

Incentive Programs Enrollment

- All participants can enroll in incentive programs through the Business Customer Gateway (BCG). Enrollment should be completed at least two hours prior to presenting the first qualifying mailing. During enrollment, mailing agents may select the Mail Service Provider (MSP) designation. Selecting the MSP designation enables mailing agents to use the eDoc enrollment feature (refer to next paragraph). If a participant is also a mail owner, the MSP designation should be selected. A mail owner is defined as the business entity, organization, or individual who makes business decisions regarding the mailpiece content, directly benefits from the mailing, and ultimately pays for postage on the mailpiece directly or by way of a mailing agent.
- eDoc enrollment using Mail.XML requires the MSP to accept the MSP legal declaration and promotion terms through the BCG at least two hours prior to presenting the first qualifying mailing. An MSP can subsequently enroll their clients in real-time when submitting eDocs which are claiming an incentive discount. During postage statement finalization, *PostalOne!* will validate that the MSP Customer Registration ID (CRID) in the eDoc is enrolled as an MSP, proceed to enroll the client(s) in the incentive program based on the "For" field data in the eDoc. *PostalOne!* will only then calculate the discount if there are no system Warnings. *PostalOne!* will perform By/For validations and generates a Warning for MSP CRIDs that are not registered (Preparer field) and for invalid CRIDS or Mailer ID (MID). *PostalOne!* will process the eDoc in the case for Warnings (i.e., not fail files and not extend the promotion claimed in the eDoc). Note: Mail Owner (clients) need not be pre-registered if the MSP is pre-registered and the MSP purposely intends to use the eDoc enrollment functionality.

Incentives

- The MailCharacteristic Incentive and MailCharacteristic Fee blocks are supported for Mail.XML versions 12.0A, 13.0A and 13.0B.
- Enrollment is based on the Customer Registration ID (CRID). CRIDs which have permits linked to them must be enrolled.
- The incentive discount will accrue to the permit populated in the Permit Holder information in the Mailing Group Summary Information block. The permit must be linked to an enrolled CRID. Otherwise, the (registered) mailing agent may use the eDoc enrollment feature, where *PostalOne!* system will apply the discount to the permit associated in Permit Holder information.
- The *PostalOne!* system will apply only one promotional discount to a given mailpiece at the postage statement line level.
- For the Picture Permit Imprint promotion, use the MailCharacteristic Fee value of "PP" and MailCharacteristic Incentive value of "PP" for Picture Permit Indicia. During the promotion period, if the permit identified in the Permit Holder information is enrolled in the Picture Permit Imprint promotion, the *PostalOne!* system will be triggered to waive the Picture Permit Imprint fee if all other rules of the incentive program eligibility are met.

Note: *Since Picture Permit Imprint is originally a Fee, when requesting for Picture Permit Imprint to be included as an incentive, the eDoc must capture it as both Fee and Incentive.*

- For the Product Sample Sale, pieces claiming the incentive must be submitted on a separate Postage Statement for Part H.
- For mobile barcode promotions, all pieces claiming the incentive must bear the mobile barcode and be submitted on a separate Postage Statement. Use the MailCharacteristic

Incentive value of "ME" for Mobile Energy Technology for the Fall 2013 mobile barcode incentive and use "MI" for Mobile Interactive for the Winter 2013 mobile barcode incentive.

- For the Earned Value program, the permit in the Permit Holder must be registered for the Earned Value program. The Earned Value program is not supported by the eDoc enrollment feature. Participants must register on the Business Customer Gateway. When redeeming Earned Value credits, use the MailCharacteristic Incentive value of "RR" for Reply Envelope or Reply Card.
- The *PostalOne!* system shall be enabled such that the Emerging Technology (mobile barcode), Picture Permit Imprint and Earned Value will be applied to the same Form 3600, 3602 Regular or 3602 Non-profit if the MailCharacteristic Incentive value (or when required the MailCharacteristic Fee and Incentive value) is in the eDoc. Participants must meet business rules and enrollment criteria. Functionality for multiple incentives will be supported upon the July Release 35.