

2014 PREMIUM ADVERTISING PROMOTION

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2014 PREMIUM ADVERTISING PROMOTION PROGRAM REQUIREMENTS

I. PROGRAM DESCRIPTION

Program Description: 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.

II. PROGRAM PARAMETERS

Registration Period: February 15 through June 30, 2014

Program Period: April 1 through June 30, 2014

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

Eligible Mail: First-Class Mail presort and automation letters composed entirely of advertising or marketing content, sent in IMb full-service mailings. Residual pieces paying single-piece price that are part of an automation mailing may also qualify for the discount.

Ineligible Mail: First-Class Mail cards, flats, and parcels, and all Standard Mail.

Discount: 15% of the eligible First-Class Mail postage.

The discount is calculated in *PostalOne!*[®] and applied to the postage statement at the time of mailing. The 15% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices.

Note: The discount must be claimed at the time of mailing and cannot be rebated at a later date.

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III. ELIGIBILITY REQUIREMENTS

a. CUSTOMER REQUIREMENTS

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

The USPS will contact customers identified as eligible to participate in the promotion by December 20, 2013. Mailers that are not contacted as promotion eligible by January 3, 2014 may contact the program office to verify eligibility.

Mail service providers may prepare and submit mailings for eligible mail owners that participate in the promotion. Mail service providers are not eligible to participate in the promotion.

b. MAILPIECE CONTENT REQUIREMENTS

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.

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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.

C. REGISTRATION REQUIREMENTS

- 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). *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.*
- 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.

D. MAILING PREPARATION AND SUBMISSION REQUIREMENTS

Preparation

Letters must be prepared according to First-Class Mail standards described in DMM Section 235, First-Class Mail Preparation (<http://pe.usps.gov/text/dmm300/235.htm>).

Mailing Date

Mail must be tendered for acceptance during the promotion period, April 1 – June 30, 2014. Any qualifying mailing that is accepted and paid for prior to April 1, 2014 or after June 30, 2014 is not eligible for the promotion discount.

Postage Payment Method

Postage must be paid using a Permit Imprint.

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IMb Full-Service Requirement

Mailpieces must be part of a full-service mailing. Residual pieces that are part of a full-service mailing, and do not meet full-service requirements may be contained on the mailing statement and will qualify for the discount if the mailing meets all other promotion requirements.

Postage Statement Submission (eDoc requirement)

Mailings must be submitted electronically via Mail.dat, Mail.XML or Postal Wizard. Mailings submitted via Postal Wizard 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 eligible mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID).

Participating mailers will be required to affirmatively claim this promotion in the Incentive Claimed section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements. All mailpieces covered by a postage statement must meet all eligibility requirements.

Combined and Commingled Mailings

Prequalified customers may participate in this promotion with First-Class Mail commingled, combined, and co-mail mailings including MLOCR. Mail owners must be identified by CRID in the mail owner field of the eDoc and

- The mailings that include multiple clients (or versions) must have separate postage statements generated for the mailpieces that meet promotion requirements or;
- All of the pieces commingled in the mailing must meet program requirements.

e. REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

At Mail Acceptance: The mailer must provide a hard copy unaddressed sample of the mailpiece that demonstrates the advertising content to the acceptance clerk. If a mailing agent submits mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented at the time of mailing.

Addressed samples will not be accepted. If the mailer is unable to print an unaddressed mailpiece, the mailer should remove a piece from the mailing, remove the address (e.g. place a blank address label over the address) and submit it at mail acceptance. If pieces are variably printed, one sample that is representative of the mailing may be presented.

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Post Mailing Requirements:

The Program Office will conduct a sampling of mailpieces collected at Business Mail Entry Units to verify that submissions meet program requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all program requirements, to unenroll the mailer from the program, or restrict participation in future promotions.

Additionally, all mailers who receive the discount must retain an electronic or hard copy sample of the mailpiece until September 30, 2014, and if requested by the Postal Service must forward such sample to the Premium Advertising Promotion Program Office.

IV. TECHNICAL INFORMATION

For further technical information, please refer to the relevant posted [Technical Specifications](#) on RIBBS at:
https://ribbs.usps.gov/intelligentmail_schedule2013/releaseoverview2013.cfm

V. PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office. Although not required, the Program Office will review samples and scenarios to determine if program requirements have been met.

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/maillingpromotions> and
<https://www.usps.com/business/promotions-and-incentives.htm?>

VI. REVISION HISTORY

DATE	SECTION	REASON FOR REVISION	VERSION
4/30	V: PROGRAM OFFICE CONTACT INFORMATION	UPDATED RIBBS URL	2