

2013 DIRECT MAIL MOBILE COUPON AND CLICK TO CALL PROMOTION

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I. BACKGROUND AND PROGRAM DESCRIPTION

Program Background:

This promotion will build upon previous promotions and continue our strategy to encourage mailers to integrate direct mail with mobile technology. The Postal Service is offering business mailers using a mobile barcode or other technology on the mailpieces two ways to participate and achieve greater value in the mail they create and produce while also earning a postage discount.

Direct Mail Mobile Coupons support the high growth in digital coupons (mobile/online). This is expected to continue as Internet and smartphone adoption increases, consumer comfort with technology rises, and newspaper circulation declines. Additionally, demographic shifts and emerging technologies such as mobile apps, location based technologies, Near Field Communication (NFC) and Radio Frequency Identification (RFID) make digital coupon users an increasingly attractive market for advertisers. This promotion seeks to drive awareness and increase the value and utility of direct mail coupons in today's digital world.

Click-to-Call is a web-based communication tool in which a person initiates a phone call by clicking a button, image or text to connect with another person through voice communication. Click to call can be initiated by hyperlinks on websites and emails or through any other Internet-connected object including 2-D barcodes. This promotion also seeks to drive adoption of use of this technology with mail and to increase functionality and ease-of-use for today's receivers of mail resulting in improvements in business goals for mailers.

Program Description:

The Direct Mail Mobile Coupon and Click to Call Promotion provides business mailers with an upfront two percent postage discount on Standard Mail®, Nonprofit Standard Mail® and First-Class Mail® letters, flats and cards (presort and automation).

NOTE: Direct Mail Mobile Coupon and Click to Call are two separate and independent components. Mailers have the option of using either of the components or both. The promotion discount can be applied only once to each mailing and mailers whose mailings contain both the click to call and mobile coupon components can claim only the 2% discount. The requirements for these two components are described separately in the section entitled: Mailpiece/Mailing Content Requirements.

All mailings must meet the requirements of the following sections to qualify for the discount:

- **Section IV – Registration Requirements**
- **Section V – Mailing Submission Requirements**
- **Section VI – Additional Requirements**
- **Section VII – Restrictions on Barcode Placement**
- **Section VIII – Requirements at Mail Acceptance and Post-Mailing**

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II. PROGRAM PARAMETERS

Registration Period: January 15 through April 30, 2013
Program Period: March 1 through April 30, 2013
Discount Amount: 2% of eligible postage. The discount is calculated in *PostalOne!*® and applied to the postage statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices as listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices.

Eligible Mail: Standard Mail® letters and flats
Nonprofit Standard Mail letters and flats
First-Class Mail® presort and automation letters, cards and flats

Ineligible Mail: First-Class Mail Residual Pieces
Periodicals (includes Pending Periodicals mail)
Bound Printed Matter
Media Mail
First-Class Mail and Standard Mail parcels

III. MAILPIECE/MAILING CONTENT REQUIREMENTS

The mailpiece must meet either the mobile coupon or click to call requirements described in this section.

Mobile Coupon Component:

Coupon and Discount Requirements

1. Mailpiece Coupon Requirements: The physical mailpiece must be a coupon.
2. Coupon/Discount Requirements
 - a. The coupon must be a voucher or code entitling the holder to a discount off the price of a particular product(s) or service(s).
 - b. The discount is offered only to mailpiece recipients and is not a discount or sale price on a product or service that is applied to all consumers.
3. Mobile Coupon Requirements: The mailpiece must contain **one** of the following print-mobile technologies that allows the recipient to store a coupon on a mobile device:
 - a. Mobile-print technology (e.g. 2D Barcode, RFID chip, NFC Smart tag, etc.) on the mailpiece that can be scanned or read by a mobile device linking to a mobile coupon that is stored on the mobile device.
 - b. A short number to be used to initiate text message communication. The text message triggers a SMS/EMS or MMS message with a one-time coupon. Texts that allow a consumer to sign up for ongoing coupon delivery via text are not eligible.
 - c. An image embedded with a digital watermark or utilizing intelligent print image recognition that can be scanned or read by a mobile device linking to a coupon that can be stored on the mobile device

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4. Coupon Redemption: The coupon mailpiece must be redeemable at retail locations by **both** methods described below:
- The physical mailpiece coupon can be presented at a retail location to receive discount.
 - The print-mobile technology allows the customer to store the coupon on a mobile device which can be presented at retail for discount. (see mobile coupon requirements above)

For mailers who do not have retail locations

Mailers who sell exclusively online or do not have retail locations where coupons can be redeemed must meet the following requirements.

- The mailpiece must contain a code that can be used to receive the discount online or through a call center.
- The coupon discount is offered only to mailpiece recipients and is not a discount or sale price on a product or service that is applied to all customers.
- The mailpiece must contain a mobile-print technology (mobile barcode, RFID chip or tag, etc.) that allows the recipient to redeem a coupon through a mobile device.
- A promotion code can be pre-populated at the checkout.
- The consumer can populate a promotion code from the mailpiece at the online checkout section.
- The entire shopping experience and path to purchase must be mobile optimized.

Ineligible Direct Mail Mobile Coupon Uses (include but are not limited to)

- Sign up for ongoing email list or text messages
- Enter a contest or sweepstakes
- Any link to a non-mobile optimized site
- Download and or receive text information such as directions/contact information
- Coupon can not be "liked" or "shared" on social network site
- Coupon can not be used only to view a video
- Coupon or text can not require customers to "opt in" to receive electronic communication (i.e., email, text, etc) in order to use the coupon

Examples of Mobile Coupons



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Click to Call Component

The physical mail piece must contain mobile technology (e.g. 2D Barcode, RFID chip, NFC Smart tag, etc.) that can be scanned by a mobile device and allows for one of the following:

- The barcode links directly to a mobile optimized website with a “click to call” link
- When scanned, the barcode, brings up a phone number automatically in the users phone
- A link that leads the recipient to an IVR, live interaction or the ability to leave a message

Click to Call Sample



IV. REGISTRATION REQUIREMENTS

Registration Period: Registration opens January 15, 2013 and will continue through April 30, 2013.

Program Registration: Participants and/or mail service providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service (gateway.usps.com) and agree to promotion terms at least 2 hours prior to presenting the first qualifying mailing and specify which permits and/or 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 terms of participation, at the end of the promotion period, mailers agree to complete a survey on the Incentive Program Service about their participation in the promotion.

There are two methods for MSPs to register their clients for the Mobile Commerce promotion: the BCG as discussed and through eDoc submissions.(Mail.dat and Mail.XML)

- Incentive Program Enrollment through the BCG (Incentive Program service) enables a mailing agent to enroll and acknowledge promotion terms. Enrollment must occur at least 2 hours prior to presenting the first qualifying mailing.
- eDoc enrollment using Mail.dat (or Mail.XML) enables MSP to enroll their clients in real-time when eDocs claiming the promotion are submitted. During postage statement finalization, *PostalOne!* will validate that the MSP CRID in the eDoc is enrolled as an MSP. The *PostalOne!* system will enroll the client(s) in the promotion based on the "For" field data in the eDoc, and will only then calculate the discount if there are no system Warnings. *PostalOne!* will perform By/For Warning validations and generates Warning for MSP that are not registered and for invalid CRIDS or Mailer IDs. *PostalOne!* will process the eDoc in the case for Warnings (i.e., not fail files and not extend the promotion discount).

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V. MAILING SUBMISSION REQUIREMENTS

Documentation/Postage Statement

Mailings must be submitted electronically via mail.dat, mail.xml or Postal Wizard. (Mailings submitted via Postal Wizard claiming the Full Service discount cannot exceed 9,999 pieces. Basic Service pieces in Postal Wizard mailings are not subject to this limitation.) 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 mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID).

Combined and Commingled Mailings

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

- All of the pieces commingled in the mailing must meet program requirements or
- The mailings include multiple clients (or versions) but have separate postage statements generated for the mailpieces that contain mobile barcodes.

Discount

Participating mailers will be required to affirmatively claim this promotion in the Incentive Claimed section on electronic postage statement submissions, certifying each mailpiece meets all eligibility requirements. All mailpieces covered by a postage statement must meet all eligibility requirements.

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

Mailing Date

Mail must be tendered for acceptance during the promotion period, Mar 1 – Apr 30, 2013. Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period (Mar 1 – Apr 30), and that qualify for the Promotion will be accepted at destination entry postal facilities through May 15, 2013, when presented with appropriate verification and payment documentation (PS Form 8125). A PVDS mailing that qualifies for the Promotion verification or actual drop ship can not occur before Mar 1st. Any qualifying mailing that is accepted and paid for prior to Mar 1st is not eligible for the promotion discount.

Postage Payment Method

Postage must be paid using a Permit Imprint, or Precancelled 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.

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Meter Mail Payment Option

All discounts must be claimed at the time of mailing and cannot be rebated at a later date. Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts listed below to each piece in the mailing. Mailers must select "Neither" as the Postage Affixed method. Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

Processing Category	Incentive Postage Amount Affixed
First-Class Mail Cards	0,20
First-Class Mail Letters auto and presort	0.25
First-Class Mail NM Letters	0.45
First-Class Mail Flats - auto and presort	0.35
Standard Mail Regular Auto/PRSRT/CR Letters	0.12
Standard Mail Regular Auto/PRSRT/CR Flats	0.13
Standard Mail Nonprofit Auto/PRSRT/CR Letters	0.05
Standard Mail Nonprofit Auto/PRSRT/CR Flats	0.06

IMb Requirements: Mailings of automation letters or flats must have Intelligent Mail® barcodes. Mailpieces with POSTNET™ barcodes will no longer be eligible for automation prices will not be eligible for the price reduction. More details about this requirement are as follows:

Mail Category	IMb Required (Full Service or Basic)	IMb Not Required
First-Class Mail Letters and Cards	Automation (5-digit, 3-digit, AADC, Mixed AADC)	Presorted (Machinable and Nonmachinable)
First-Class Mail Commercial Flats	Automation (5-digit, 3-digit, AADC, Mixed AADC)	Presorted (Machinable)
Standard Mail Letters – Carrier Route & Automation (includes Nonprofit)	Carrier Route (Saturation, High Density & Basic) Automation (5-digit, 3-digit, AADC, Mixed AADC)	
Standard Mail Letters – Nonautomation (includes Nonprofit)		Carrier Route (Saturation, High Density and Basic) Machinable (AADC & Mixed AADC) Nonmachinable (5-digit, 3-digit, AADC, Mixed ADC)
Standard Mail Flats (includes Nonprofit)	Automation (5-digit, 3-digit, ADC, Mixed ADC)	Carrier Route (Saturation, High Density & Basic) Nonautomation (5-digit, 3-digit, ADC, Mixed ADC)

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VI. Additional Requirements

Directional Copy

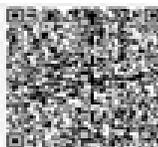
The mailpieces for the Direct Mail Mobile Coupon and Click to Call must also contain copy near the barcode or image providing guidance to the consumer to scan the barcode or image and/or information about the landing page. Examples of directional copy can be, but are not limited to:

- Scan to download or redeem coupon
- Scan here for special offers
- Review offers by scanning the QR Code
- Scan here to receive a quote

Directional Copy QR Code Samples



Scan with your
cellphone to download
coupon



Scan here for
special offers

VII. RESTRICTIONS ON BARCODE PLACEMENT

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 barcode 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 a POSTNET or 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:

- a. Left: 4-3/4 inches from the right edge of the piece
- b. Right: right edge of the piece
- c. Top: 5/8 inch from the bottom edge of the piece
- d. Bottom: bottom edge of the piece

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A pictorial description of the barcode clear zone on letters can be found in Quick Service Guide 602 at the link below:

<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 (POSTNET or Intelligent Mail) barcode.

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, we strongly advise to 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 IBI codes in the zone 2" from the top edge x 4" from the right edge of the mailpiece. Barcodes, images or tags can not be used in this area.

VIII. 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 barcode, image or tag and directional copy.

- Addressed samples will not be accepted (this is especially important for First-Class Mail as it would give the appearance of a piece that was paid for, but not delivered). 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, for Standard Mail an addressed piece may be accepted if the mailer marks through the address and marks "USPS Promotion Piece Sample" on the piece.

Post Mailing Requirements: The Program Office will conduct a sampling of mailpieces collected at Business Mail Entry Units to verify that the submissions meet program requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all program requirements or to unenroll the mailer from the program.

Additionally, all mailers who receive the discount must retain an electronic or hard copy sample of the mailpiece until June 30, 2013 and if requested by the Postal Service must forward such sample to the Promotion program office.

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

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IX. TECHNICAL INFORMATION

For further technical information, please refer to the [October 2012 Technical Specifications](https://ribbs.usps.gov/intelligentmail_schedule/documents/tech_guides/oct2012/techspecs.htm) on RIBBS at https://ribbs.usps.gov/intelligentmail_schedule/documents/tech_guides/oct2012/techspecs.htm.

X. PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office. Although not required, the Program Office will review samples and scenarios to determine if program requirements have been met.

Email: mobilebarcode@usps.gov
Facsimile: 202-268-0238
Mail: US Postal Service
Attn: Mobile Coupon and Click to Call
PO Box 23282
Washington, DC 20226-3282

Information and resources will also be posted online at:
<https://ribbs.usps.gov/index.cfm?page=mobilebarcode>