



Frequently Asked Questions

PREMIUM ADVERTISING PROMOTION

REGISTRATION DATES: February 15 through June 30, 2014

PROMOTION DATES: April 1 through June 30, 2014

I. BACKGROUND AND PROGRAM DESCRIPTION

1. What is the Premium Advertising Promotion?

The Premium Advertising Promotion is intended to encourage marketers and advertisers to use First-Class Mail[®] as a marketing vehicle. The promotion offers an upfront First-Class Mail postage discount on presort letters composed entirely of marketing or advertising content. This promotion will enable marketers who currently use Standard Mail[®] as an advertising channel to leverage the benefits and brand recognition of First-Class Mail.

2. Where can I find the requirements to participate in the promotion?

Program requirements can be found on RIBBS at

https://ribbs.usps.gov/maillingpromotions/documents/tech_guides/PremiumAdvertisingMailRequirements.pdf. It is recommended to read this document first.

3. What is the intent of the FAQs?

These FAQs are intended to supplement the program requirements.

II. PROGRAM BENEFITS

1. What are the benefits of the Premium Advertising Promotion?

The Premium Advertising Promotion includes the following benefits to mailers:

- Enables advertising mailers to test the efficacy of First-Class Mail as an advertising tool.
- Published delivery standards enable your company to control customer support needs.
- Received address correction service with non-deliverable mail returned at no extra cost.
- Forwarded to customers who have moved within the past 12 months.

III. PROGRAM PARAMETERS

1. Are there any mailer qualifications to participate in the promotion?

Eligible participants are identified customers who mailed \$6 million or more of Standard Mail letter postage from October 1, 2012 through September 30, 2013.

2. If I qualify to participate in the promotion, what do I have to do?

- The promotion requires advance registration on the Business Customer Gateway.
- Registration opens to prequalified participants on February 15, 2014 and closes on June 30, 2014.
- Qualified participants must register on the Business Customer Gateway (BCG) via the Incentive Program Service gateway.usps.com
- It is recommended that mailers register several days in advance of the first qualifying mailing.
- As part of the terms of participation, all promotion participants must complete a survey about their participation in the promotion at the end of the promotion period.

Note: *Promotion participants must complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and verify which permits and CRIDs will be participating in the promotion.*

3. Once I register, how do I participate?

Submit qualifying First-Class Mail letters with Permit Imprint electronically during the specified promotion period, April 1 through June 30, 2014 to the Business Mail Entry Unit (BMEU) for acceptance, and meet all other promotion requirements.

4. How is the discount calculated and applied?

Postage prices as listed in the published price list (Notice 123) apply to the mailing and the promotion discount is applied to those prices. The promotion discount is calculated in PostalOne! and applied to the mailing statement at the time of mailing. The 15% Premium Advertising Promotion discount is deducted at the line-item level from the eligible postage amount that is paid at the time of mailing as illustrated below.

**First-Class Mail
Automation Prices**

Letters	Price	No. of Pieces	Subtotal Postage	Discount Total	Fee Total	Total Postage
A5 5-Digit						
A6 3-Digit						
A7 AADC						
A8 Mixed AADC						

Subtotal Postage multiplied by the discount amount (15%) displays in the Discount Total column; the calculation occurs for each line of the postage statement. Residual, mailpieces meeting content requirements of the promotion may also be contained within the postage statement and qualify for the discount.

Non-Automation Prices

Letters	Price	No. of Pieces	Subtotal Postage	Discount Total	Fee Total	Total Postage
B3	Presorted					
B4	Residual Nonpresorted <i>From First-Class Mail Mailing (Up to and Including 1 oz.)</i>					
B5	Residual Single-Piece <i>From First-Class Mail Mailing (Includes up to 1 oz. and Between 1 oz. and 2 oz.)</i>					
B6	Residual Nonpresorted <i>From First-Class Mail Mailing Which is All Greater Than 1 oz. Up to and Including 2 oz.</i>					
B7	Nonpresorted*					

The Incentive/Discount Flat Dollar Amount on Line 3 in the Postage Statement ***is not*** used for the Premium Advertising Promotion.

United States Postal Service

Postage Statement—First-Class Mail and First-Class Package Service

Use this form for First-Class Mail and First-Class Package Service.

Post Office: Note Mail Arrival Date & Time
(Do Not Round-Stamp)

Mailer	Permit Holder's Name and Address and Email Address, if Any		Telephone	Name and Address of Mailing Agent (If other than permit holder)		Telephone	Name and Address of Mail Owner (If other than permit holder)	
	CAPS Cust. Ref. No. _____			CRID _____			CRID _____	
	CRID _____			CRID _____			CRID _____	
Mailing	Post Office of Mailing	Processing Category	Parcels Only Hold For Pickup HFPU No. of Pieces	Mailer's Mailing Date	Federal Agency Cost Code	Statement Seq. No.	No. and type of Containers	
	Type of Postage <input type="checkbox"/> Permit Imprint <input type="checkbox"/> Precanceled Stamps <input type="checkbox"/> Metered	<input type="checkbox"/> Letters <input type="checkbox"/> Flats <input type="checkbox"/> Parcels		Weight of a Single Piece _____ pounds	Combined Mailing <input type="checkbox"/> Single Class	SSF Transaction ID#	_____ Sacks _____ 1 ft. Letter Trays _____ 2 ft. Letter Trays _____ EMM Letter Trays _____ Flat Trays _____ Pallets _____ Other	
	Permit #	For Mail Enclosed Within Another Class <input type="checkbox"/> Standard Mail <input type="checkbox"/> Bound Printed Matter <input type="checkbox"/> Library Mail <input type="checkbox"/> Media Mail			<input type="checkbox"/> Periodicals	Customer Generated Electronic Labels <input type="checkbox"/> SigCon		
	For Automation Price Pieces, Enter Date of Address Matching and Coding ____/____/____	Move Update Method: <input type="checkbox"/> Ancillary Service Endorsement <input type="checkbox"/> OneCode ACS <input type="checkbox"/> NCOALink <input type="checkbox"/> ACS <input type="checkbox"/> Alternative Method <input type="checkbox"/> Multiple <input type="checkbox"/> n/a Alternative Address Format			Total Weight			
	Letter or Flat-size mailpieces contain: <input type="checkbox"/> Round Trip ONLY: One DVD/CD or other disk			Parts Completed (Select all that apply) <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> E <input type="checkbox"/> NSA <input type="checkbox"/> S				
Postage	This is a Political Campaign Mailing Yes <input type="checkbox"/> No <input type="checkbox"/>		This is Official Election Mail Yes <input type="checkbox"/> No <input type="checkbox"/>		Subtotal Postage (Add parts totals)			
	2 Price at Which Postage Affixed (Check one). Complete if the mailing includes pieces bearing metered/PC Postage or precanceled stamps. <input type="checkbox"/> Correct <input type="checkbox"/> Lowest <input type="checkbox"/> Neither		pcs. x \$		= Postage Affixed			
	3 Incentive/Discount Flat Dollar Amount				-			
	4 Fee Flat Dollar Amount				+			
	5 Permit # _____				Net Postage Due (Line 1 +/- Lines 2, 3, 4)			
USPS Use	Additional Postage Payment (State reason)							
	For postage affixed add additional payment to net postage due; for permit imprint add additional payment to total postage.							Total Adjusted Postage Affixed
	Postmaster: Report Total Postage in AIC 121							Total Adjusted Postage Permit Imprint

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

Yes, you can combine discounts if you participate in both the Mail and Digital Personalization Promotion and the Premium Advertising Promotion.

6. Other than First-Class Mail automation and presort letters does the discount apply to anything else?

No, the promotion is limited to automation and presort First-Class Mail letters with Permit Imprint.

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

No, 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®.

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

No, there are no limits on the number of qualified promotion discounts an eligible mailer can receive during the promotion period April 1 through June 30, 2014.

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

No, there are no limits as long as all other promotion requirements are met.

10. Is there a discount cap on the total amount any mailer can receive during the promotion period?

No, there are no discount limits or caps on the total discount any enrolled mailer may receive.

IV. MAILPIECE/MAILING CONTENT REQUIREMENTS

1. Can I qualify for the Premium Advertising Mail promotion discount if the mailpiece contains content required to be mailed as First-Class Mail?

No, the promotion discount applies only to mailpieces composed entirely of marketing or advertising content. Mailpieces containing any content required to be mailed as First-Class Mail as described in *Domestic Mail Manual* (DMM) Section 233.2.2 through 233.2.4, Content Standards for First-Class Mail Letters, will not qualify for the promotion. The applicable DMM sections are as follows:

2.0 Content Standards for First-Class Mail Letters

2.2 Bills and Statements of Account

Bills and statements of account must be mailed as First-Class Mail (or Priority Mail Express) and are defined as follows:

- a. Bills and statements of account assert a debt in a definite amount owed by the addressee to the sender or a third party. In addition, bills include a demand for payment; statements of account do not include a demand for payment. The debt does not have to be due immediately but may become due at a later time or on demand. The debt asserted need not be legally collectible or owed.

b. Bills and statements of account do not need to state the precise amount due if they contain information that would enable the debtor to determine that amount.

2.3 Personal Information

Mail containing personal information must be mailed as First-Class Mail or Priority Mail Express. Personal information is any information specific to the addressee.

2.4 Handwritten and Typewritten Material

Mail containing handwritten or typewritten material must be mailed as First-Class Mail, or Priority Mail Express.

V. REGISTRATION REQUIREMENTS

1. As an Eligible Mailer how do I register?

- Eligible customers can register on the Business Customer Gateway (BCG) gateway.usps.com via the Incentive Program Service
- Registration opens to prequalified participants on February 15, 2014 and closes on June 30, 2014.
- It is recommended that mailers register several days in advance of the first qualifying mailing.
- As part of the terms of participation, all promotion participants must complete a survey about their participation in the promotion at the end of the promotion period.

Note: Promotion participants must complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and verify which permits and CRIDs will be participating in the promotion.

VI. MAILING SUBMISSION REQUIREMENTS

1. Are Mail Service Providers eligible for the 2014 Premium Advertising Promotion?

No. Mail Service Providers (MSPs) are not eligible for the 2014 Premium Advertising Promotion, nor can they apply on behalf of their clients. They are encouraged to tell their clients about the program and help their clients provide documentation of mailing volumes.

An MSP is a company or entity that creates, prepares, processes and presents or inducts mail for other companies into the U.S. Postal Service network. Thus, if a company creates, prepares processes or presents mail to the U.S. Postal Service but does not own the content/message in the envelope, or is reimbursed for the postage paid, it is an MSP.

The types of entities that are considered MSPs include, but are not limited to, presort bureaus, letter shops, mail consolidators, list providers, printers, billing processor, advertising mail services companies, and fulfillment houses.

The decision as to which companies meet the definition of a Mail Service Provider, and are therefore ineligible to participate, is at the sole discretion of the Incentive Program Office.

2. As a Mail Service Provider (MSP) how do I submit eDocs on behalf of my promotion eligible registered clients?

Mailings must be submitted electronically via mail.dat, mail.xml or Postal Wizard. Mailings submitted via Postal Wizard claiming the Full Service discount cannot exceed 9,999 pieces. Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID).

In a commingled, combined or co-mailing, separate postage statements must be used for mailpieces not meeting promotion requirements.

Note: The 2014 Premium Advertising Promotion is only available to predetermined eligible Standard Mail mailers. Auto enrollment is not available for this promotion.

3. How does the Postal Service™ verify that I have not included content required to be mailed as First-Class Mail?

- The Postal Service is verifying Premium Advertising Mail parameter compliance as follows:
 - At the time of mail acceptance, the mailer must provide a hard copy, unaddressed sample of the Premium Advertising discount eligible mailpiece to the acceptance clerk. If a mailing contains Premium Advertising discount eligible mail from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented. All mailing samples are subject to standard acceptance and verification procedures to ensure compliance of Premium Advertising mail parameters.
 - One sample must be retained for each individual mailing that qualifies for the discount. If an eligible Premium Advertising Mail mailing contains mail from multiple mailers, a sample of each mailer's mailpiece must be retained.
 - The Postal Service will also conduct a random sampling of mailpieces that qualified for the discount. Mail Acceptance personnel can forward electronic or hard copy samples of the mailpiece until June 30, 2014, to the Premium Advertising Promotion Program Office.

4. 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?

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™.

5. If I present mailing with metered postage can I claim the discount?

No, the promotional discount only applies to First-Class Mail Permit Imprint mailings.

6. If I present mailing with precancelled stamp postage can I claim the discount?

No, the promotional discount only applies to First-Class Mail Permit Imprint mailings.

7. Can postage be paid and can mail be accepted earlier than April 1, 2014?

No, if the mailing date is not within the promotion period. (April 1 through June 30, 2014) the discount will not be applied.

VII. TECHNICAL INFORMATION

1. Where do I find the information I need to prepare electronic files or meet the eDoc requirements to claim the Premium Advertising Promotion discount?

Electronic files can be submitted using Mail.dat or Mail.XML or Postal Wizard. For detailed technical information, please refer to the October 2013 Technical Specifications on RIBBS at:

https://ribbs.usps.gov/mobilebarcode/documents/tech_guides/IncentiveProgramsEnrollmentGuide.pdf

2. Which Mail.dat Characteristic value do I use in the Component Characteristics Record (CCR)?

To claim the promotion discount, populate the CCR for Premium Advertising As follows: Premium Advertising "AD", mailers MUST use 14.1 for Mail.dat and 15.0A for Mail.XML

For Mail.dat 13-1 and Mail.XML 13.0A/13.0B, the value "IV" is supported for indicating Premium Advertising in the eDoc, beginning April 6, 2014

VIII. PROGRAM OFFICE CONTACT INFORMATION

1. Where can I learn more about the Premium Advertising Promotion?

Information about the promotion and the Program Requirements for the promotion can be found on RIBBS at:

https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/PremiumAdvertisingPromotion.htm

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

Email: premiumadmail@usps.gov
Mail: US Postal Service
Attn: Premium Advertising Promotion
PO Box 23282
Washington, DC 20026-3282

Information and resources will also be posted online on RIBBS and USPS.com at:

<https://ribbs.usps.gov/index.cfm?page=mailingpromotions> and
<https://www.usps.com/business/promotions-and-incentives.htm?>

Please contact the Program Office at premiumadmail@usps.gov with any additional questions about the **Premium Advertising Promotion**.