



Introducing Alternate Postage

A creative twist on postage that's sure to get your stamp of approval.

Alternate Postage from the U.S. Postal Service® (USPS®) is a new premium domestic service that combines convenience with the power of mail to build a conversation around your brand.

To get the conversation started, you provide your customers, stores, or vendors with prepaid postage on Single-Piece First-Class Mail® letters or postcards.

Like social networking, Alternate Postage empowers you—and your customers—to share your message. With USPS, you have a trusted channel that delivers.

With Alternate Postage, you pay the postage—and you gain opportunity.

How it works:

Alternate Postage mailpieces can flow between any two, or even three, parties. For example, it can flow from one consumer to the next, or from a franchise to its customers. And the customers don't need to pay postage; it's paid by the sponsoring business. It's a mail version of social networking.

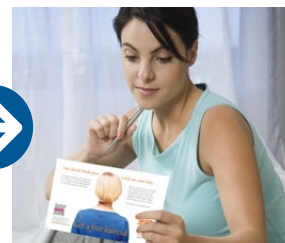
An example of an Alternate Postage flow:



Business sends customer a promotion that includes Alternate Postage mailers.



Customer sends Alternate Postage pieces to her friends.



Friends receive mailer and respond online or in-store.

Alternate Postage is very different from Bulk Permit Imprint, where you pay for mail to be sent from your company to recipients, or Business Reply Mail, where you pay for it to be sent to the recipient and then back to you.

It can be used for many variations on business-to-consumer (B2C) and business-to-business (B2B) marketing, and in virtually any industry.

To learn more, contact your USPS Marketing Consultant at alternatepostage@usps.gov



Alternate Postage enables a new kind of social networking, using a channel that consumers trust.



Features of Alternate Postage

How it's funded:

- Customer establishes a Centralized Account Payment System (CAPS) with USPS®.
- Customer prepays Alternate Postage campaign at one of three available tiers.*
- Prepayment tier selection determines Alternate Postage letter/postcard rate.
- Customer's account is debited as Alternate Postage pieces are mailed, based on barcode scanning and selected prepayment tier.

What you can do:

- Send from multiple locations to multiple locations, anywhere in the U.S.
- Get rich tracking information to help monitor the success of your campaign and plan future ones.
- Include your company brand or logo with a free Picture Permit Imprint Indicia.
- Add a QR code or augmented reality trigger to extend the customer experience to the digital realm.
- Sell greeting cards and postcards that already have the postage paid.
- Provide multiple postage-paid envelopes to help ensure that important documents are circulated and mailed promptly.

What you get:

- The ability to offer a social network-like experience to your customers using mail.
- The chance to create a simplified and appealing customer experience.
- Control over your brand messaging.
- Opportunity for innovation.

How you can participate:

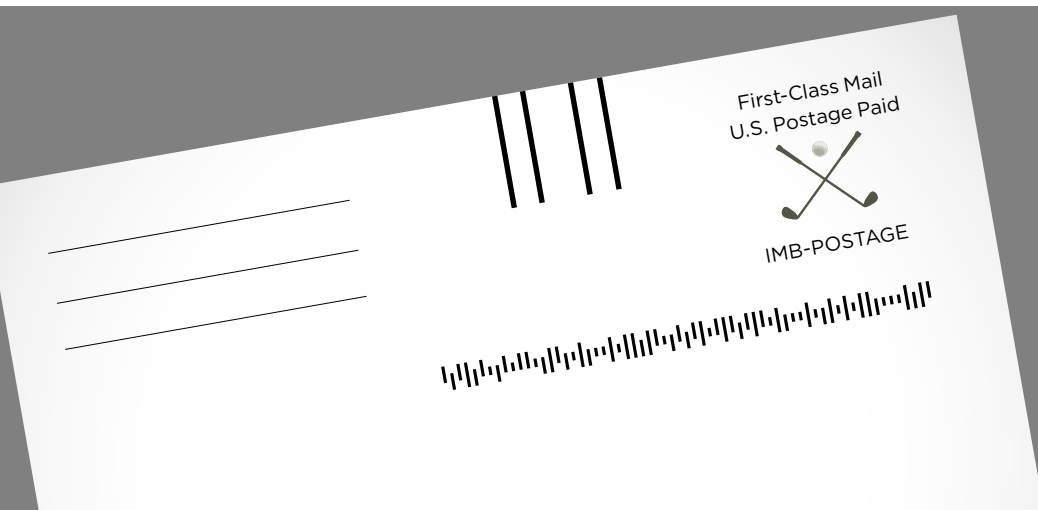
- Have a USPS CAPS account.
- Meet specific mailpiece design requirements and have your design approved and tested by USPS prior to distribution.
- Demonstrate the ability to print a unique Intelligent Mail® barcode (IMb) on each mailpiece and present written quality-control measures that ensure production will meet USPS standards.
- Enter into a USPS Marketing Agreement for your Alternate Postage Campaign.

What to include:

- These three elements on each mailpiece:
 1. Facing Identification Mark (FIM)
 2. Permit Imprint Indicia or Picture Permit Imprint Indicia
 3. Intelligent Mail barcode (IMb)



**You can use
Alternate Postage
to deliver a
more convenient
customer
experience.**



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