Intelligent Mail® Services
Increase the Value of Your Mail

Effective January 2013 eligibility for automation prices is limited to the use of mailpieces with the Intelligent Mail barcode: letters, flats, postcards, QBRM (Business Reply Mail) and Permit Reply Mail. Here's how you can join thousands of mailers who have used the IMb on billions of mail pieces. There are two options for the use of IMb— Basic and Full Service. Introduction to Basic is fairly simple. Full Service has additional requirements such as electronic documentation to list one.

Helping You Comply in January 2013… Two Intelligent Mail Options

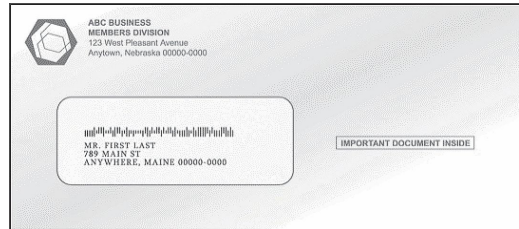| Mail/Mail Containers	Basic[a]	Full-Service
Mailpieces	IMb is required	*Unique* IMb is required
Trays	IM tray barcode on labels is *optional*	*Unique* IM tray barcode on labels is required
Pallets	IM container barcode on placards is *optional*	*Unique* IM container barcode on placards is required

[a] *The Intelligent Mail Basic option will enable compliance with January 2013 requirements and starts you on the road to Full Service. Electronic documentation is optional with Intelligent Mail Basic.*

Facts About the Intelligent Mail® barcode…

- Holds all routing, sorting and additional services information in one barcode
- Enables unique identity of individual mailpieces
- Offers OneCode ACS® at less cost than traditional ACS®
- Opens up more real estate on the envelope for marketing messages
- Allows customers to take advantage of the lowest price offerings in January 2013

Apply the IMb to these mail classes and processing categories:

- First-Class Mail® letters and flats
- Standard Mail® letters and flats
- Periodicals letters and flats
- Bound Printed Matter flats
- Business and Permit Reply Mail

Services available with the Basic option[b]

- Manual address correction
- Traditional ACS
- OneCode ACS (automated address correction information)
- IMb Tracing (for mail tracking)
- Manual address correction with IMb Tracing
- OneCode ACS with IMb Tracing
- Or no services

[b] *May have multiple Service Type IDs within a single mailing. Each service has a fee and separate Service Type ID.*

Intelligent Mail barcode Benefits

- Reach the right recipients at the right time with automated address correction information provided by OneCode ACS. Improve response rates, drive revenue and reduce undeliverable-as-addressed (UAA) mail.
- Receive Full-Service ACS™ with the Intelligent Mail Full Service option at no charge.
- Track your mail with IMb Tracing. Provide better customer service, predict payments and avoid collection calls.
- Monitor performance of mail consolidators and logistics providers with IMb Tracing mail tracking.
- Improve the environment with reduced UAA mail and by using electronic postage statements and payments.

Resources:

- Postal Service District Business Mail Entry (Find yours at: *http://www.usps.com/ncsc/locators/find-bme.html*)
- *PostalOne!*® Help Desk (800-522-9085 or *postalone@usps.gov*)
- Postal Service Mailpiece Design Analyst (Contact the MDA Support Center at 855-593-6093 or email your request to *mda@usps.gov*)
- RIBBS® Website at: *http://ribbs.usps.gov/*
- DMM® Advisory: To subscribe to the DMM Advisory or to send comments and suggestions, email us at: *dmmadvisory@usps.com*.
- Domestic Mail Manual (DMM) at: *http://pe.usps.gov/text/dmm300/dmm300_landing.htm*

March 2012

UNITED STATES POSTAL SERVICE®