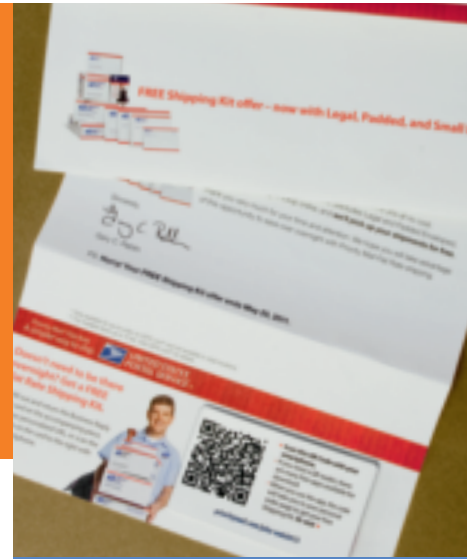


Mobile Barcode Promotion

Make your mailpieces work harder for less.



Put mobile barcodes to the test and get a 3% discount on First-Class Mail® and Standard Mail® letters and flats.

Those quirky little pixelated squares are popping up in a lot of places lately. In magazines. On products. And yes, in mail.

Mobile barcodes provide a connection between print and the digital world.

Mobile barcodes are two-dimensional (2-D) images that can be read by smartphones that have a 2-D barcode application/reader. When scanned, these mobile barcodes can motivate an otherwise passive consumer to take immediate action: make a purchase, register for an event, or download a coupon.

The Mobile Barcode Promotion runs July 1, 2011, through August 31, 2011.

For a limited time, the Postal Service™ is offering business mailers an upfront 3% discount on First-Class™ and Standard Mail letters and flats that include a mobile barcode. The following rules apply:

- Mobile barcodes must be two-dimensional and readable by a mobile smartphone. One-dimensional barcodes do NOT qualify.
- Mailing documentation must be submitted electronically, and mail must be sent with postage paid through a permit imprint. Current methods include: Mail.XML, Mail.dat, and Postal Wizard.

- Participating mailers are required to affirmatively claim this promotion in electronic postage statement submissions, certifying each mailpiece contains a mobile barcode either within the contents or on the outside of the mailpiece.
- All mailpieces in a postage mailing statement must contain a mobile barcode.
- With the exception of the Intelligent Mail® barcode (IMb™) full-service discount, only one incentive per mailing will apply.
- The objective of the two-dimensional mobile barcode on eligible mailpieces must be to initiate interaction with consumers via mobile smartphones to market, promote, or educate. Two-dimensional barcodes used for other purposes – such as internal corporate operational processes or postage evidencing – are not eligible for the discount.
- Mail must be tendered for acceptance during the promotion period, July 1, 2011, through August 31, 2011.

When you add a mobile barcode to your mailings, you add value. And you save 3% on postage.

For additional information about the promotion, you may contact the program office via email at mobilebarcode@usps.gov

2011 Mobile Barcode Promotion – FAQs



GENERAL INFORMATION, ELIGIBILITY, AND REQUIREMENTS

1. What is the 2011 Mobile Barcode Promotion?

A: The Mobile Barcode Promotion is intended to build awareness of mobile technology and demonstrate to mailers how mobile barcodes can increase the value of mail. The promotion provides business mailers with an upfront 3% discount on Standard Mail® and First-Class Mail® letters, flats, and cards that include a two-dimensional (2-D) barcode that can be read or scanned by a smartphone.

2. Why is the Postal Service™ offering this promotion?

A: The Mobile Barcode Promotion was designed to increase the value of Direct Mail and build awareness around integrating mobile technology into Direct Mail communications.

3. When does the Mobile Barcode Promotion begin?

A: The promotion runs from July 1 through August 31, 2011.

4. Who is eligible to participate?

A: All companies, including Mail Service Providers (MSPs), who mail using a permit imprint and submit their mailing documentation electronically are eligible to participate.

5. Do I have to apply/register to participate in the Mobile Barcode Promotion?

A: The Mobile Barcode Promotion does not require an application or advance registration.

6. How do I participate?

A: Submit qualifying Standard Mail or First-Class Mail letters, flats, or cards electronically using a permit imprint payment method to the Business Mail Entry Unit (BMEU) for acceptance within the specified promotion period, and meet all other promotion requirements.

7. What are the promotion requirements?

A: All of the following must apply:

- All mailpieces in the mailing postage statement must include a mobile 2-D barcode on the outside of the mailpiece or within the mailpiece.
- The mobile barcode must be used for marketing purposes and must be relevant to the contents of the mailpiece. The objective of the 2-D mobile barcode on eligible mail pieces must be to initiate interaction with consumers via mobile smartphones to market, promote, or educate.
- Standard Mail and First-Class Mail letters, flats, and cards must be sent with postage paid entirely using a permit imprint and submitted electronically using Postal Wizard, Mail.dat, or Mail.XML to qualify for the discount. (Mailings submitted via Postal Wizard claiming Intelligent Mail® barcode [IMb™] postage rates cannot exceed 9,999 pieces.)
- The Mobile Barcode Promotion must be affirmatively claimed on the "Incentive Claimed" line in the certification section of the postage statement.
- Mail must be tendered for acceptance during the promotion period, July 1, 2011, through August 31, 2011.

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2011 Mobile Barcode Promotion – FAQs



8. If I'm a Mail Service Provider (MSP), can I place a barcode on a mailpiece directing the recipient to my website?

A: The marketing information relayed in the mobile barcode must be relevant to the contents of the mailpiece. Barcodes directing customers to marketing information for products and services unrelated to the mailpiece content do not qualify for the discount.

9. What if there are multiple advertisers in the same mailpiece, but only one advertiser uses a mobile barcode?

A: If there are multiple companies placing advertising within one mailpiece and only one of the companies uses a barcode in its advertisement, the entire mailpiece will qualify for the discount. It is prohibited, however, to place a barcode on a mailpiece leading to information that has no relevance to any companies that have placed customer communications or advertised in the mailpiece.

10. If my mail is commingled, combined, or part of a co-mailing, can I participate?

A: The scope of this promotion includes only mobile barcode mailings supported by a single postage statement. First-Class Mail® and Standard Mail® commingled, combined, and co-mail mailings (including MLOCR mailings) may only qualify for the Mobile Barcode Promotion if all of the pieces commingled in the mailing have mobile barcodes, or if the mailings include multiple clients (or versions) but have separate postage statements generated by client (or version) that contain mobile barcodes. Commingled, combined, and co-mail mailings that do not separate mobile barcode mailings in separate postage statements from non-mobile barcode mailings are not eligible for the discount.

Individually presented and accepted mailings that are later co-palletized are eligible for the Mobile Barcode Promotion. This includes Standard Mail co-palletized trays when the mailings are individually presented for acceptance and then co-palletized.

11. Can I receive multiple incentives on the same mailing?

A: Each mailing is eligible for only one incentive per mailpiece, per postage statement. "Workshare discounts," such as destination entry prices or Intelligent Mail® barcode (IMb™) full-service discounts, are part of the published price schedule and are not considered incentive discounts. If all other program requirements are met, these mailings can qualify for the Mobile Barcode Promotion discount.

12. If I participate in the Reply Rides Free incentive, can I still participate in the Mobile Barcode Promotion?

A: If a mailer is participating in the Reply Rides Free incentive, all First-Class Mail Presort and Automation Letter volumes count toward the threshold. If the mailer is declaring mail in a mailing and on a mailing statement as qualifying for the Reply Rides Free rebate, it cannot receive the discount for the Mobile Barcode Promotion. Mailings that have no declared Reply Rides Free volume can qualify for the Mobile Barcode Promotion assuming all other program requirements are met.

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2011 Mobile Barcode Promotion – FAQs



13. If I participate in the 2011 Saturation & High Density Standard Mail® Incentive Program, can I still participate in the Mobile Barcode Promotion?

A: If a mailer is participating in the 2011 Saturation & High Density Standard Mail Incentive Program, the mailer may qualify for the Mobile Barcode Promotion. Any mailings that receive the mobile barcode discount, however, are excluded entirely from the Saturation & High Density incentive.

If a mailer elects and receives the Mobile Barcode Promotion on any High Density or Saturation mailings, those volumes and revenue will be deducted from its participation-eligible volumes at the end of the program. Those volumes will not be counted toward meeting the mailer thresholds nor will they be rebate-eligible.

14. Is Every Door Direct Mail™ (EDDM) service eligible to participate in the Mobile Barcode Promotion?

A: Yes, assuming all Mobile Barcode Promotion requirements are met and mail is entered at a Business Mail Entry Unit (BMEU).

However, EDDM Retail mailings that are taken to the local Post Office™ retail unit for processing are ineligible to participate (these mailings do not meet the permit imprint payment requirement).

15. Is there a minimum mail volume required to participate?

A: There are no minimum volumes required to participate. However, the mailer must still meet the minimum applicable volumes required for the category and class of mail as outlined in the Domestic Mail Manual (DMM®).

16. Is non-profit mail eligible for the promotion?

A: Yes. Non-profit mail is eligible for this promotion discount, as long as all other program requirements are met.

17. Do mixed-class mailings (periodicals with a Standard Mail enclosure) qualify for the promotion?

A: No. Periodicals are not included in the promotion. Only mailpieces that pay First-Class Mail® and Standard Mail postage can qualify for the discount.

18. How is the discount calculated and applied?

A: Normal postage prices as listed in the published price schedule apply to the mailing, and the mobile barcode discount is applied to those prices. The mobile barcode discount is calculated in PostalOne!® and applied to the mailing statement at the time of mailing. The 3% mobile barcode discount is deducted from the total postage amount that is paid at the time of mailing.

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2011 Mobile Barcode Promotion – FAQs



BARCODE REQUIREMENTS

19. I have barcodes on my mailpieces that are used for internal purposes. Do these qualify for the discount?

A: No. The mobile barcode must contain information or a link that is intended for and usable by the mail recipient.

20. My mail qualifies for the Intelligent Mail® barcode (IMb™) discount. Does it also qualify for the Mobile Barcode Promotion discount?

A: Not necessarily. The IMb does not meet the two-dimensional (2-D) barcode requirements, and it is not used for marketing purposes. However, if all the mailpieces in the mailing contain a 2-D mobile barcode that is used for marketing purposes (in addition to the IMb), then that mailing may qualify for both discounts.

21. What is the difference between a one-dimensional (1-D) and 2-D barcode

A: A 1-D barcode only encodes data along the width of the barcode, while 2-D barcodes encode data along both the width and height. 2-D barcodes are therefore much denser than 1-D barcodes and encode much more data in the same space. 2-D barcodes are also much better at detecting and correcting errors in damaged barcodes.

22. What types of two-dimensional (2-D) barcodes can be used?

A: Any 2-D barcode can be used as long as it can be scanned and/or read by a smartphone and is used for marketing purposes.

23. Are there any restrictions on where the mobile barcode can be placed?

A: The mobile barcode can be placed within the mailpiece or on the outside of the mailpiece, but it cannot be placed in either the "indicia zone" or the "barcode clear zone." The "indicia zone" is two inches from the top edge by four inches from the right edge of the mailpiece, and the barcode clear zone is defined in the Domestic Mail Manual (DMM®) section below.

Domestic Mail Manual mail design requirements (DMM Sections 302.5.1 and 202.5.1) must be met:

For Flats

DMM 302.5.1 General Barcode Placement for Flats

On any flat-size piece claimed at automation prices, the piece may bear one POSTNET barcode or Intelligent Mail® barcode under 5.2 or it may bear two POSTNET barcodes under 5.3. Other non-USPS® barcodes may appear on the address side of the piece if the barcode format is not discernable to automated postal equipment.

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2011 Mobile Barcode Promotion – FAQs



For Letters

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.

24. Can a mobile barcode be placed on a Detached Address Label (DAL)?

A: Mobile barcodes on the detached address label do not qualify for the discount. However, if the mobile barcode is placed on the host piece and all other program requirements are met, the entire postage amount (postage for host piece and DAL) qualifies for the 3% discount.

25. How does the Postal Service™ verify that I have placed the barcodes on my mailpieces?

A: The Postal Service is verifying the presence of mobile barcodes on mailings qualifying for the discount in two ways:

At the time of mail acceptance, the mailer must provide a sample of the mailpiece showing the placement of the mobile barcode to the acceptance clerk. If a mailing contains mobile barcode mail from multiple mailers, a sample of each mailer's mailpiece must be retained. All mailings are subject to standard acceptance and verification procedures and may be inspected for use of the mobile barcode.

During the promotion period and after the promotion period has ended, the Postal Service will conduct a random sample of mailpieces that qualified for the discount. All customers who receive the discount must retain an electronic or hard copy sample of the mailpiece until October 31, 2011, and if requested by the Postal Service must forward such sample to the Mobile Barcode Promotion program office. One sample must be retained for each individual mailing that qualifies for the discount. If a mailing contains mobile barcode mail from multiple mailers, a sample of each mailer's mailpiece must be retained.

MAIL SUBMISSION AND ACCEPTANCE

26. Where do I find the information I need to program eDoc claiming the Mobile Barcode Promotion?

A: For further technical information, please refer to RIBBS at <https://ribbs.usps.gov/index.cfm?page=intellmailguides> for:

1. Release notes for Release 27
2. The Postal Service Mail.dat Technical Specification
3. The Postal Service Mail.XML Technical Specification

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2011 Mobile Barcode Promotion – FAQs



27. When I submit my mail, it is co-palletized with other mailings. Can I still receive the discount?

A: Individually presented and accepted mailings that are later co-palletized are eligible for the Mobile Barcode Promotion, provided all other program requirements are met. This includes Standard Mail® co-palletized trays when the mailings are individually presented for acceptance and then co-palletized.

28. If I do not receive the discount at the time of mailing, is there a process to receive the discount later as a credit or rebate?

A: No. All discounts must be claimed at the time of acceptance and payment. There is no process to claim the rebate after the mailpieces have been accepted by the Postal Service.™

29. When must I submit the mail in order to receive the discount?

A: Qualifying mail must be accepted at the local Business Mail Entry Unit (BMEU) within the promotion period, July 1–August 31, 2011. Mail qualifying for the discount cannot be submitted for acceptance at the local acceptance unit prior to July 1, 2011. Mail accepted at the local BMEU after the local critical acceptance time on August 31, 2011, will not qualify for the discount.

30. How do I claim the discount on a Plant Verified Drop Shipment (PVDS) mailing, and when can I deposit this mail?

A: PVDS mailings that qualify for the Mobile Barcode Promotion may be verified and paid for beginning June 26, 2011, provided the shipments are not deposited at destination entry postal facilities until July 1, 2011, or later, when presented with appropriate verification and payment documentation (PS Form 8125). PVDS mailings that are verified and paid for on July 1, 2011, and no later than August 31, 2011, that qualify for the Mobile Barcode Promotion will be accepted at destination entry postal facilities through September 15, 2011, when presented with appropriate verification and payment documentation (PS Form 8125).

31. Is there a limit on the number of times a mailer can receive a discount?

A: No. There are no limits as long as all other promotion requirements are met.

32. Is there a limit on the number of mailings that can be submitted (for each permit) for the discount?

A: No. There are no limits as long as all other promotion requirements are met.

FURTHER INFORMATION

33. Where can I learn more about the Mobile Barcode Promotion?

A: For additional information about the promotion, you may contact the program office at mobilebarcode@usps.gov

2011 Mobile Barcode Promotion

Clarifications to existing FAQs (updated May 27, 2011)

7. What are the promotion requirements?

A: All of the following must apply:

- All mailpieces in the mailing postage statement must include a mobile 2-D barcode on the outside of the mailpiece or within the mailpiece.
- The mobile barcode must be used for marketing purposes and must be relevant to the contents of the mailpiece. The objective of the 2-D mobile barcode on eligible mail pieces must be to initiate interaction with consumers via mobile smartphones to market, promote, or educate.
- Standard Mail and First-Class Mail letters, flats, and cards must be sent with postage paid entirely using a permit imprint and submitted electronically using Postal Wizard, Mail.dat, or Mail.XML to qualify for the discount. (Mailings submitted via Postal Wizard claiming Intelligent Mail® barcode [IMb™] postage rates cannot exceed 9,999 pieces.)
- The Mobile Barcode Promotion must be affirmatively claimed on the “Incentive Claimed” line in the certification section of the postage statement.
- Mail must be tendered for acceptance during the promotion period, July 1, 2011, through August 31, 2011.

Clarification:

Mailings submitted via Postal Wizard claiming the Full Service IMb discount cannot exceed 9,999 pieces. All other Postal Wizard mailings (including IMb Basic option) are not subject to this limitation.

10. If my mail is commingled, combined, or part of a co-mailing, can I participate?

A: The scope of this promotion includes only mobile barcode mailings supported by a single postage statement. First-Class Mail® and Standard Mail® commingled, combined, and co-mail mailings (including MLOCR mailings) may only qualify for the Mobile Barcode Promotion if all of the pieces commingled in the mailing have mobile barcodes, or if the mailings include multiple clients (or versions) but have separate postage statements generated by client (or version) that contain mobile barcodes. Commingled, combined, and co-mail mailings that do not separate mobile barcode mailings in separate postage statements from non-mobile barcode mailings are not eligible for the discount.

Individually presented and accepted mailings that are later co-palletized are eligible for the Mobile Barcode Promotion. This includes Standard Mail co-palletized trays when the mailings are individually presented for acceptance and then co-palletized.

Clarification:

If all of the mailpieces on a postage statement contain eligible mobile barcodes, but are different mailings from multiple clients, this mailing can qualify for the discount. One sample from each client must be presented to the BMEU for verification at the time of acceptance.

23. Are there any restrictions on where the mobile barcode can be placed?

A: The mobile barcode can be placed within the mailpiece or on the outside of the mailpiece, but it cannot be placed in either the “indicia zone” or the “barcode clear zone.” The “indicia zone” is two inches from the top edge by four inches from the right edge of the mailpiece, and the barcode clear zone is defined in the Domestic Mail Manual (DMM®) section below. Domestic Mail Manual mail design requirements (DMM Sections 302.5.1 and 202.5.1) must be met:

For Flats

DMM 302.5.1 General Barcode Placement for Flats

On any flat-size piece claimed at automation prices, the piece may bear one POSTNET barcode or Intelligent Mail® barcode under 5.2 or it may bear two POSTNET barcodes under 5.3. Other non-USPS® barcodes may appear on the address side of the piece if the barcode format is not discernable to automated postal equipment.

For Letters

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.

Clarification

The paragraphs above describe the “barcode clear zone” for flats and letters. The mobile barcode cannot be placed within the barcode clear zone.

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>

In addition to the barcode clear zone, the mobile barcode cannot be placed in the “indicia zone.” Further guidance about the indicia zone is provided below:

For Flats:

There is a published clearance of 1/8” clear zone above or below the IMB or Postnet in the address block. For optimal processing, we strongly advise you avoid placing the QR Code in the destination address block and indicia.

For Letters:

The QR codes are two-dimensional (2D) barcodes similar to the Information Based Indicia (IBI) codes used in Meter labels and PC Postage. The “Indicia Area” on letter mail is the top-right corner, our Barcode Sorters look for these IBI codes in the zone 2” from the top edge x 4” from the right edge of the mailpiece. More than one 2D code in the “Indicia Zone” will overload our barcode readers and could result in missed valid IBI scans and low read rate of routing codes. This is why we exclude QR codes from this section of the mailpiece.

33. Where can I learn more about the Mobile Barcode Promotion?

A: For additional information about the promotion, you may contact the program office at

Email: mobilebarcode@usps.gov

Additional Information

Facsimile: 202-268-0238

Mail: US Postal Service
Attn: Mobile Barcode Promotion Program Office
475 L'Enfant Plaza SW, RM 5416
Washington, DC 20260-5446

Webpage: www.usps.com/mobilebarcodepromotion

New FAQs (updated May 27, 2011)

Q: I have a First-Class Mail presorted mailing that contains some residual pieces that are paying the single piece First-Class Mail price. Can these qualify for the discount?

A: Yes, the residual pieces that are included on the postage statement can qualify for the discount.

Q: I see that the Postal Service is reviewing and scanning barcodes from mailpiece samples from July 1, 2011 through October 31, 2011. What should I do if my barcode links to a webpage that goes inactive prior to October 31st?

A: You will need to save a screenshot of the website and, if requested by the program office, forward it to them.

Q: Can the mobile barcode link to a page that allows customers to sign up for online bill paying or paperless statement service?

A: The mobile barcode must be used for marketing, promotional or educational purposes. Barcodes that direct consumers to sites that encourage enrollment to online bill paying or paperless statement services are not considered marketing, promotional or educational for the purposes of this initiative and are not eligible for the discount.