

Incentive Program Summary

June 2012: 2-D barcode or print/mobile technology, scanned by a mobile device

For detailed information on the Mobile Commerce and Personalization Promotion - Program Requirements
Go to RIBBS: <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>

Promotion Period is July 1 through August 31, 2012

Requirements:

- Eligible Mail Classes - Standard Mail® and First-Class Mail®
 - Mail Categories – letters, flats and cards only
 - Mail Preparation - Presort and Automation (for Automation, letters/flats must have Intelligent Mail barcodes)
 - Permit Type – Permit, Metered Postage Affixed and Precancelled
 - Mailing must be submitted electronically – Mail.dat, Mail.XML or Postal Wizard
 - Mail Service Providers (MSP) identify MSP and Mail Owner using Preparer CRID/Mail Owner CRID in By/For
 - Commingled, co-mailed and combined mailing are allowed – separate postage statements are required.
 - Upfront 2% postage discount at the time of postage statement finalization
 - Must enroll via Incentive Programs – Business Customer Gateway
 - Must agree to promotion terms and must specify participating permits/CRIDs
 - Must be enrolled 24 hours prior to the first mailing
 - Agree to complete promotion participation survey on the Business Customer Gateway
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- **Online Enrollment via Business Customer Gateway**
 - Early Enrollment for Mail Owners begins May 1, 2012 on Business Customer Gateway
 - Enrollment for Mail Service Providers (MSP) begins on June 10th, 2012
 - Must self-declare as MSP
 - Must agree to MSP declaration language

Incentive Program – Client (Mail Owner) Enrollment

MSP – Two Methods to Enroll Clients (Mail Owners)

- **Online Enrollment via Business Customer Gateway**
 - Agree to the promotion terms
 - Enroll 24 hours prior to eDoc submission
- **Mail.dat/Mail.XML Enrollment**
 - MSP must have self-declared MSP 24 hours prior to eDoc submission
 - Real-time enrollment at submission of eDoc
 - *PostalOne!* will validate the MSP CRID in the eDoc is enrolled as an MSP, proceed to enroll the client(s) based on the "For" field data in the eDoc, and calculate the discount if there are no system Warnings.
 - *PostalOne!* will generate Warning for MSP CRIDs that are not registered and for invalid CRIDS.
 - *PostalOne!* will not fail files nor calculate the discount if there are Warnings.
 - Mail Owner (clients) need not be pre-registered if the MSP is pre-registered and the MSP completes the By/For in the eDoc.

Metered/Precancelled - Postage Payment Options

- Mailings with postage paid by metered or precancelled stamp postage will have the percentage discount deducted from the additional postage due.
 - Price at which Postage is affixed must be “Neither”

- Metered postage must bear an exact amount of postage as stipulated by the class and shape of mail. (except for authorized Special Postage Payment Systems, Value Added Refund & Combined Value Added Refund mailings)
 - Meter Postage Incentive Amount:

FCM Cards	\$0.20
FCM Ltrs auto and presort	\$0.25
FCM NM Ltrs	\$0.45
FCM Flats - auto and presort	\$0.35
STD Reg. Auto/PRSRT/CR Ltrs	\$0.12
STD Reg. Auto/PRSRT/CR Flats	\$0.13
STD NP Auto/PRSRT/CR Ltrs	\$0.05
STD NP Auto/PRSRT/CR Flats	\$0.06

Metered/Precancelled - Postage Payment Options

- **Price reduction will be taken off the postage amount due at the time of mailing.**
- **Value Added Refund mailings may have postage affixed at any qualifying automation or presort price.**
 - The incentive discount will be included with the authorized SPPS VAR & CVAR amount and returned to the authorized Mail Service Provider.
 - CVAR & VAR is only available for First-Class and Standard Mail Letters.
- **No refunds or postage credit provided at time of mailing when postage affixed is correct.**