Earned Value Promotion
Frequently Asked Questions

I. BACKGROUND & PROGRAM DESCRIPTION

1. What is the Earned Value Promotion?

The 2013 "Earned Value" promotion will be offered to mailers who use First-Class Mail Business Reply Mail (BRM) which includes Qualified Business Reply Mail (QBRM); and Courtesy Reply Mail (CRM) enclosures. Mailers must register their Mailer IDs (MIDs) and the Permit account to which future earned credits will be applied on the Business Customer Gateway to participate. The Intelligent Mail Visibility (IM-VIS) system will send scan data to the Alternate Postage system. All mailpiece counts for BRM and CRM pieces containing the registered MID(s) that customers return to the registered mailer will be collected. At the end of the promotion, the award value assigned to BRM will be multiplied by total BRM pieces scanned and the award value assigned to CRM will be multiplied by the total CRM pieces scanned. The award amount or credit will be applied to the mailer's Permit account. The mailer can apply the earned credit to future mailings of First-Class Mail Presort automation letters, and Standard Mail letters.

2. Where can I find the requirements to participate in the promotion?
Program requirements can be found on RIBBS, https://ribbs.usps.gov/index.cfm?page=earnedvalue. It is recommended that you read this document first.

II. PROGRAM PARAMETERS

3. What are the key promotion dates?
Registration Period: January 15 through March 31, 2013
Program Period: April 1 through June 30, 2013
Rebate Claim Period: Earned Value amount to be credited to permit after the program period ends.
Rebate Amount: $0.02 per scanned CRM or BRM mailpiece

III. REGISTRATION REQUIREMENTS

4. What are the registration requirements?
Participants must register their MIDs on the Incentive Programs Service Registration Page (https://gateway.usps.com/bcg/login.htm) within the Business Customer Gateway. Mail service providers can register on behalf of mail owners but they cannot enroll customers via the auto-enrollment features. At the time of registration, participants must also select a Permit account to which future credits will be applied. Mailers agree to participate in a survey about the promotion. Registration opens January 15, 2013 and ends on March 31, 2013.

5. What are the Mailing Submissions Requirements?

There are no special submission requirements.

IV. REBATE CALCULATION & REDEMPTION

6. What is the rebate calculation for Earned Value?

At the end of the promotion, the award value assigned to BRM will be multiplied by total BRM pieces scanned and the award value assigned to CRM will be multiplied by the total CRM pieces scanned.

Earned Value Calculation

Earned Value = $0.02 x Total BRM Pieces Scanned

Earned Value = $0.02 x Total CRM Pieces Scanned

7. What is the rebate redemption process for Earned Value?

Rebate Credits: The rebate credit is earned on Reply Mail (i.e., BRM/QBRM, CRM) that is scanned by the IM-VIS system during the promotion period April 1, 2013 through June 30, 2013. Rebate credit will not be earned on pieces scanned after June 30, 2013 even if the outbound mailpiece was sent prior to that date. Additionally, will a credit cannot be earned for reply pieces that do not contain an IMb.

Rebate Redemption: Participants can redeem rebate credits for postage on future mailings of First-Class Mail Presort and Automation letters and cards and Standard Mail letters paid from the Permit account where the Earned Value credit was applied. At this time, there is no expiration on these credits and the earned value or credit may be applied until the mailer has drawn down the balance to zero. EDoc is required to obtain their credits on a mailing statement.

V. MAILPIECE/MAILING DESIGN REQUIREMENTS

8. What are the mailpiece/mailing design requirements for Earned Value?

The Business Reply Mail and the Courtesy Reply Mailpieces must contain the Intelligent Mail barcode with the Mailer ID encoded to qualify. All qualifying reply mail must contain an Earned Value Promotion preregistered MID. The pieces scanned by the IM-VIS system will be transferred to the Alternate Postage system.

Postcard and letter-size BRM must be barcoded with a valid and properly used ZIP+4 code on the mailpiece and the same ZIP +4 code must be encoded within the IMb. The IMb on all BRM and CRM must contain the barcode ID, service type ID, and correct ZIP+4 routing code. Permit holders must use the ZIP+4 codes and the IMb assigned by the USPS.

VI. OTHER

9. What happens when a customer's mail counts are different from what reported counts are showing?

The actual count may differ from reporting count because scans are machine based. Therefore a variance of around +/- 3% can be expected.

10. I am a MSP; can I register for my customer?

A MSP may register for a Mail Owner if the MID and associated Permit Account belongs to the MSP. If a MSP registers his/her permit and the credit is applied to that permit, it is between the MSP and their customer to decide how this credit is applied.

11. What if the MID is linked to the MSP and not the mail owner?

A MSP may register their MID and the permit that is associated to that MSP.

12. When I register for the Earned Value promotion, am I eligible to participate in other promotions?

Yes, a mailer registered for the Earned Value promotion may also use other promotions.

13. Am I allowed to change my Permit account before USPS applies my Earned Value rebate?

The mailer can change the permit for the credit at any time up to the point the credit is actually released by the incentive owner. Once the credit is released, the information is sent to PostalOne! and cannot be changed.

14. I have a MID and IMb, but I'm not sure about a Permit account. Can you tell me exactly what that is? If it is something we need to set up, how can I do that?

Permit account is the method used to pay for mail, such as: automation First-Class Mail and Standard priced letters and flats. More information can be found on USPS.com:

https://www.usps.com/business/mailing-permit-imprints.htm
http://pe.usps.com/businessmail101/postage/applyPermit.htm

15. Would a valid MID and permit account have to be setup for each customer we produce Reply mailings for or could our customers use our MID and permit? Could I register our MID and Permit for this promotion but have the reply pieces addressed to be returned to my customers.

You can register your MID and Permit account. The Mailing Registry Report will display the Earned Valued by MID. If multiple mail owners use the same MID, we would not be able to separate the counts out by customer and the credit would all be deposited to your Permit account.

16. If mailpieces have the MSP's MID on the reply mailpiece but are received at various sites (i.e. our customer's medical statements), would the MSP qualify for this type of credit?

We need to have a valid MID and valid permit account linked to the MID, for a mailer to register and to properly count the reply pieces and compute the earned value.

18. If I have a CAPS account at the Post Office, would any credit I get be applied to my CAPS account?

The earned credit can only be transferred to a Permit account. For more info on Permit accounts, please refer to:

https://www.usps.com/business/mailing-permit-imprints.htm
http://pe.usps.com/businessmail101/postage/applyPermit.htm

Questions can be directed via email to: earnedvalue@usps.gov (as of 01/16/2012)