

Transitioning to Intelligent Mail® Barcodes



POSTNET



INTELLIGENT MAIL

Eligibility for Automation Prices Effective

January 2013: Mailings of postcards, letter-size and flat-size mailpieces will need to have an **Intelligent Mail barcode (IMb)** to be eligible for automation prices. Permit Reply Mail and Qualified Business Reply Mail (QBRM) mailpieces will also be required to have an **Intelligent Mail barcode (IMb)**.

The POSTNET barcode may be used however these mailpieces will not be eligible for automation pricing.

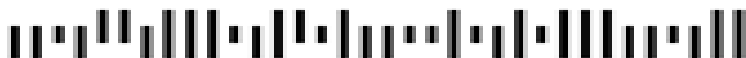
Resources:

Beginner's Overview at: <http://ribbs.usps.gov/>

Postal Service District Business Mail Entry at: <http://www.usps.com/ncsc/locators/find-bme.html>

Postal Mailpiece Design Analyst at: 855-593-6093 or mda@usps.gov

PostalOne! Help Desk at: 800-522-9085 or postalone@usps.gov



Facts about the Intelligent Mail barcode...

- Applies to the following mail classes and processing categories:
 - First-Class Mail® letters and flats
 - Standard Mail® letters and flats
 - Periodicals letters and flats
 - Bound Printed Matter flats
 - Business Reply and Permit Reply Mail
- Allows customers to take advantage of the lowest price offerings in January 2013
- Integrates delivery point address with value-added services in one barcode
- Enables unique identity for each mailpiece
- Offers OneCode ACS® at less cost than traditional ACS™
- Opens up more real estate on the envelope for marketing messages

Barcode ID (2 N)	Service Type ID (3 N)	Mailer ID (9 N)	Serial Number (6 N)	Routing Code (none, 5, 9 or 11 N)
STIDs can be acquired by going to: <ol style="list-style-type: none"> https://ribbs.usps.gov/index.cfm?page=intelligentmail Download a document containing the full table of STIDs directly from the following link: http://ribbs.usps.gov/intelligentmail_mailpieces_documents/tech_guides/stdid.pdf 		Mailer ID (MID) can be acquired by going to: http://www.usps.com <ol style="list-style-type: none"> Select the Business Customer Gateway (BCG) located at the bottom right corner of webpage. Logon as a existing user or register as a new user to gain access to the BCG. Once logged on, select the "Mailer ID" link to obtain a MID. <p>Note: Barcode ID and Serial Number are user defined fields.</p>		Routing Code is the Delivery Point Address (same as POSTNET)