieces limit for mailpieces that meet all the promotion qualifications. The mailpiece must meet one of the options in the Mailpiece Content Requirements section

A. Mailpiece Content Requirements

Each mailpiece is reviewed individually. Therefore, approval on any one piece does not guarantee approval on future pieces. The Program Office requests that all mailpieces shall be sent for review, and each individual mailpiece must meet the program requirements. All mailpiece(s) for review (PDFs) can be sent via email to mailingpromotions@usps.gov. The promotions office responds to all inquiries **within 4 business days upon receipt**.

If you have any questions about the requirements, please contact the Program Office via email at: mailingpromotions@usps.gov

Participation options (option 1 or 2 must be used to qualify):

1. **QR Code and Print/Mobile Technology 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 complete 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, enhanced augmented reality, Near Field Communications (NFC), intelligent print image recognition. All other potential qualifying technology must be presented to the Program Office Prior to mailing. Also included is the ability to use multi-color or branded barcodes. Mobile barcodes need to be a minimum of ½ inch by ½ inch and the placement needs to be with the marketing message. Please review section **D. Restrictions on Barcode Placement** to insure requirements are met.

APPS: If you are leveraging your own app to provide the barcode scanning, the following rules apply:

- Provide PDF of actual mailpiece sample
- If the new content is not active, provide the current version for review
- Once the mailing is entered into the mailstream, you will need to provide a PDF of the mailpiece sample

Examples of acceptable mobile barcodes:



Example of digital watermark technology:



Examples of acceptable color branded barcodes:

Color Branded Mobile barcodes can be used and must be functional and incorporate **one** of the following:

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



QR Code Evolution: Capabilities have continued to evolve and provide marketers ways to apply new design and leverage additional analytical about the effectiveness of their campaign. Examples of new QR types include: Visual, dotless, voice etc.



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 text must be ***prominently*** displayed and immediately adjacent to the barcode to ensure a customer sees it. If the barcode is used for mobile shopping, the directional text and the visual cues from the landing page should clearly inform the recipient that the intent of the barcode is to facilitate a purchase (see example d. below). Examples include, but are not limited to:

- a. *Scan here*
- b. *Scan here to RSVP to our Grand Opening*
- c. *Scan to download your 25% Off Coupon*
- d. *Scan item to purchase*

If the directional copy does not meet the requirement listed above for legibility and proper placement, the mailpiece will not qualify for the promotion discount.

Website Requirements – Relevance: The destination web pages(s) must contain information relevant to the content of the mailpiece and the website must have a related marketing message that may promote an event, new product, grand opening, sale, etc.

Website Requirements – Mobile Optimization: The mailpiece must lead to a complete mobile optimized experience regardless of the plat form being used. 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

Only mobile optimized sites qualify for the promotion discount. See Appendix A for samples of mobile optimization.

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Website Requirements – For Mobile Shopping: The destination web pages must reside on a website platform that contains or is deeply integrated with a checkout functionality that allows the customer to complete the purchase of the product referenced in the mailpiece through a complete mobile optimized experience.

Check Out Experience

There must be a guest check out option available if the consumer does not have an account. However, for companies that require accounts for customized or personalized product purchases, a guest checkout is not required. Companies expressing the need to do this must demonstrate how the purchase is a customized or personalized product.

2. Mail scanning/tracking technology participation requirements:

This option uses an automated mail tracking system that incorporates barcode scanning technology to track mailings through the USPS system. This technology accurately predicts when mailings will be delivered to a customer's mailbox. The mailpiece features a Personalized URL (PURL) to a company's website. Once a customer visits the website using the PURL, he/she is placed into an automated tracking and follow up system. The system provides analytic data about the customer's behavior during the visit to the website, allowing the mailer to develop additional contact strategies. Contact the Program Office for review and approval if you plan to use this option.

To qualify for this option, the mailpiece must:

1. Be dynamically printed with a unique Personalized URL
2. Contain a PURL that leads to a fully mobile optimized website
3. Have directional copy to alert customer what can be found on the website PURL

Pre-approval requirements

Send PDF's to program office:

- Mock-up of mailpiece
- List of permits
- Sample of output/end of run report

PDF's can be sent to the Program Office via email at: mailingpromotions@usps.gov

NOTE: Participation in this option requires approval *prior* to entry date or the mailing will not qualify for the discount.

Mailing submission:

For BMEU:

- Participant provides an official pre-approval letter from Program Office
- Participant provides an output/end of run report (provides data for each individual piece in the mailing)
- Participant provides a postage statement that ties back to the end of run report confirming that the mailing is part of the promotion

For Program Office:

- Participant provides an output/end of run report (provides data for each individual piece in the mailing)
- Participant provides a postage statement that ties back to the end of run report- confirming that the mailing is part of the promotion
- Participant provides a PDF of mailpiece (one sample from actual mailing)

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What is on the output/end of run report:

The report must provide (at a minimum) the following information:

- Permit Type and Number
- Mailing Statement Number/Date
- Mail Owner/Client name
- The name of MSP, if one is used
- MSP Permit Type and Number
- Pixel Fires/Mailing Data Creation File numbers/quantity for mailing
- Pixel Fires/Mailing Data Creation Date
- MID
- CRID
- Mail Date
- Quantity
- Picture of piece
- Facility where pieces are entered (zip code)

If you have any questions about the requirements, please contact the Program Office via email at: mailingpromotions@usps.gov

B. Registration Requirements

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 (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and specify 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.

***As part of the terms of participation, all participants **must** complete a survey about their participation in the promotion at the end of the promotion period.

A user guide for enrollment is available on our RIBBS pages at:

https://ribbs.usps.gov/maillingpromotions/documents/tech_guides/IncentiveProgramsEnrollmentGuide.pdf.

Auto Enrollment (for Mail Service Providers): Not available for this promotion.

For issues and concerns regarding enrollment or technical issues please contact PostOne! at 800-522-9085 or postalone@usps.gov.

C. Mailing Submission Requirements

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE.

Documentation/Postage Statement

Mailings must be submitted electronically via Mail.dat® and Mail.XML™ or Postal Wizard.

Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the

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mail owner [by Customer Registration ID (CRID)] and mail preparer [by Mailer ID (MID) or Permit number] in the By/For fields.

To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, the Component Characteristics Record (CCR) file should be populated with the **two digit characteristic SB** for the 2017 Direct Mail Starter Promotion.

Participating mailers will be required to affirmatively claim this promotion in the Incentive Claimed section on electronic postage statement submissions, certifying that each mailpiece meets all eligibility requirements.

Combined and Commingled Mailings

In a commingled, combined or co-mailing, separate postage statements must be used for mailpieces not meeting promotion requirements.

USPS Marketing Mail - commingled, combined, and co-mail mailings (including MLOCR mailings) may only qualify for the Promotion if:

- All of the mailpieces commingled in the mailing meets program requirements

OR

- The mailings include multiple clients (or versions) but have separate postage statements generated for the mailpieces that meet program requirements

NOTE: Mail must be tendered for acceptance during the promotion period - May 1 through July 31, 2017. All promotion eligible mailings must be accepted and entered in PostalOne! no earlier than 12:00:00AM on May 1, 2017 and no later than 11:59:59 pm on July 31, 2017 (the last day of the promotion).

If PostalOne! issues arise during the promotion period which prevent the timely finalization of Postage Statements in PostalOne!, please follow the instructions illustrated in the PostalOne! External Contingency Plan:

https://ribbs.usps.gov/intelligentmail_latestnews/documents/tech_guides/PostalOneExternalContingencyPlan.pdf

Mailing Date

Mail must be tendered for acceptance during the promotion period - May 1 – July 31, 2017. Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities through August 15, 2017, when presented with appropriate verification and payment documentation (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to May 1, 2017. Any qualifying mailing that is accepted and paid for prior to May 1, 2017 is not eligible for the promotion discount.

Postage Payment Method

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. OMAS and “Official Government Mail” mailings are not eligible for the promotion. Every Door Direct Mail (EDDM) deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.

Meter Mail/Precanceled Payment Option

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts listed in the table below. Mailers must select the appropriate Postage Affixed Method option as follows:

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- If mailer is eligible for an VAR/CVAR, then for Meter Mail: all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: Only “Neither” is an option
- Precanceled: 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
USPS Marketing Mail Regular Auto/PRSRT/CR Letters	0.12
USPS Marketing Mail Regular Auto/PRSRT/CR Flats	0.13
USPS Marketing Mail Nonprofit Auto/PRSRT/CR Letters	0.05
USPS Marketing Mail Nonprofit Auto/PRSRT/CR Flats	0.06

All existing requirements around mail preparation and acceptance as they are described in the Domestic Mail Manual (DMM) remain in place. Please refer to http://pe.usps.gov/text/dmm300/dmm300_landing.htm for more information.

D. RESTRICTIONS ON BARCODE PLACEMENT

The mobile barcode or other print/mobile technology can be placed on the inside or outside of the mailpiece. The barcode cannot be placed on a detached address label (DAL) or card that is not attached to or enclosed within the mailpiece (e.g., unattached blow-in card). The mobile-print technology cannot be placed in the indicia zone or the barcode clear zone on the outside of the mailpiece. Additional guidance is provided below:

Barcode Clear Zone

Barcode Clear Zone for Letters: The barcode clear zone for letters is defined in the Domestic Mail Manual (DMM®) section below. DMM design requirements (DMM Sections 202.5.1) must be met:

DMM® 202.5.1 Barcode Clear Zone: Each letter-size piece in an automation price or an Enhanced Carrier Route price mailing must have a barcode clear zone unless the piece bears an Intelligent Mail barcode with a delivery point routing code (see 708.4.3) in the address block. The barcode clear zone and all printing and material in the clear zone must meet the reflectance standards in 708.4.4. The barcode clear zone is a rectangular area in the lower right corner of the address side of cards and letter-size pieces defined by these boundaries:

- Left: 4 3/4” inches from the right edge of the piece
- Right: right edge of the piece
- Top: 5/8 inch from the bottom edge of the piece
- Bottom: bottom edge of the piece

A pictorial description of the barcode clear zone on letters can be found in Quick Service Guide 602 at the link: <http://pe.usps.com/text/qsg300/Q602.htm#1009536>

Barcode Clear Zone for Flats: For flats, the mobile barcode should not be placed within 1/8” of the actual routing Intelligent Mail barcode.

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Indicia Zone

The "Indicia Zone" is two inches from the top edge by four inches from the right edge of the mailpiece; in addition, the mobile barcode should not be placed within two inches of the actual postage indicia when the indicia is not placed in the described "indicia zone."

Indicia Zone for Flats: For optimal processing, avoid placing the barcode, images, or tags in the destination address block and indicia.

Indicia Zone for Letters: The "Indicia Area" on letter mail is the top-right corner. The Postal Service's Barcode Sorters look for these Information-Based Indicia (IBI) codes in the zone 2" from the top edge x 4" from the right edge of the mailpiece. Barcodes, images, or tags cannot be used in this area.

E. REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

At Mail Acceptance: The mailer must provide a hard copy, unaddressed sample of the mailpiece showing the placement of the mobile barcode, image, or tag, and directional copy to the acceptance clerk. If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented. All mailings are subject to standard acceptance and verification procedures and may be inspected for use of the mobile barcodes, images or tags, etc., and directional copy.

- If pieces are variably printed, one sample that is comparable to the mailing may be presented.
- If the mailer is unable to print an unaddressed mailpiece, the mailer should remove a piece from the mailing, remove the address (e.g. place a blank address label over the address) and submit it at mail acceptance. As an alternative, an addressed piece may be accepted if the mailer marks through the address and marks "USPS Promotion Piece Sample" on the piece.

Using the Self Service Terminal (SST):

Mailers participating in the promotion and presenting mail using the Self Service Terminal (SST) 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."

Post Mailing Requirements: The Program Office will conduct a sampling of mailpieces collected at Business Mail Entry Units 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, and to un-enroll 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 October 31, 2017, and if requested by the Postal Service, must forward such sample to the Promotion Program Office.

- If a mailing contains mailpieces from multiple mailers, a sample of each mailer's mailpiece containing a mobile barcode image, tag, and directional copy, or a PURL must be retained.

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IV. TECHNICAL INFORMATION

Reminder: To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, the Component Characteristics Record (CCR) file should be populated with the **two digit characteristic SB** for the 2017 Mobile Shopping promotion.

For further technical information, please refer to Technical Specifications on RIBBS at: <https://ribbs.usps.gov/index.cfm?page=intellmailguides>

V. PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office.

Email: Mailingpromotions@usps.gov

Facsimile: 202-268-0238

Mail: US Postal Service
Attn: Mobile Shopping Promotion
PO Box 23282
Washington, DC 20026-3282

The Program Office responds to all inquiries within 4 business days upon receipt of samples in the promotion inbox mailingpromotions@usps.gov, or the PO Box.

FedEx and UPS do not deliver to PO Box addresses. To ensure delivery to the Program Office, please use Postal products or services. All PO Box mailings must include information about the sample, contact information, and an email address for responses.

Information and resources will also be posted online at: <https://ribbs.usps.gov/mailingpromotions>

VI. REVISION HISTORY

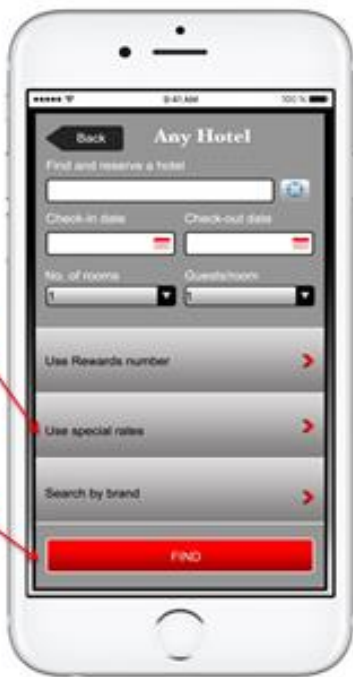
Date	Section	Reason For Revision	Version
11/23/16	1. Background and Program Description – (Program Description section, first sentence)	Add, “first time promotion mailers” This provides clarity that mailers mailing in a promotion for the first time are eligible to participate.	Final Draft
1/18/17	Entire Document	PRC name change from Standard mail to USPS Marketing Mail	2
3/9/17	Section B. Registration Requirements	Updated Auto Enrollment and updated ad-hoc list	3
4/20/17	Entire Document	Updates made to clarify the language	4

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VII. APPENDIX A

Mobile Optimization

Mobile Optimized Sites



Drop down form entry

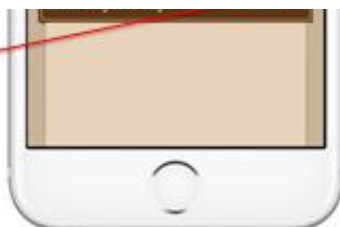
Large buttons

Call to action

Why is design for mobile web different? Mobile users are ...

- goal oriented, looking for a specific piece of information or task
- on the go, and may view content while walking
- viewing on smaller screens with tiny keyboards or touch screens

Nested hierarchy



Copy

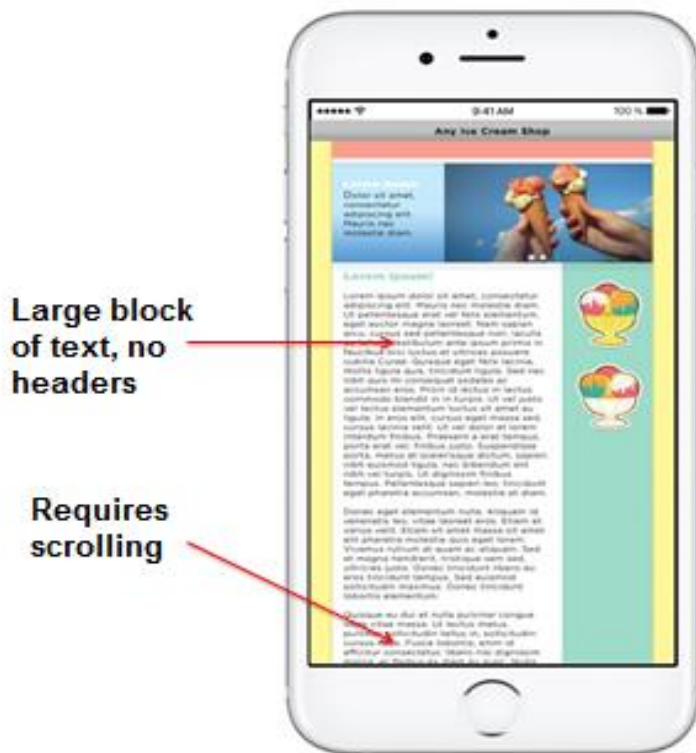
- **Keep it short:** traditional webpages have 250-400 words, on a mobile device only the first 80-90 are visible on the screen.
- **Use readable font:** it should be slightly larger than the font

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VIII. APPENDIX B

Mobile Optimization Continued

Non Mobile Optimized Sites



Navigation & Design

- **Use hierarchy, menus and drop downs:** these help avoid scrolling, get users to their goal quicker, and avoid time consuming typing
- **Consider page orientation:** the design needs to work in both vertical and horizontal orientation
- **Include strong calls to action:** the more prominent, the better – mobile websites can be good conversion tools if well designed
- **Avoid accidental clicks:** design should be “thumb-friendly” with sufficient space between large buttons, avoiding frustrating navigation errors

Back-end

- **Make it compatible:** mobile sites need to be browser-independent, avoid elements like Flash that may not work on many devices, and take advantage of native content (
- **Constantly evolve:** use analytics tracking to understand what people are actually using your site for, and make that content easiest to access.