

2011 Mobile Barcode Promotion – FAQs



GENERAL INFORMATION

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 (presort and automation) 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 mailpieces must be to initiate interaction with consumers via mobile smartphones to market, promote, or educate.
- Standard Mail and First-Class Mail (presort and automation) 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 the Full Service Intelligent Mail® barcode [IMb™] discount cannot exceed 9,999 pieces. All other Postal Wizard mailings [including IMb Basic option] are not subject to this limitation.)
- 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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8. 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 Promotion discount is applied to those prices. The Mobile Barcode Promotion discount is calculated in *PostalOne!*® and applied to the mailing statement at the time of mailing. The 3% Mobile Barcode Promotion discount is deducted from the total postage amount that is paid at the time of mailing.

MAILING ELIGIBILITY

9. 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: The promotion does not apply to mailings consisting entirely of single-piece First-Class Mail pieces. However, residual pieces that are included on the postage statement of presort and automation mailings can qualify for the discount.

10. Do Media Mail, Bound Printed Matter or Periodicals qualify for the promotion?

A: No. The promotion is limited to (automation and presort) First-Class Mail and Standard Mail® letters, cards, and flats.

11. Is nonprofit mail eligible for the promotion?

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

12. Is government mail paid using an Official Mail Accounting System (OMAS) eligible for the promotion?

A: No. This mail is not eligible to participate.

13. Is Meter Mail or Precanceled Stamp Mail eligible to participate?

A: No. The entire mailing must be paid for using a Permit Imprint payment method. If a mailing uses a meter or precanceled stamps (even partially), it is ineligible to participate.

14. 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.

15. 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

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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.

16. 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).

17. 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.

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 hard copy sample from each client must be presented to the BMEU for verification at the time of acceptance.

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.

18. Do Periodical mailings with a Standard Mail enclosure qualify for the promotion?

A: If the Standard Mail is a Ride-Along and the postage is paid on the Periodicals postage statement, it will not qualify for the promotion.

If the Standard Mail portion is paid for as a Standard Mail enclosure and is paid on a separate PS Form 3602 Standard Mail postage statement, that portion of the mailing may qualify for the discount. All mailpieces on the Standard Mail postage statement must contain an eligible mobile barcode and meet all other program requirements.

19. Do pending Periodicals qualify for the Mobile Barcode Promotion?

A: Pending Periodicals mail is prepared under Periodicals mail requirements and processed as Periodicals mail. As such, for the purposes of the Mobile Barcode Promotion, pending Periodicals are considered to be Periodicals mail and are ineligible for the Mobile Barcode Promotion discount.

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OTHER ELIGIBILITY REQUIREMENTS

20. 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.

21. 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.

22. 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. Links 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.

23. 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.

24. 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®).

25. 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.

26. 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.

27. My mail qualifies for the Intelligent Mail barcode 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

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that is used for marketing purposes (in addition to the IMb™), then that mailing may qualify for both discounts.

BARCODE REQUIREMENTS

28. 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.

29. What is the difference between a one-dimensional (1-D) and two-dimensional (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.

30. What types of 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.

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

A: The mobile barcode cannot be placed in the indicia zone or the barcode clear zone. 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 Section 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.

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>

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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® [IMb™] barcode).

INDICIA ZONE

The "indicia zone" is 2" from the top edge by 4" from the right edge of the mailpiece; in addition, the mobile barcode should not be placed within 2" 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 QR code in the destination address block and indicia zone areas.

Indicia Zone for Letters

QR codes are two-dimensional (2-D) barcodes similar to the Information Based Indicia (IBI) codes used in meter labels and PC Postage®. The "indicia zone" on letter mail is the top-right corner. The Postal Service™ Barcode Sorters look for these IBI codes in the zone 2" from the top edge by 4" from the right edge of the mailpiece. More than one 2-D code in the "indicia zone" will overload Postal Service barcode readers and could result in missed valid IBI scans and a low read rate of routing codes. This is why QR codes are excluded from this section of the mailpiece.

32. 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.

MAIL SUBMISSION AND ACCEPTANCE

33. 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 hard copy, unaddressed 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 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.

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.

If the mobile barcode links to a web page that goes inactive prior to October 31, 2011, a screen shot of the website must be retained and forwarded to the program office if requested.

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34. 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

35. 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.

36. 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.™

37. 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 through 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.

38. 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). The mailing date entered in the *PostalOne!* system must also be in the promotion period, July 1 to August 31, 2011.

FURTHER INFORMATION

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

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

E-mail: mobilebarcode@usps.gov

Facsimile: 202-268-0238

Mail: U.S. Postal Service

Attn: Mobile Barcode Promotion Program Office

475 L'Enfant Plaza SW, RM 5416

Washington, DC 20260-1011