

Mailer ID Application Process 04/02/12

The Postal Service will issue a Mailer ID (MID) to mail owners and mailing agents for use in the Intelligent Mail® container barcode, Intelligent Mail® tray barcode, or Intelligent Mail® barcode. A Mailer ID (MID) is a field within the Intelligent Mail barcodes, which is used to identify the mailer. Mailers must apply for their MIDs at their local Business Mail Entry Unit (BMEU) in order to use the Intelligent Mail barcodes. The following steps must be followed to attain a Mailer ID.

1. A mailer will contact their local BMEU or Mailpiece Design Analyst (MDA), which can be located by accessing:
www.usps.com/nationalpremieraccounts/findlocators.htm (BMEU locator)
http://pe.usps.gov/mpdesign/mpdfr_mda_lookup.asp (MDA look-up tool)

2. The BMEU representative or MDA will determine if the mailer wishes to participate in OneCode ACS™ or IMb Tracing™. If a mailer wishes to participate in OneCode ACS or IMb Tracing, the local BMEU or MDA will refer the customer to the following numbers:

One Code ACS	(877) 640- 0724 (select option 1)
IMb Tracing	(800) 238- 3150 (select option 1)

3. Customers wishing to obtain a MID, the BMEU representative or MDA will provide the MID application to the mailer and assist them in completing the application.
 - a. If a mailing agent is acting on behalf of a mail owner, the mail owner and mailing agent must read, complete and sign section 3b of the MID application.

4. The BMEU representative or MDA will verify that the MID application is complete and validate the mailing volumes through the *PostalOne!* system, or other pertinent documentation that demonstrates mailing volumes.

5. The BMEU representative or MDA will forward the MID application information to include the mailer's name and volume data via email to the *PostalOne!* help desk and copy the mailer. The *PostalOne!* help desk will issue the MID and notify the customer and the BMEU within 24 hours after receiving the email.
 - 5a. When a customer requests more than five (5) six-digit MIDs, the BMEU will forward the request to the *PostalOne!* help desk for issuance of the MIDs. The help desk will issue the first five(5) six-digit MIDs to the mailer provided the volume requirements are met.
 - 5b. Requests for six or more six-digit MID(s)) are escalated to the Manager, Business Mail Acceptance, at postal headquarters.
 - All requests for additional MIDs must be submitted in writing, identifying the justification for requesting additional MIDs and how they will be implemented into mailing processes.