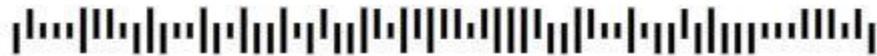


Earned Value Reply Mail Promotion



Earned Value



What: The 2013 “Earned Value” promotion will be offered to mailers who use First-Class Mail Business Reply Mail (BRM) which includes Qualified Business Reply Mail (QBRM); and Courtesy Reply Mail (CRM) enclosures.

Why: Earned Value was provided in response to suggestions that mailers have given USPS. Within the Postal Service the agency looks at Reply mail as an important response mechanism.

Background: It also supports the Second Ounce initiative in addition to supporting responses from our major mailers.

**Registration
Period**

January 15, 2013 – March 31, 2013

**Award /Piece
Tracking
Period**

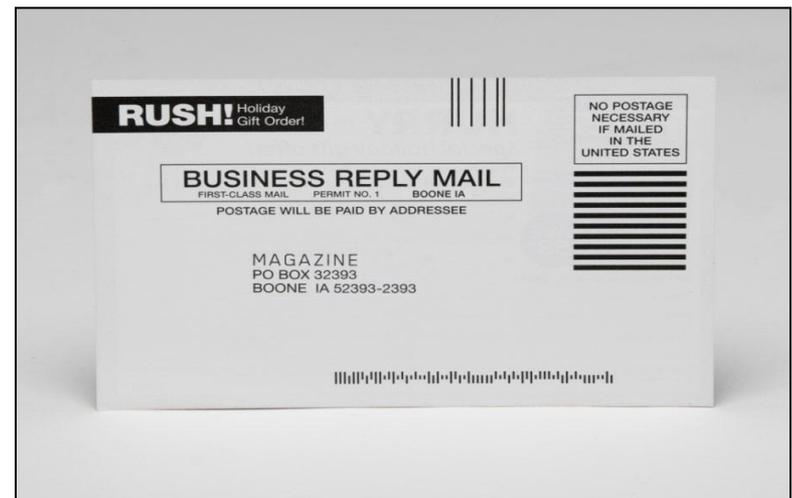
April 1, 2013 – June 30, 2013

**Mailer
Agreement
Period**

July 1, 2013 – July 31, 2013

**Award Claim
Period**

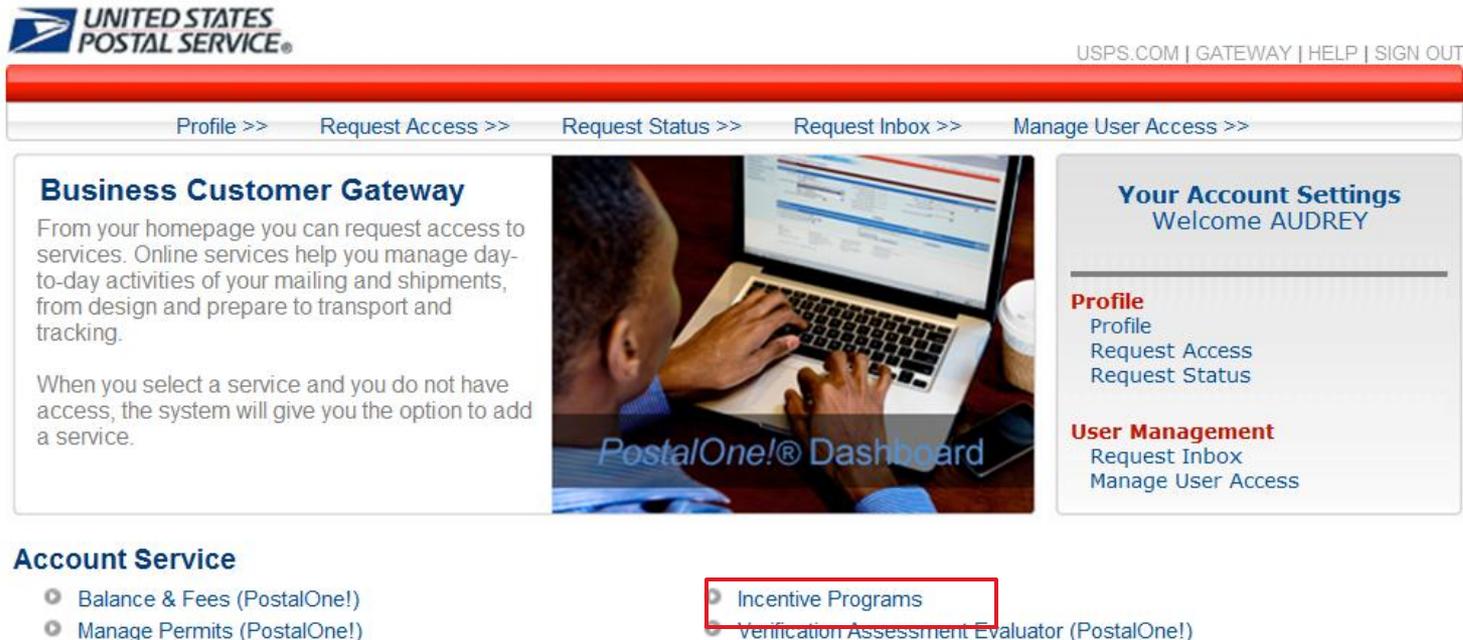
August 1, 2013



- Customers can enroll in the Earned Value promotion through the Business Customer Gateway
 - <https://gateway.usps.com/bcg/login.htm>
- Participants must register their Mailer IDs and the Permit account to which future earned credits will be applied.
- As of February 11, 2013, Mail Service Providers will also be able to enroll.



- From the BCG, Homepage, select Incentive Programs under the account service category



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USPS.COM | GATEWAY | HELP | SIGN OUT

Profile >> Request Access >> Request Status >> Request Inbox >> Manage User Access >>

Business Customer Gateway

From your homepage you can request access to services. Online services help you manage day-to-day activities of your mailing and shipments, from design and prepare to transport and tracking.

When you select a service and you do not have access, the system will give you the option to add a service.



Your Account Settings

Welcome AUDREY

Profile

- Profile
- Request Access
- Request Status

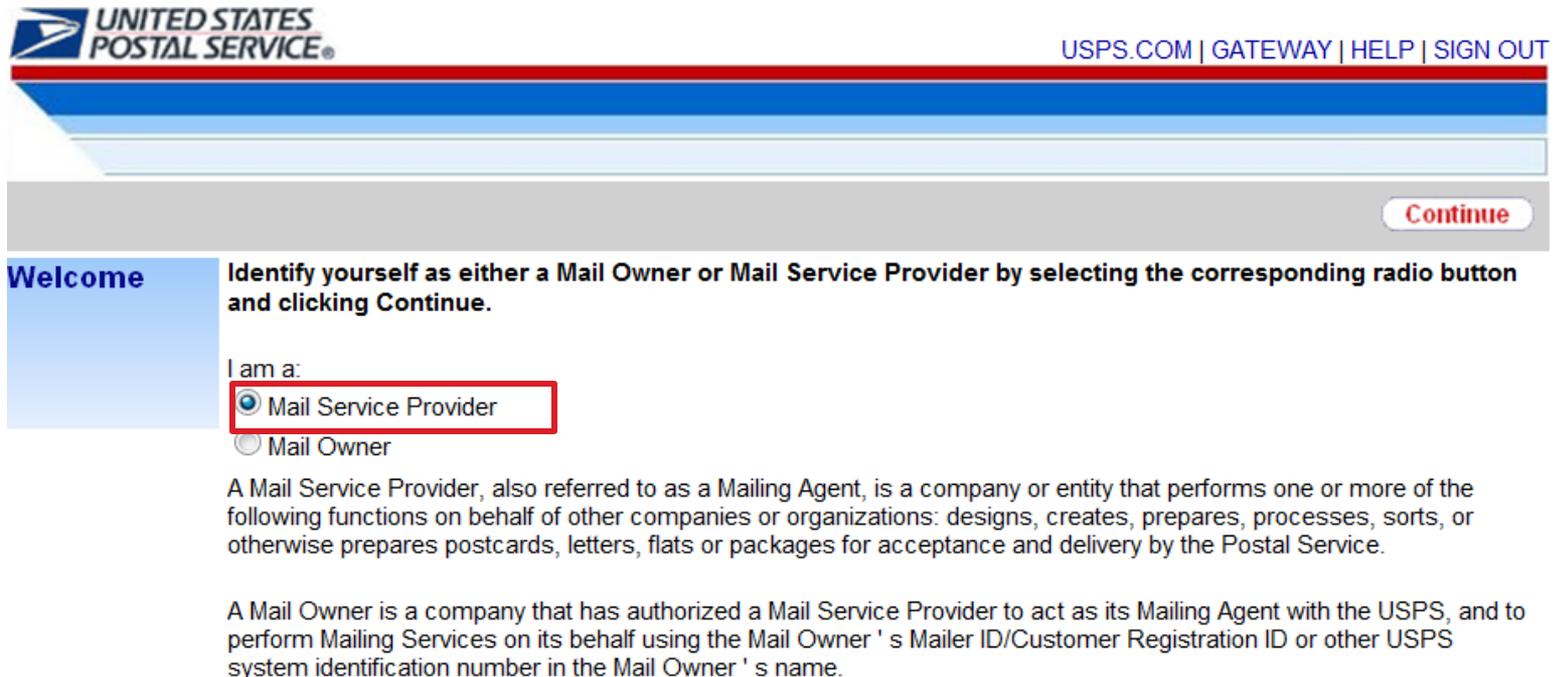
User Management

- Request Inbox
- Manage User Access

Account Service

- Balance & Fees (PostalOne!)
- Incentive Programs**
- Verification Assessment Evaluator (PostalOne!)

- If you are a new user select the radio button for Mail Service Provider to identify yourself.



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Welcome

Identify yourself as either a Mail Owner or Mail Service Provider by selecting the corresponding radio button and clicking Continue.

I am a:

Mail Service Provider

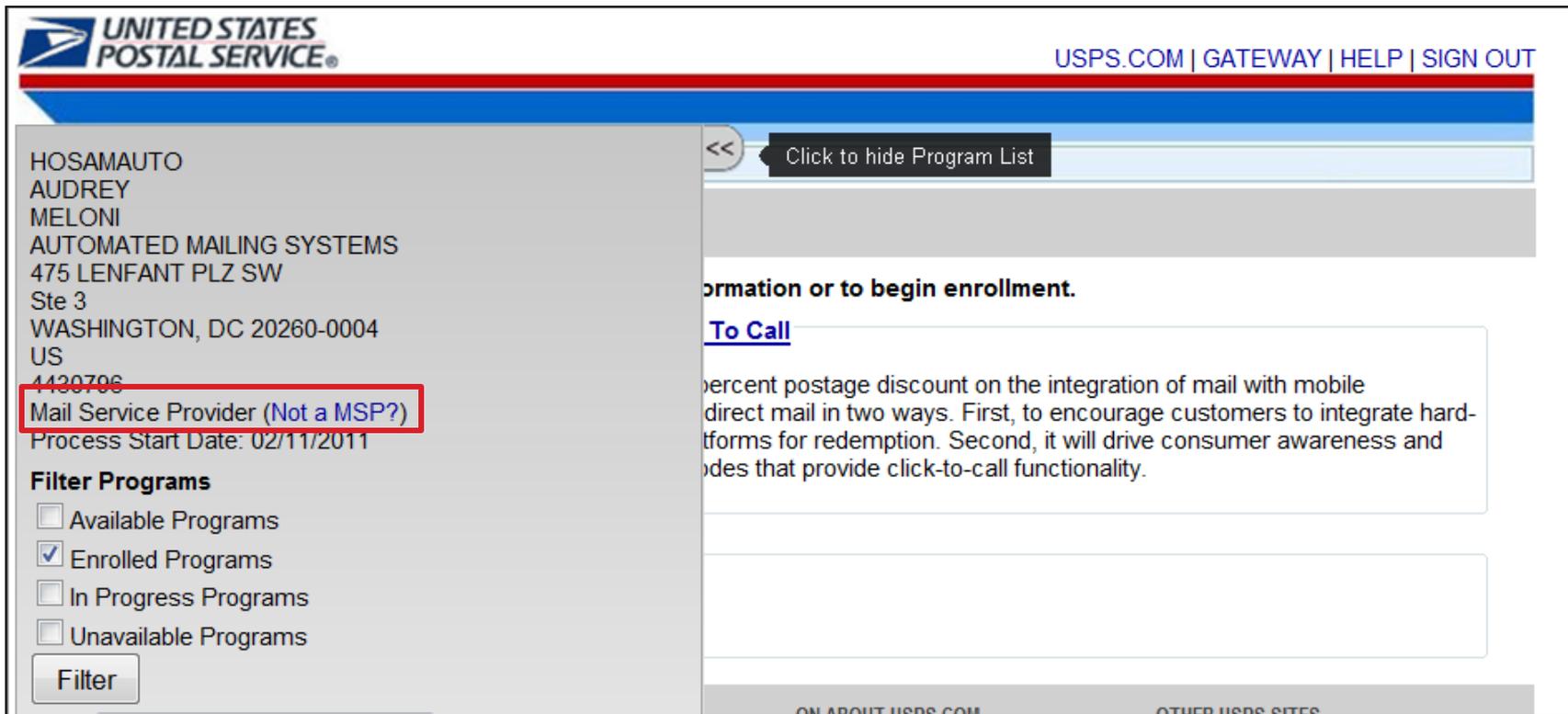
Mail Owner

A Mail Service Provider, also referred to as a Mailing Agent, is a company or entity that performs one or more of the following functions on behalf of other companies or organizations: designs, creates, prepares, processes, sorts, or otherwise prepares postcards, letters, flats or packages for acceptance and delivery by the Postal Service.

A Mail Owner is a company that has authorized a Mail Service Provider to act as its Mailing Agent with the USPS, and to perform Mailing Services on its behalf using the Mail Owner's Mailer ID/Customer Registration ID or other USPS system identification number in the Mail Owner's name.

[Continue](#)

- Select the double-arrow button to expand a pop-up that displays your user profile information. Use this feature to verify that you have identified yourself correctly.



The screenshot shows the USPS user profile page. The top navigation bar includes the USPS logo, the text "UNITED STATES POSTAL SERVICE", and links for "USPS.COM | GATEWAY | HELP | SIGN OUT". The user profile information is displayed on the left side, including the name "HOSAMAUTO AUDREY MELONI", address "AUTOMATED MAILING SYSTEMS 475 LENFANT PLZ SW Ste 3 WASHINGTON, DC 20260-0004 US", and phone number "4430706". A red box highlights the "Mail Service Provider (Not a MSP?)" field. Below the profile information is a "Filter Programs" section with checkboxes for "Available Programs", "Enrolled Programs" (checked), "In Progress Programs", and "Unavailable Programs", along with a "Filter" button. A double-arrow button is visible next to the profile information, with a tooltip that says "Click to hide Program List". The main content area on the right contains a heading "Information or to begin enrollment." and a section titled "To Call" with a text box containing information about a percent postage discount on the integration of mail with mobile direct mail.

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HOSAMAUTO
AUDREY
MELONI
AUTOMATED MAILING SYSTEMS
475 LENFANT PLZ SW
Ste 3
WASHINGTON, DC 20260-0004
US
4430706
Mail Service Provider (Not a MSP?)
Process Start Date: 02/11/2011

Filter Programs

Available Programs
 Enrolled Programs
 In Progress Programs
 Unavailable Programs

Filter

Click to hide Program List

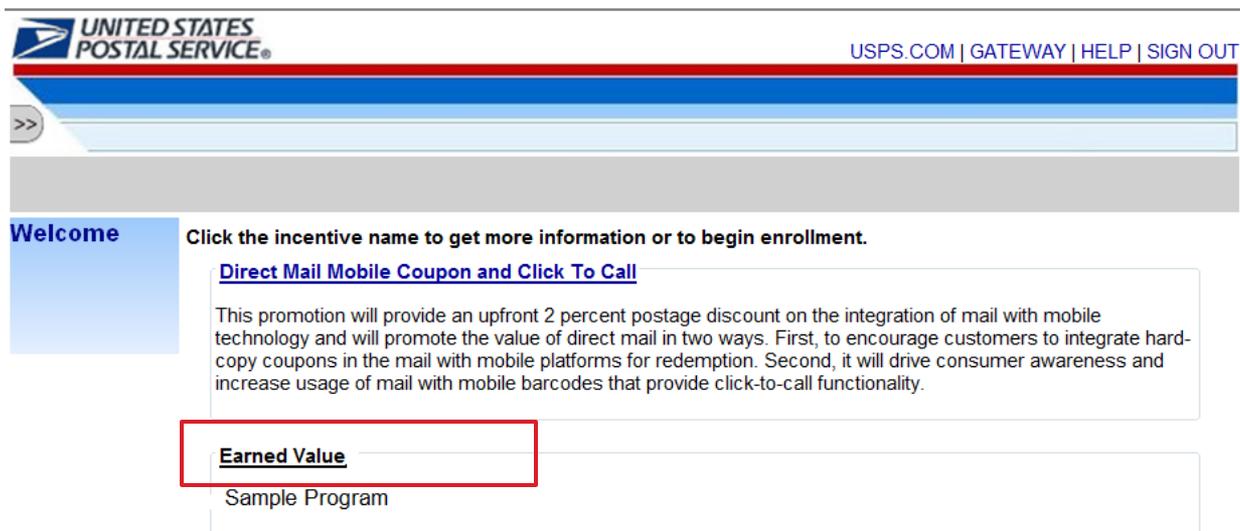
Information or to begin enrollment.

To Call

percent postage discount on the integration of mail with mobile direct mail in two ways. First, to encourage customers to integrate hard-forms for redemption. Second, it will drive consumer awareness and provides that provide click-to-call functionality.

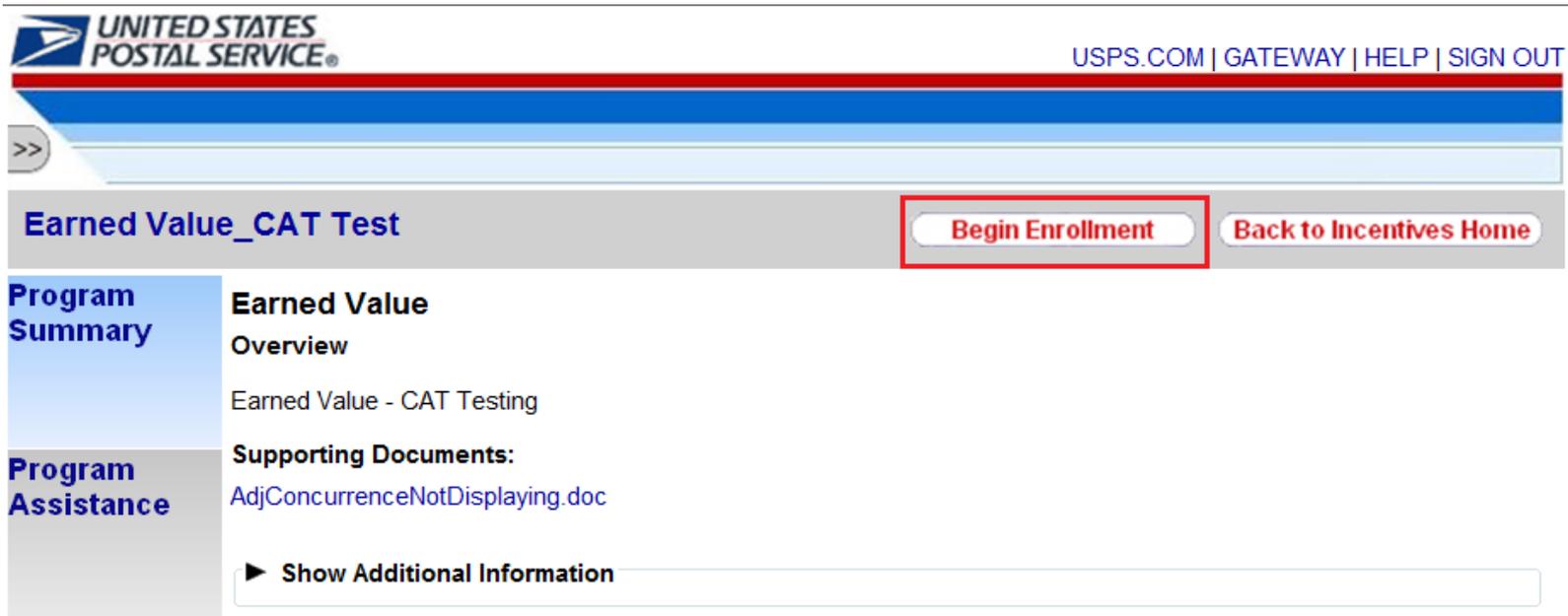
ON ABOUT USPS.COM OTHER USPS SITES

- Select Earned Value Promotion by clicking on the hyperlink.



The screenshot shows the USPS website's incentive program selection interface. At the top left is the USPS logo, and at the top right are navigation links: [USPS.COM](#) | [GATEWAY](#) | [HELP](#) | [SIGN OUT](#). Below the navigation is a blue header bar with a right-pointing arrow. The main content area has a "Welcome" sidebar on the left. The main text reads: "Click the incentive name to get more information or to begin enrollment." There are two program listings. The first is "Direct Mail Mobile Coupon and Click To Call" with a description: "This promotion will provide an upfront 2 percent postage discount on the integration of mail with mobile technology and will promote the value of direct mail in two ways. First, to encourage customers to integrate hard-copy coupons in the mail with mobile platforms for redemption. Second, it will drive consumer awareness and increase usage of mail with mobile barcodes that provide click-to-call functionality." The second listing is "Earned Value" with the text "Sample Program" below it. The "Earned Value" text is highlighted with a red rectangular box.

- To begin enrollment into the selected Incentive Program, select the begin enrollment button



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>>

Earned Value_CAT Test [Begin Enrollment](#) [Back to Incentives Home](#)

Program Summary

Earned Value

Overview

Earned Value - CAT Testing

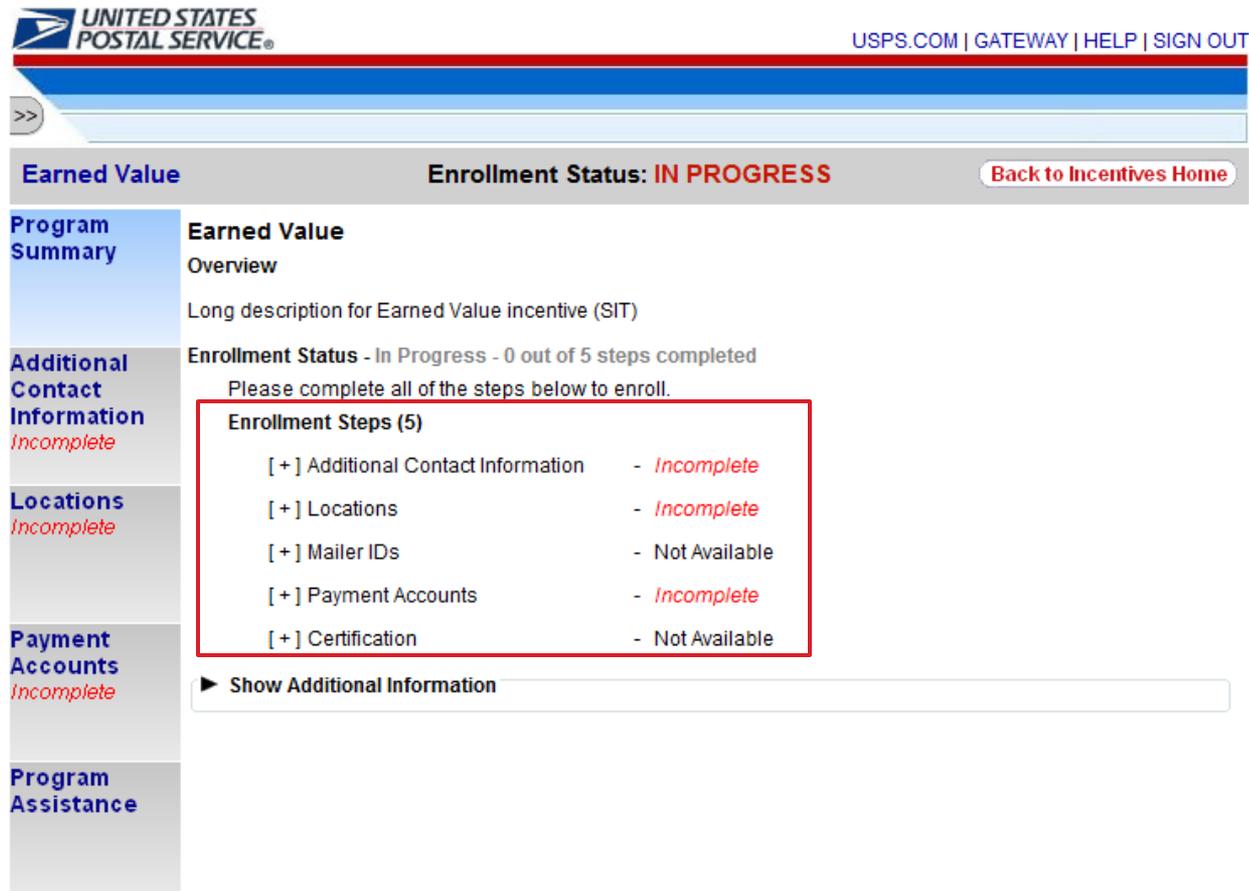
Program Assistance

Supporting Documents:

[AdjConcurrenceNotDisplaying.doc](#)

▶ Show Additional Information

Complete the Enrollment tasks by using the tabs located on the left-hand side of the page, or by clicking the links associated with each step. As you complete each task, the system will display the task as “Complete”.



The screenshot shows the USPS enrollment interface. At the top, the USPS logo and navigation links (USPS.COM | GATEWAY | HELP | SIGN OUT) are visible. The main header indicates the program is 'Earned Value' and the enrollment status is 'IN PROGRESS'. A 'Back to Incentives Home' button is present. The left sidebar contains navigation tabs: Program Summary, Additional Contact Information (Incomplete), Locations (Incomplete), Payment Accounts (Incomplete), and Program Assistance. The main content area shows the 'Enrollment Status - In Progress - 0 out of 5 steps completed' and a list of 'Enrollment Steps (5)'. A red box highlights the list of steps, which includes 'Additional Contact Information', 'Locations', 'Mailer IDs', 'Payment Accounts', and 'Certification'. A 'Show Additional Information' button is located below the list.

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 **Enrollment Status - In Progress - 0 out of 5 steps completed**
Incomplete Please complete all of the steps below to enroll.

Enrollment Steps (5)	
[+] Additional Contact Information	- <i>Incomplete</i>
[+] Locations	- <i>Incomplete</i>
[+] Mailer IDs	- Not Available
[+] Payment Accounts	- <i>Incomplete</i>
[+] Certification	- Not Available

▶ [Show Additional Information](#)

Locations *Incomplete*

Payment Accounts *Incomplete*

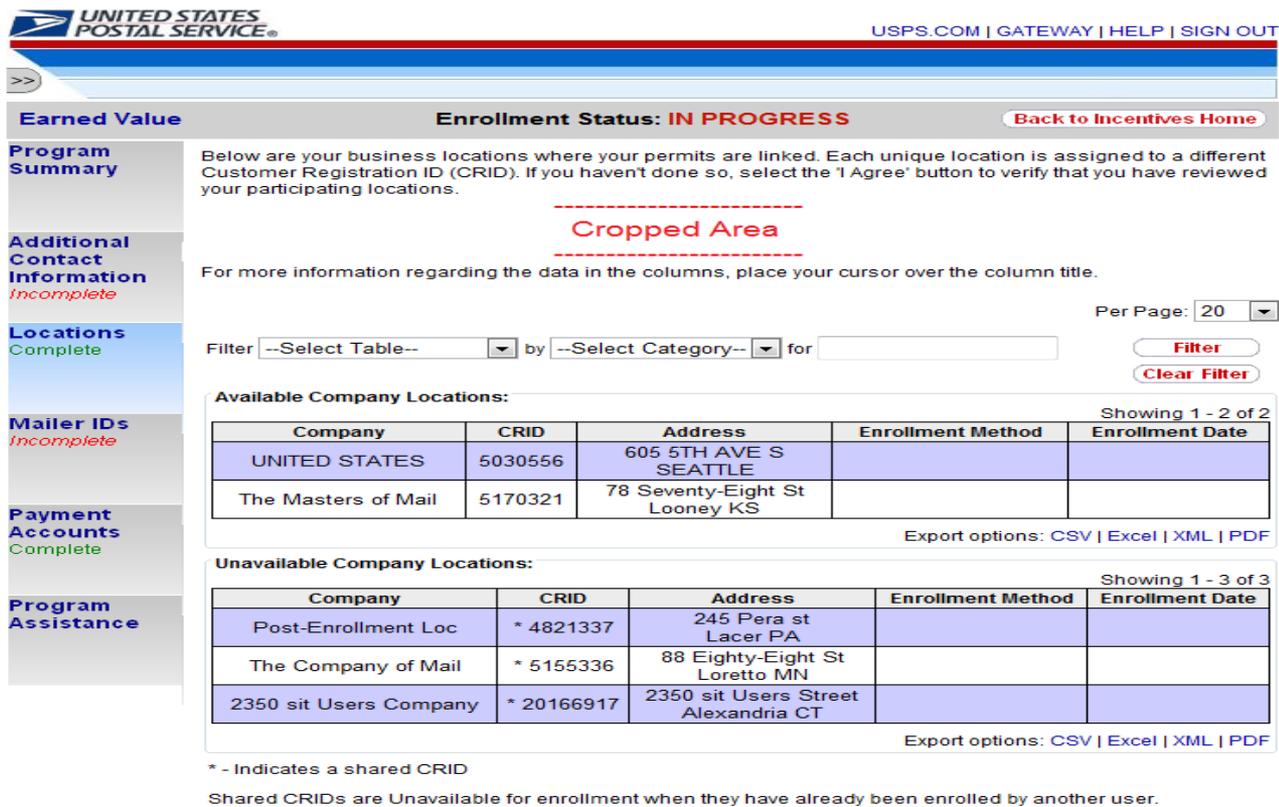
Program Assistance

Task 1: Additional Contact Information

- The Additional Contact Information tab allows you to save contact information for an alternative primary contact and for a technical contact.
- You are required to enter information for the alternative primary contact to complete this task.

Earned Value_CAT Test		Enrollment Status: IN PROGRESS		Back to Incentives Home
Program Summary	Provide an alternate contact for promotion specific matters. The Program Office will contact the alternate only in the event you are unavailable.			
Additional Contact Information <i>Incomplete</i>	Alternative Primary Contact Information (Required)			
Locations <i>Incomplete</i>	Country:*	UNITED STATES ▼		
	Name:*	User A		
	Address 1:*	Example St		
	Address 2:			
	City:*	Washington		
	State:*	DISTRICT OF COLUMBIA ▼		
	ZIP/Postal Code:*	20190		
Permit Accounts <i>Incomplete</i>	Phone Number:*			
	Ext:			
	Email:*			

- The Locations tab allows you to review your participating mailing locations. You must verify the accuracy of the displayed locations and select the <I Agree> button to complete this task.



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

Program Summary
Below are your business locations where your permits are linked. Each unique location is assigned to a different Customer Registration ID (CRID). If you haven't done so, select the 'I Agree' button to verify that you have reviewed your participating locations.

Cropped Area

Additional Contact Information
Incomplete

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

Per Page: 20

Filter: by for
[Filter](#) [Clear Filter](#)

Locations
Complete

Available Company Locations: Showing 1 - 2 of 2

Company	CRID	Address	Enrollment Method	Enrollment Date
UNITED STATES	5030556	605 5TH AVE S SEATTLE		
The Masters of Mail	5170321	78 Seventy-Eight St Looney KS		

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

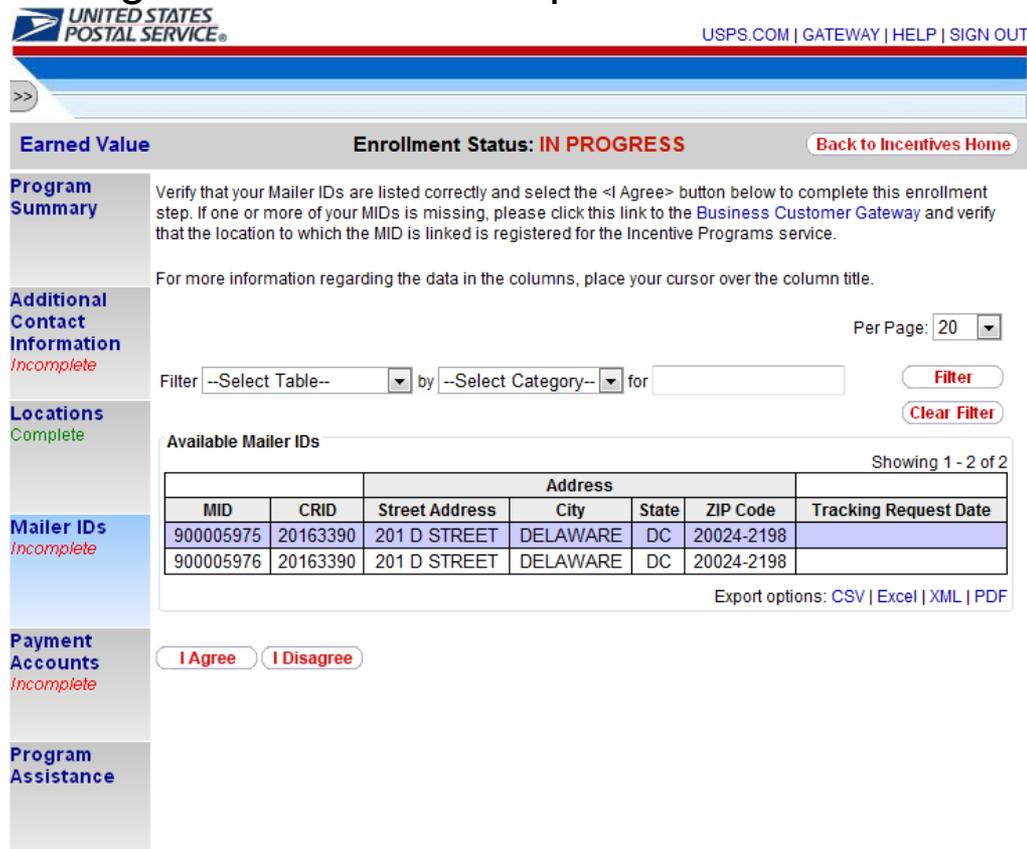
Unavailable Company Locations: Showing 1 - 3 of 3

Company	CRID	Address	Enrollment Method	Enrollment Date
Post-Enrollment Loc	* 4821337	245 Pera st Lacer PA		
The Company of Mail	* 5155336	88 Eighty-Eight St Loretto MN		
2350 sit Users Company	* 20166917	2350 sit Users Street Alexandria CT		

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

* - Indicates a shared CRID
Shared CRIDs are Unavailable for enrollment when they have already been enrolled by another user.

- The Mailer IDs tab will only become available once the Locations tab has been completed. It allows you to review your participating mailer IDs.
- You must verify the accuracy and completeness of the mailer IDs and select the <I Agree> button to complete this task.



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

Program Summary
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.

Additional Contact Information Per Page: 20
Incomplete

Filter: --Select Table-- by --Select Category-- for [Filter](#)
[Clear Filter](#)

Locations
Complete

Mailer IDs
Incomplete

Available Mailer IDs Showing 1 - 2 of 2

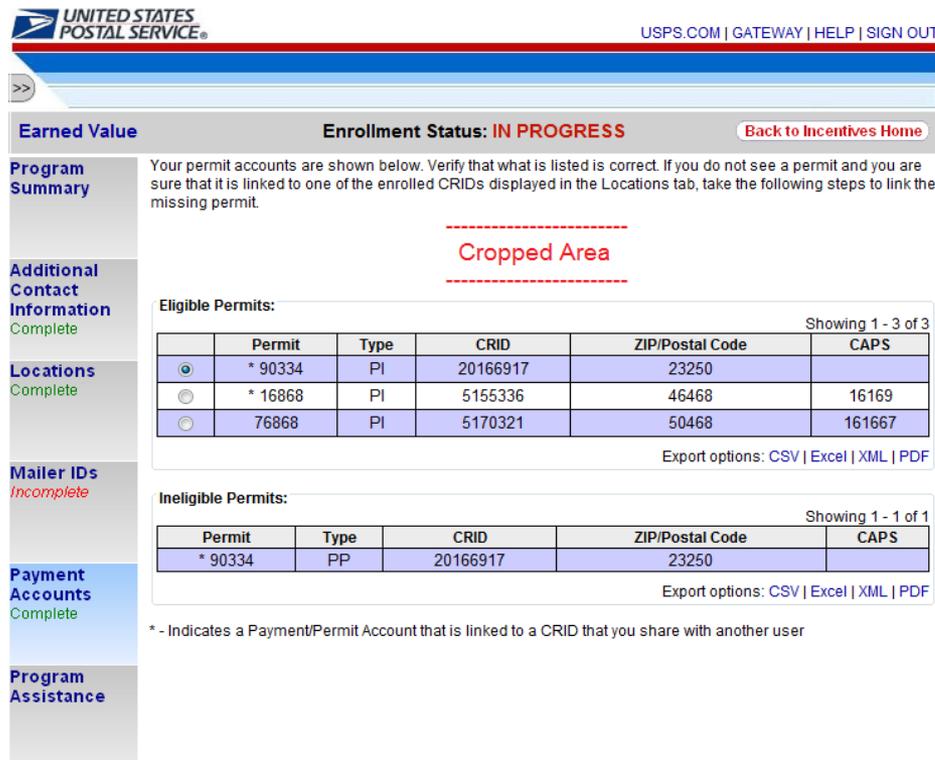
MID	CRID	Address				Tracking Request Date
		Street Address	City	State	ZIP Code	
900005975	20163390	201 D STREET	DELAWARE	DC	20024-2198	
900005976	20163390	201 D STREET	DELAWARE	DC	20024-2198	

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

Payment Accounts [I Agree](#) [I Disagree](#)
Incomplete

Program Assistance

- The Permit Accounts tab allows you to review the permits that are associated to your registered business locations.
- You must verify the accuracy and completeness of the permits and select the one that you want to use as your credit destination account.
- Once you have made your selection, click on the <I Agree> button to complete this task.



The screenshot shows the USPS Permit Accounts page. At the top, it says "UNITED STATES POSTAL SERVICE" and "USPS.COM | GATEWAY | HELP | SIGN OUT". Below the header, there's a navigation bar with "Earned Value" and "Enrollment Status: IN PROGRESS" (in red). A "Back to Incentives Home" button is also visible.

The main content area is titled "Program Summary" and contains the following text: "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." Below this text is a red dashed box labeled "Cropped Area".

There are two tables: "Eligible Permits" and "Ineligible Permits".

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

On the left side of the page, there are several tabs: "Additional Contact Information" (Complete), "Locations" (Complete), "Mailer IDs" (Incomplete), "Payment Accounts" (Complete), and "Program Assistance".

- The Certification tab becomes available once the preceding steps have been completed.
- You must agree to the Certification Agreement by selecting the <I Agree> button to complete this final enrollment step.
- Upon agreeing, you are enrolled into the Incentive Program. You will know that you are fully enrolled when you see the Enrollment Status change to “Enrolled”.



The screenshot shows the USPS Gateway portal for the 'Holiday Mobile Shopping Promotion'. The enrollment status is 'ENROLLED'. The page includes a navigation bar with 'USPS.COM | GATEWAY | HELP | SIGN OUT'. The main content area has a sidebar with links for 'Program Summary', 'Additional Contact Information Complete', 'Locations Complete', 'Payment Accounts Complete', 'Certification Complete', 'Activity Report', and 'Program Assistance'. The main content area displays the 'Certification Agreement' text and two buttons: 'I Agree' and 'I Disagree'.

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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 **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.

- The activity report provides mail service providers with the ability to track their courtesy reply mail and business reply mail volumes as well as the credit accrued between the award period start and end date.
- Mail Service Providers must click on <I Agree> by the end of the mailer agreement period so that they can receive the credit.

Earned Value Summary

Total available credit will be applied to:				
Permit Number: 315590				
Permit Type: PE				
Finance Number: 513096				
Award Start Date	Award End Date	Total Volume CRM	Total Volume BRM	Award Amount
06-01-2012	10-31-2012	1,196	11,236	\$1,757.80
Subtotal		1,196	11,236	\$1,757.80
Adjustment		10	60	\$13.00
Grand Total		1,206	11,296	\$1,770.80
			Other Credit *	\$7,279.00
Total Available Credit				\$9,049.80

* Credit belongs to other users

Earned Value Detail Report

CRID	Company	MID	JUN 2012		JUL 2012		AUG 2012		Credit Amount for CRM	Credit Amount for BRM
			CRM Pieces	BRM Pieces	CRM Pieces	BRM Pieces	CRM Pieces	BRM Pieces		
20400413	Company A	900008256					148	448		
20499224	Company B	900008303		296		1,359		2,371		
SEP 2012		OCT 2012		Total CRM	Total BRM	Net CRM	Net BRM	Credit Amount for CRM	Credit Amount for BRM	
CRM Pieces	BRM Pieces	CRM Pieces	BRM Pieces	Adjustment	Adjustment					
1,048	2,048	3,448	1,196	5,944	-20	0	1,176	5,944	\$1,176.00	\$297.20
	202	1,064	0	5,292	30	60	30	5,352	\$30.00	\$267.60

- The permit balance report provides you with the ability to track the history of your credit usage by mailing date and mail class.

Permit Balance Summary

Company Name	Permit Number	Permit Type	Permit Finance Number	First Class			Standard Mail			Non-Profit			Date and Time Credit Released
				Credit Acquired	Credit Used	Number Of Postage Statements	Credit Used	Number Of Postage Statements	Credit Used	Number Of Postage Statements	Credit Balance		
Company A	315590	PE	513096	\$1,770.80	-\$71.76	12	-\$167.44	28	\$0.00	0	\$1,531.60	12/08/2011	

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	\$0.40	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	\$0.84	4	-\$5.98

[Download to Excel](#)

Available	Participant	Mailer ID	Permit Account
Jan 15, 2013	Mail Owner	Mail Owner	Mail Owner
Feb 11, 2013	Mail Owner	Mail Owner	Mail Service Provider
Feb 11, 2013	Mail Service Provider	Mail Service Provider	Mail Service Provider
Jul 15, 2013	Mail Service Provider	Mail Service Provider	Mail Owner

- During the April and June program period, the Intelligent Mail Visibility (IM-VIS) system will send scan data to the Alternate Postage System.
- All mailpiece counts for BRM (including QBRM) and CRM pieces containing the registered MID(s) plus a Reply Mail Service Type IDs that customers return to the registered mailer will be collected.



- **STID**

Non-Confirm BRM 708 CRM 700 & 703

Confirm BRM 052 CRM 050

- The Mailers Activity Report will be refreshed nightly to display:
 - Summary data [CRM / BRM volume and award amounts],
 - Detailed data [Monthly CRM / BRM scans by Mailer ID],
 - plus adjustments, the net amount, and the projected credit amount.

At end of the Earned Value promotion the rebate value will be calculated as follows:

Earned Value Calculation

Earned Value = \$0.02 x Total BRM Pieces Scanned

Earned Value = \$0.02 x Total CRM Pieces Scanned



- Award amount or rebate credit will be applied to mailer's Permit account that the customer registered.
- Mailers can apply earned credit to future mailings of First-Class Mail Automation and Presort cards, letters, and flats, and Standard Mail letters and flats.



