



Posthastemailing.com

## FAQ – USPS 2011 Mobile Barcode Promotion

### **1: What is the Mobile Barcode Promotion?**

A: The Mobile Barcode Promotion builds awareness of mobile technology and demonstrates to mailers how mobile barcodes can increase the value of mail. The promotion provides business mailers with an upfront 3% discount on Standard and First-Class mail letters and flats that include a two-dimensional barcode that can be read or scanned by a smart phone.

### **2. Why is the Postal Service offering this promotion?**

A: The Mobile Barcode Promotion was designed to increase the value of direct mail and build awareness around integrating mobile technology into direct mail communications.

### **3. When is the Mobile Barcode Promotion?**

A: The promotion runs from July 1, 2011 through August 31, 2011.

### **4. Who is eligible to participate?**

A: All companies, including mail service providers, who mail using a permit imprint and submit their mailing documentation electronically are eligible to participate.

### **5. Do I have to apply/register to participate in the Mobile Barcode Promotion?**

A: The Mobile Barcode Promotion does not require an application or advance registration.

### **6. How do I participate?**

A. Submit qualifying First-Class or Standard Mail letters/flats electronically using a permit imprint payment method to the BME for acceptance within the specified promotion period and meet all other promotion requirements.

### **7. What are the promotion requirements?**

A: All of the following must apply:

- All mailpieces in the mailing must include a mobile two-dimensional barcode on the face of the mailpiece or within the mailpiece.
- The mobile barcode must be used for marketing purposes.

- Standard Mail and First-Class Mail letters and flats (as of 5/18/11, nonprofit mail too) must be sent with postage paid using a permit imprint and submitted electronically using Postal Wizard, Mail.dat, or Mail.XML to qualify for the discount. (Mailings submitted via Postal Wizard cannot exceed 9,999 pieces.)
- The Mobile Barcode Promotion must be affirmatively claimed on the “Incentive Claimed” line in the certification section of the postage statement.
- Mail must be tendered for acceptance during the promotion period, July 1, 2011 through August 31, 2011.

**8. Can I receive multiple incentives on the same mailing?**

A: Except for the IMb full service discount, only one incentive per mailpiece, per postage statement can apply.

**9. If I participate in the Reply Rides Free incentive can I still participate in the Mobile Barcode Promotion?**

A: If a mailer is participating in the Reply Rides Free incentive all First-Class Mail Presort and Automation Letter volumes count toward the threshold. If the mailer is declaring mail in a mailing and on a mailing statement as qualifying for the Reply Rides Free rebate, it cannot receive the discount for the Mobile Barcode Promotion. Mailings that have no declared Reply Rides Free volume can qualify for the Mobile Barcode Promotion assuming all other program requirements are met.

**10. Is there a minimum mail volume required to participate?**

A: 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).

**11. Is Non-profit mail eligible for the promotion?**

A: No, non-profit mail is not eligible for this promotion discount. **NOTE from Post Haste Mailing Services: As of 5/18/11 nonprofit mail is eligible for this promotion.**

**12. Do mixed-class mailings, (Periodicals with a Standard Mail enclosure) qualify for the promotion?**

A: No, Periodicals are not included in the promotion. Only mailpieces that pay First-Class Mail and Standard Mail postage can qualify for the discount.

**13. How is the discount calculated and applied?**

A: Normal postage prices as listed in Notice 123 apply to the mailing and the mobile barcode and the discount is applied to those prices. The mobile barcode discount is calculated in *PostalOne!* and applied to the mailing statement at the time of mailing. All

mailpieces in the postage statement that qualify for the Mobile barcode discount are charged the Notice 123 price to generate total postage, the 3% discount is deducted from the total postage amount.

### **Barcode Requirements**

**14. I have barcodes on my mailpieces that are used for internal purposes. Do these qualify for the discount?**

A: No, the mobile barcode must contain information or a link that is intended for and usable by the mail recipient.

**15. My mail qualifies for the Intelligent Mail Barcode discount. Does it also qualify for the Mobile Barcode Promotion discount?**

A: Not necessarily. The intelligent mail barcode does not meet the two-dimensional barcode requirements and it is not used for marketing. However, if all the mailpieces in the mailing contain a two-dimensional mobile barcode that is used for marketing purposes (in addition to the intelligent mail barcode), then that mailing may qualify for both discounts.

**16. What is the difference between a one-dimensional and two-dimensional barcode?**

A: A one-dimensional barcode only encodes data along the width of the barcode, while two-dimensional barcodes encode data along both the width and height. Two-dimensional barcodes are therefore much denser than one-dimensional barcodes and encode much more data in the same space. Two-dimensional barcodes are also much better at detecting and correcting errors in damaged barcodes.

**17. What types of two-dimensional barcodes can be used?**

A: Any two-dimensional barcode can be used as long as it can be scanned and/or read by a smart phone and is used for advertising purposes.

**18. Are there any restrictions on where the mobile barcode can be placed?**

A. The mobile barcode can be placed within the mailpiece or on the outside of the mailpiece, but cannot be placed in either the 'indicia zone' or the 'barcode clear zone.' The 'indicia zone' is two inches **from the top edge by four inches from the right edge of the mailpiece, and the barcode clear zone is defined in the DMM section below.**

**19. How does the Postal Service verify that I have placed the barcodes on my mailpieces?**

The Postal Service is verifying the presence of mobile barcodes on mailings qualifying for the discount in two ways:

At the time of mail acceptance the acceptance clerk will verify that a two-dimensional barcode is present on or within the mailpiece for Standard Mail mailpieces and on the mailpiece for First-Class Mail that has a barcode on the outside of the piece.

For First-Class Mail mailpieces which contain the mobile barcode on the inside of the mailpiece, the mailer must provide a sample of the mailpiece showing the placement of the mobile barcode to the acceptance clerk at the time of mail acceptance.

During the promotion period and after the promotion period has ended, the Postal Service will conduct a random sample of mailpieces that qualified for the discount. All customers who receive the discount must retain an electronic or hard copy sample of the mailpiece until October 31, 2011, and if requested by the Postal Service will forward such sample to the Mobile Barcode Promotion program office. One sample must be retained for each individual mailing that qualifies for the discount.

**20. When must I submit the mail in order to receive the discount?**

A: Qualifying mail must be accepted at the local BME within the promotion period, July 1 – August 31, 2011. Mail qualifying for the discount can not be submitted for acceptance at the local acceptance unit prior to July 1, 2011. Mail accepted at the local BME after the local critical acceptance time on August 31, 2011 will not qualify for the discount.

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

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

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

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