

2013 PICTURE PERMIT PROMOTION

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2013 PICTURE PERMIT PROMOTION PROGRAM REQUIREMENTS

I. BACKGROUND AND PROMOTION DESCRIPTION

The Postal Service worked with the mailing industry to identify and develop marketing tools which will enhance the value of mail and provide opportunities for volume growth. The development of the Picture Permit Imprint Indicia (Picture Permit) is one such initiative; creating an opportunity for mailers to use the permit indicia space of their mailpiece as prime real estate for branding and advertising their offerings.

Picture Permit provides commercial mailers the creativity and flexibility to customize the permit indicia space of a First-Class or a Standard mailpiece by adding a business-related image such as a company logo, trademark or brand (color images only). Picture Permit is designed to improve the mailpiece's visibility and impact as a marketing tool.

The goal of this promotion is to raise awareness of the Picture Permit offering.

II. PROGRAM PARAMETERS

Enrollment Begins: June 1, 2013

Promotion Period: August 1 through September 30, 2013

Discount Amount: The Picture Permit fees will be waived during the promotion period for pre-approved mailers;

First-Class Mail letters and cards = 1¢ fee per mailpiece

Standard Mail letters and cards = 2¢ fee per mailpiece

Eligible Mail Classes: Standard Mail® letters and cards

First-Class Mail® presort and automation letters and cards

*Full-Service Intelligent Mail® barcode (IMb) is required

III. PICTURE PERMIT REGISTRATION & AUTHORIZATION REQUIREMENTS

Picture Permit Program Registration: Commercial Mailers and Mail Service Providers may register for the Picture Permit offering at www.usps.com/picturepermit. Once they have completed the 4 step authorization process, those pre-approved will be invited to enroll for the Picture Permit promotion starting June 1, 2013.

It is recommended that companies wishing to participate in the Picture Permit component of the 2013 Promotion Calendar allocate adequate time to have their proposed design(s) approved. The Picture Permit testing process can be protracted. To ensure companies meet the Picture Permit eligibility requirements thereby allowing them to participate in this specific promotion, it is recommended that they complete the Picture Permit registration process and submit their proposed design 6 months prior to the August 1 start date of the Picture Permit promotion.

Eligible Mailers will agree to participate in a survey about the promotion

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IV. MAILING SUBMISSION REQUIREMENTS

Documentation/Postage Statement: Mailings must be submitted electronically via mail.dat, mail.xml or Postal Wizard.

Participating mailers will be required to affirmatively claim this promotion on electronic postage statement submissions. All mailpieces in a mailing statement must be eligible for the promotion. Note, the waiving of the Picture Permit fee 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, August 1, 2013, through September 30, 2013. Qualified PVDS mailings that are verified and paid for by September 30, 2012, will be accepted at destination entry postal facilities through October 15, 2013.

IMB Requirements: Mailpieces must contain a Full-Service Intelligent Mail® barcode (IMb).

Postage Payment Method: Postage must be paid using a Permit Imprint. OMAS and “Official Government Mail” mailings are not eligible for the promotion.

V. PICTURE PERMIT PROMOTION REGISTRATION & AUTHORIZATION REQUIREMENTS

The mailer must complete the Picture Permit Process outlined below.

Step 1: From www.usps.com/picturepermit mailers can complete the online registration process.

Step 2: Once registered, the mailer will receive a link to complete the online Picture Permit PS Form 3615-A, which requires permit indicia and other information. Mailer submits the signed copy of the 3615-A to picturepermit@usps.com

Step 3: The Picture Permit Management Office (PMO) confirms the PS Form 3615-A has been approved, the mailer will then submit a PDF copy of the proposed Picture Permit design on an addressed mailpiece showing envelope/card dimensions, IMb and clear zone to: picturepermit@usps.com.

Step 4: When the PDF copy of the proposed design passes PMO review, the mailer will receive directions to develop and submit 500 hard copy mailpieces containing the approved design. These mailpieces must be exactly the same as the mailpieces that the mailer intends to induct into the mailstream. The following information is required on each sample mailpiece:

- Complete “live” address of the intended recipients Include return address of the sender
- Picture Permit Imprint Indicia
- Full-Service Intelligent Mail Barcode (IMb)

The 500 samples are then mailed to: U.S. Postal Service
ATTN: Picture Permit Program Office
475 L’Enfant Plaza SW, RM 5621
Washington, DC 20260-5621