

## 2013 Mailing Services Promotions Calendar Overview

The 2011 Mobile Barcode Promotion and 2012 Mobile Commerce and Personalization Promotion have generated increased awareness and use of mobile technologies in direct mail. To generate continued interest in the various uses of mobile barcodes in direct mail, and to grow awareness of the ways in which technology can improve direct mail, the Postal Service has developed the 2013 Promotions Calendar. This calendar not only includes promotional opportunities for First-Class and Standard Mail pieces that integrate mobile and emerging technologies, but also contains promotional opportunities related to more traditional elements of integrated marketing campaigns. Included in the "2013 Promotions Calendar" will be:

- Mobile Coupon and Click-to-Call
- Earned Value Reply Mail
- Picture Permit
- Product Samples
- Emerging Technology
- Mobile Buy-It-Now

The Postal Service has also provided cost estimates for each promotion. These cost estimates have been filed separately as *AttachmentD.xls*.

### 1) DIRECT MAIL MOBILE COUPON AND CLICK-TO-CALL PROMOTION

#### BACKGROUND

This promotion will build upon previous promotions and continue our strategy of encouraging mailers to integrate direct mail with mobile technology. The Postal Service is offering business mailers two ways to participate. To qualify for the upfront 2 percent postage discount, mailers must include a mobile barcode (or other similar technology) on their mailpieces that can either: 1) lead the recipient to a digital coupon; or 2) facilitate a phone call on a mobile device.

High growth in digital coupons (mobile/online) is expected to continue as Internet and smartphone adoption increases, consumer comfort with technology rises, and newspaper circulation declines. Additionally, demographic shifts and emerging technologies, such as Near Field Communication (NFC) and Radio Frequency Identification (RFID), make digital coupon users an increasingly attractive market for advertisers. This promotion seeks to drive awareness and increase the value of direct mail coupons in today's digital world. In doing so, it will encourage mailers to integrate hard-copy coupons in the mail with mobile platforms, without facilitating a digital relationship between businesses and consumers as an alternative to direct mail.

Click-to-Call is a web-based communication tool in which a person initiates a phone call by clicking a button, image, or text to connect with another person. Click to call can be initiated by hyperlinks on websites and emails or through any other Internet-connected object, including 2-D barcodes. This promotion also seeks to drive awareness and increase functionality and ease-of-use for today's mail recipients, driving improvements in mailer's ROI on direct mail.

#### DESCRIPTION

The mailpiece must meet the requirements for at least one of the two following scenarios:

**Option 1**

**Mobile Coupon Component:**

1. Coupon/Mailpiece Requirements: The physical mailpiece must be a coupon.
  - A coupon is a voucher or code entitling the holder to a discount off the price of a particular product(s) or service(s).
  - The discount is offered only to mailpiece recipients and is not a discount or sale price on a product or service that is applied to all consumers.
  
2. Mobile Coupon Requirements: The coupon mailpiece must contain **one** of the following print-mobile technologies that allows the recipient to store a coupon on a mobile device:
  - a. Mobile-print technology (e.g. 2D Barcode, RFID chip, NFC Smart tag, etc.) on the mailpiece that can be scanned or read by a mobile device linking to a mobile coupon that is stored on a mobile device
  - b. A short number to be used to initiate text message communication. The text message triggers a SMS/EMS or MMS message with a one-time coupon or a coupon code. Texts that allow a consumer to sign up for ongoing coupon delivery via text are not eligible, or
  
3. Coupon Redemption:
  - a. The coupon mailpiece must be redeemable at retail locations by **both** methods described below:
    - 1) The physical mailpiece coupon can be presented at a retail location to receive discount.
    - 2) The print-mobile technology allows the customer to store the coupon on a mobile device which can be presented at retail for discount. (see mobile coupon requirements above)
  - b. Mailers who sell exclusively online or do not have retail locations where coupons can be redeemed must meet the following requirements.
    - The mailpiece must contain a code that can be used to receive the discount online or through a call center
    - The coupon discount is offered only to mailpiece recipients and is not a discount or sale price on a product or service that is applied to all customers.
    - The mailpiece must contain a mobile-print technology (mobile barcode, RFID chip or tag, etc.) that allows the recipient to redeem a coupon through a mobile device.
    - The entire shopping experience and path to purchase must be mobile optimized.

**Option 2**

**Click-to-Call Component:**

- The physical mailpiece must contain mobile technology (e.g. 2D Barcode, RFID chip, NFC Smart tag, etc.) that can be scanned by a mobile device and allows for one of the following:
  - The barcode links directly to a mobile optimized website with a “click to call” link, or
  - The barcode, when scanned, brings up a phone number automatically in the users phone

**PROGRAM PARAMETERS**

**Registration Period** January 15 through April 30, 2013  
**Program Period** March 1 through April 30, 2013  
**Discount Amount** 2% of eligible postage. The discount is calculated in PostalOne!® and applied to the mailing statement at the time of mailing. Normal postage prices as listed in the published price schedule apply to the mailing, and the discount is applied to those prices  
**Eligible Mail Classes** Standard Mail® letters and flats  
 Nonprofit Standard Mail letters and flats  
 First-Class Mail® presort and automation letters, cards and flats

**REGISTRATION REQUIREMENTS**

Participants and/or mail service providers (MSP) must register on the Business Customer Gateway (BCG) via the Incentive Program service (gateway.usps.com) and agree to promotion terms at least 2 hours prior to presenting the first qualifying mailing and specify which permits and/or Customer Registration IDs (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, at the end of the promotion period, mailers agree to complete a survey about their participation in the promotion.

**MAILING SUBMISSION REQUIREMENTS**

Submission Requirement	Description
Documentation/Postage Statement	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. Basic Service pieces in Postal Wizard mailings are not subject to this limitation.) 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 CRID.
Combined and Commingled Mailings	First-Class Mail and Standard Mail commingled, combined, and co-mail mailings (including MLOCR mailings) may qualify for the Promotion only if: <ul style="list-style-type: none"> <li>• All of the pieces commingled in the mailing meet program requirements, or</li> <li>• The mailings include multiple clients (or versions) but have separate postage statements generated for the mailpieces that are claiming the promotion discount</li> </ul>
Mailing Date	Mail must be tendered for acceptance during the promotion period, March 1 – April 30, 2013. Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period, and that qualify for the Promotion will be accepted at destination entry postal facilities through May 15, 2013, when presented with appropriate verification and payment documentation (PS Form 8125). A PVDS mailing that qualifies for the Promotion –its verification or actual drop ship can not occur before March 1. Any qualifying mailing that is accepted and paid for prior to March 1 <sup>st</sup> is not eligible for the promotion discount.
IMB Requirements	Mailings of automation letters or flats must have Intelligent Mail® barcodes.

## Attachment D

---

Postage Payment Method:	Postage must be paid using a Permit Imprint. Some Precancelled Stamp and Meter Permit mailings may qualify. OMAS and "Official Government Mail" mailings are not eligible for the promotion. Every Door Direct Mail (EDDM) deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.
Meter Mail Payment Option	Meter mailers with advance deposit (permit) accounts who submit qualifying mailings may receive the discount applied to net postage due. All discounts must be claimed at the time of mailing and cannot be rebated at a later date. Customers who wish to claim the incentive must affix the appropriate reduced promotion amounts listed in the program requirements document to each piece in the mailing. The net postage due for the mailing must be paid from an advance deposit (permit) account.
Discount	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 <b>NOTE: THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE</b>

## 2) EARNED VALUE REPLY MAIL PROMOTION

### BACKGROUND AND PROGRAM DESCRIPTION

The 2013 Earned Value Reply Mail Promotion is intended to slow the decline of First-Class Mail®, Business Reply Mail (BRM), and Courtesy Reply Mail (CRM) pieces as their volumes continue to shrink along with other Single Piece First-Class Mail. As technology continues to disrupt the mail volume, the Postal Service will ensure reply mail remains a relevant part of the First-Class Mail marketing mix.

The 2013 “Earned Value” promotion will be offered to mailers who use First-Class Mail BRM and CRM enclosures. Mailers must register their permits and Mailer IDs (MIDs), and the Permit Imprint 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 2 cent award value assigned to BRM will be multiplied by total BRM pieces scanned. Similarly, the 2 cent 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 Imprint account. The mailer can apply the earned credit to future mailings of Standard Mail letters and FCM automation and presort letters.

### PROGRAM PARAMETERS

<b>Registration Period</b>	January 1 through March 31, 2013
<b>Program Period</b>	April 1 through June 30, 2013
<b>Discount Amount</b>	\$0.02 per scanned CRM or BRM mailpiece
<b>Eligible Mail Classes</b>	BRM/CRM mailpieces can be distributed in any outgoing mailing
<b>Credit Application</b>	Earned rebate credits can be applied to First-Class Mail Presort and Automation letters and Standard Mail letters.

The 2013 Earned Value Reply Mail Promotion provides mailers with an earned postage credit based on qualifying First-Class Mail® BRM and CRM cards and letters with an Intelligent Mail barcode. The encoded IMb with registered Mailer ID(s) in the Earned Value Reply Mail promotion will be read by Intelligent Mail Visibility (IM-VIS). The Alternate Postage system will provide the count of BRM and CRM pieces by MID to the Business Customer Gateway.

### REGISTRATION REQUIREMENTS

**Program Registration:** Participants must register their MIDs and permits on the Incentive Programs Service within the Business Customer Gateway. Mail service providers cannot register on behalf of mail owners nor can they enroll customers via the auto-enrollment edoc features. At the time of registration, participants must also select a Permit Imprint account to which future credits will be applied. Mailers agree to participate in a survey about the promotion. Registration opens January 1, 2013 and ends on March 31, 2013.

**MAILING SUBMISSION REQUIREMENTS**

BRM and CRM pieces can be enclosed in any class, category or shape of mail.

**REBATE CALCULATION AND REDEMPTION**

**Rebate Credits:** The rebate credit is earned on Reply Mail 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.

**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 Imprint account where the Earned Value credit was applied. The earned value or credit may be applied until the mailer has drawn down the balance to zero.

**MAILPIECE/MAILING CONTENT REQUIREMENTS**

The BRM and the CRM pieces 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.

### 3) EMERGING TECHNOLOGIES PROMOTION

#### BACKGROUND

This promotion is designed to build on the goals of past mobile barcode promotions and to continue to promote awareness of how innovative technology, such as Near-Field Communication, Augmented Reality, and Authentication can be integrated with a direct mail strategy to enhance the value of direct mail.

#### DESCRIPTION

The mailpiece must meet the requirements for at least one of the three following scenarios:

- **Near-Field Communication<sup>1</sup> (NFC) Component:** The physical mailpiece must contain a NFC smart tag<sup>2</sup> or RFID chip<sup>3</sup> that allows information to be transmitted from the mailpiece to a mobile device. For example, the smart tag could upload a mobile coupon to a mobile wallet when scanned by a mobile device.
- **Augmented Reality<sup>4</sup> Component:** The physical mailpiece must contain print that allows the user to engage in an augmented reality experience that is facilitated by a mobile device or computer. The augmented reality experience must have the following characteristics: it combines real and virtual, it is interactive in real time, and it is registered in 3-D.
- **Authentication<sup>5</sup> Component:** The physical mailpiece must integrate the attributes of physical mail, including delivery to a physical address, with mobile technology, and the user must be able to complete authentication processes for customers, potential customers, and/or mail recipients that meet their needs. Mailers must get prior approval for their proposed authentication uses from the USPS program office to be eligible for this discount.

#### PROGRAM PARAMETERS

<b>Registration Period</b>	June 15 through September 30, 2013
<b>Program Period</b>	August 1 through September 30, 2013
<b>Discount Amount</b>	2% of eligible postage. The Emerging Technologies Promotion discount is calculated in PostalOne!® and applied to the mailing statement at the time of mailing. Normal postage prices as listed in the published price schedule apply to the mailing, and the discount is applied to those prices. If multiple emerging technologies are used on the same mailpiece, this discount is only applied once.
<b>Eligible Mail Classes</b>	Standard Mail® letters and flats Nonprofit Standard Mail letters and flats First-Class Mail® presort and automation letters, cards and flats

---

<sup>1</sup> **Near Field Communication:** Near Field Communications (NFC) refers to technology that stores and transmits electronic data used in commercial transactions, digital content, and touch screen interfacing.

<sup>2</sup> **NFC Smart tag:** a piece of information that can be read electronically over a short distance by a NFC-enabled device. A smart tag can contain a range of information, such as web addresses, telephone numbers, email addresses, coupons, graphics, media files, event details, etc.

<sup>3</sup> **RFID Chip:** a tag containing unique information that can be transmitted over a long distance through radio waves to a electronic device.

<sup>4</sup> **Augmented Reality:** Augmented reality (AR) is a live, direct or indirect, view of a physical, real-world environment whose elements are augmented by computer-generated sensory input such as sound, video, graphics or GPS data, etc.

<sup>5</sup> **Authentication:** Authentication describes the digital process of verifying a unique customer/consumer using one or a combination of authentication factors

**REGISTRATION REQUIREMENTS**

Participants and/or mail service providers (MSP) must register on the Business Customer Gateway (BCG) via the Incentive Program service (gateway.usps.com), and agree to promotion terms at least 2 hours prior to presenting the first qualifying mailing, and specify which permits and/or 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, at the end of the promotion period, mailers agree to complete a survey on the Business Customer Gateway about their participation in the promotion.

**MAILING SUBMISSION REQUIREMENTS**

Submission Requirement	Description
Documentation/Postage Statement	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. Basic Service pieces in Postal Wizard mailings are not subject to this limitation.) 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).
Combined and Commingled Mailings	First-Class Mail and Standard Mail commingled, combined, and co-mail mailings (including MLOCR mailings) may qualify for the Promotion only if: <ul style="list-style-type: none"> <li>• All of the pieces commingled in the mailing meet eligibility requirements, or</li> <li>• The mailings include multiple clients (or versions) but have separate postage statements generated for the mailpieces that meet eligibility requirements.</li> </ul>
Mailing Date	Mail must be tendered for acceptance during the promotion period, Aug 1 – Sept 30, 2013. Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period (Aug 1 – Sept 30), and that qualify for the Emerging Technologies Promotion will be accepted at destination entry postal facilities through October 15, 2013, when presented with appropriate verification and payment documentation (PS Form 8125). A PVDS mailing that qualifies for the Emerging Technologies Promotion –its verification or actual drop ship can not occur before August 1. Any qualifying mailing that is accepted and paid for prior to August 1 <sup>st</sup> is not eligible for the promotion discount.
IMB Requirements	Mailings of automation letters or flats must have Intelligent Mail® barcodes. Mailpieces with POSTNET™ barcodes claiming automation prices will not be eligible for the price reduction.
Postage Payment Method:	Postage must be paid using a Permit Imprint, or Precancelled Stamp permit. Some Meter Permit mailings may qualify. OMAS and "Official Government Mail" mailings are not eligible for the promotion. Every Door Direct Mail (EDDM) deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.
Meter Mail Payment Option	Meter mailers with advance deposit (permit) accounts who submit qualifying mailings may receive the discount applied to net postage due. All discounts must be claimed at the time of mailing and cannot be rebated. at a later date. Customers who wish to claim the incentive must affix the



Attachment D

---

	<p>appropriate reduced promotion amounts listed below to each piece in the mailing. Note this translates into setting the electronic file to "M" for Metered Neither because the pre-denominated amount is not the amount of postage affixed.</p> <p>The net postage due for the mailing must be paid from an advance deposit (permit) account.</p>
Discount	<p>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. NOTE: THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE</p>

#### 4) PICTURE PERMIT PROMOTION

##### PICTURE PERMIT BACKGROUND AND PROMOTION DESCRIPTION

The Picture Permit Imprint Indicia offering (Picture Permit) is an initiative designed to create an opportunity for mailers to use the permit indicia space of the mailpiece as prime real estate for branding and customizing their offerings.

Picture Permit provides commercial mailers the creativity and flexibility to customize the permit indicia space of a First-Class Mail or Standard Mail piece by adding a business-related image such as a company logo, trademark or brand (color images only). Picture Permit is designed to improve the mailpiece's visibility and impact as a marketing tool, and the purpose of the promotion is to raise awareness of this offering.

Qualifying mailings may participate in the Picture Permit Promotion and another mailing promotion discount may also be applied.

##### PROGRAM PARAMETERS

<b>Registration Period</b>	June 15 through September 30, 2013 (by invitation)
<b>Program Period</b>	August 1 through September 30, 2013
<b>Discount Amount</b>	The normal fees for the service will be waived during the promotion period. <i>Normal Prices:</i> <i>First-Class Mail</i> 1-cent fee per mailpiece <i>Standard Mail</i> 2-cent fee per mailpiece
<b>Eligible Mail Classes</b>	Standard Mail® letters and flats Nonprofit Standard Mail letters and flats First-Class Mail® presort and automation letters, cards and flats

##### PROMOTION REQUIREMENTS

**Picture Permit Offering Registration:** This promotion is open to mailers who have been pre-approved to mail using Picture Permit. Registration for the Picture Permit offering can be started at: <https://www.usps.com/business/picture-permit.htm> which provides the step by step process to be approved to mail using Picture Permit.

It is recommended that mailers interested in participating in this promotion begin the Picture Permit registration process at least six months prior to mailing.

Once approved to mail using Picture Permit, mailers and/or mail service providers will be invited to register for the Incentive Services Program on the Business Customer Gateway. Mailers agree to participate in a survey about the promotion.

##### MAILING SUBMISSION REQUIREMENTS

**Documentation/Postage Statement:** Mailings must be submitted electronically via mail.dat, mail.xml or Postal Wizard.

Participating mailers will be required to affirmatively claim this promotion on electronic postage statement submissions. All mailpieces in a mailing statement must be eligible for the promotion. Note, the discount (fee waiver) must be applied at the time of mailing and cannot be claimed at a later date.

**Mailing Date:** Mail must be tendered for acceptance during the promotion period, August 1, 2013, through September 30, 2013. Qualified PVDS mailings that are verified and paid for by September 30, 2012, will be accepted at destination entry postal facilities through October 15, 2013.

**IMB Requirements:** Mailpieces must contain an Intelligent Mail barcode.

**Postage Payment Method:** Postage must be paid using a Permit Imprint. Precancelled Stamp permit, Meter Permit mailings and OMAS and "Official Government Mail" mailings are not eligible for the promotion.

## 5) PRODUCT SAMPLES PROMOTION

### PROGRAM BACKGROUND

Product Sampling is a large growing market estimated at \$5 billion across all channels (in-store, direct mail, venue-based, etc). However, as product sampling has migrated from large saturation mailings to targeted mail programs, and as changes in pricing have made it, in most cases, cost prohibitive to use the mail, the USPS has seen significant declines in product sampling volumes over the past 10 years. In order to re-invigorate product sampling, the USPS is exploring various avenues to grow this business, including the Simple Samples program, which will be launched in January 2013. This program will simplify the preparation process and reduce prices for Marketing Parcels to meet market needs.

### PROGRAM DESCRIPTION

The 2013 Product Samples Promotion will further re-invigorate product sampling via the mail by encouraging mailers to have product samples delivered by the USPS as a method to increase product usage, obtain new customers, and increase brand awareness. The foundation of this promotion will enable mailers' access to an upfront postage discount on qualifying Standard Mail® Marketing Parcels that contain product samples.

### PROGRAM PARAMETERS

<b>Registration Period</b>	May 1 through September 30, 2013
<b>Program Period</b>	August 1 through September 30, 2013
<b>Discount Amount</b>	5% of eligible postage. The Promotion discount is calculated in PostalOne!® and applied to the mailing statement at the time of mailing. Normal postage prices as listed in the published price schedule apply to the mailing, and the discount is applied to those prices.
<b>Eligible Mail Classes</b>	Standard Mail® Regular and Non Profit Marketing parcels

### REGISTRATION REQUIREMENTS

**Program Registration:** Participants and/or mail service providers must register on the Business Customer Gateway. Mailers agree to participate in a survey about the promotion. Registration opens May 1, 2013 and will continue throughout the promotion period.

### MAILING SUBMISSION REQUIREMENTS

**Documentation/Postage Statement:** Mailings must be submitted electronically via mail.dat, mail.xml or Postal Wizard.

Participating mailers will be required to affirmatively claim this promotion on electronic postage statement submissions. All mailpieces in a mailing statement must be eligible for the promotion. Note, the discount must be claimed at the time of mailing and cannot be rebated at a later date.

**Mailing Date:** Mail must be tendered for acceptance during the promotion period, August 1, 2013, through September 30, 2013. Qualified PVDS mailings that are verified and paid for by September 30th will be accepted at destination entry postal facilities through October 15, 2013.

**Postage Payment Method:** Postage must be paid using a Permit Imprint. Precancelled Stamp permit, Meter Permit mailings, OMAS and "Official Government Mail" mailings are not eligible for the promotion.

**MAILPIECE/MAILING CONTENT REQUIREMENTS**

All qualifying mailpieces must contain product samples.

For the purpose of the promotion, a product sample is defined as a physical product (i.e. a trial size or miniature version of a full-sized product) whose purpose is to encourage recipients to purchase a product or service, form a belief or opinion, or take an action.

## 6) MOBILE BUY-IT-NOW PROMOTION

### BACKGROUND

As mobile technology continues to evolve, mail has the potential to offer greater value. By encouraging customers to adopt and invest in technologies that enhance how consumers interact and engage with mail, the Postal Service seeks to reinforce direct mail as a relevant part of the marketing mix and improve the long-term value of the product. This strategy provides substantial advantages and opportunities for innovation in future years. With the 2013 Mobile Buy-It-Now Promotion, the Postal Service seeks to demonstrate how direct mail combined with mobile technology can be a convenient method for consumers to do their holiday shopping.

### DESCRIPTION

The 2013 Mobile Buy-It-Now Promotion provides business mailers with an upfront two percent postage discount on Standard Mail® and First-Class Mail® letters, flats and cards (presort and automation) that include a two-dimensional (2-D) barcode (or other print/mobile technology) that can be read or scanned by a mobile device. The technology must directly lead the recipient to a mobile optimized webpage that allows the recipient to purchase an advertised product through a financial transaction on the mobile device. The entire purchase and checkout experience must be mobile optimized and meet the highest industry standards available at the time of the Promotion to streamline the purchase of the product(s) marketed on the mailpiece.

All qualifying mail must contain a mobile barcode (or equivalent technology) that, when scanned by a mobile device, opens a web page. This technology may consist of mailpieces that contain open-sourced barcodes (such as a QR Code® or Datamatrix code), a proprietary barcode or tag (such as SnapTags or MS Tags), an image embedded with a digital watermark, or intelligent print image recognition. The mailpiece must also contain text near the barcode or image providing guidance to the consumer to scan the barcode or image and/or information about the landing page. Additional requirements are listed below:

- The destination web page(s) must contain information relevant to the content of the mailpiece, and some or all of the product(s) advertised in the mailpiece must be available for purchase on a mobile device.
- The destination web pages must reside on a website platform that contains (or is deeply integrated with) a checkout functionality that allows the customer to complete the purchase of the advertised product through a complete mobile optimized experience. For purposes of this promotion, the recipient must be able to complete the purchase in at least one the following ways:
  - through an electronic payment method (such as a credit, debit or prepaid card) made through the internet on the mobile device,
  - through a person-to-person payment method (ex. PayPal) made through the internet on the mobile device,
  - an order placed on the mobile device through the internet where the customer is invoiced at a later date (presumably upon delivery), or an order placed on the mobile device through an internet browser where the charge is added to a recurring bill.
- For the purposes of this promotion a product is defined as a tangible and physical item that needs to be distributed or manufactured and can be shipped via a mailing or shipping

product offered by the Postal Service (delivery by the Postal Service is not required). The product may have an intangible service component built into it, but the sale of a service alone will not qualify.

- If a product is not offered for fulfillment via home delivery and can only be shipped to another business location (e.g. online ordering for in-store pick-up), the mailing will not qualify.

**PROGRAM PARAMETERS**

**Registration Period** September 15 through December 31, 2013  
**Program Period** November 1 through December 31, 2013  
**Discount Amount** 2% of eligible postage. The discount is calculated in PostalOne!® and applied to the postage statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices as listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices.

**Eligible Mail Classes** Standard Mail® letters and flats  
 Nonprofit Standard Mail letters and flats  
 First-Class Mail® presort and automation letters, cards and flats

**REGISTRATION REQUIREMENTS**

Participants and/or mail service providers (MSP) must register on the Business Customer Gateway (BCG) via the Incentive Program service (gateway.usps.com) and agree to promotion terms at least 2 hours prior to presenting the first qualifying mailing and specify which permits and/or 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 terms of participation, at the end of the promotion period, mailers agree to complete a survey on the Business Customer Gateway about their participation in the promotion.

**MAILING SUBMISSION REQUIREMENTS**

Submission Requirement	Description
Documentation/Postage Statement	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. Basic Service pieces in Postal Wizard mailings are not subject to this limitation.) 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).
Combined and Commingled Mailings	First-Class Mail and Standard Mail commingled, combined, and co-mail mailings (including MLOCR mailings) may qualify for the Promotion only if: <ul style="list-style-type: none"> <li>• All of the pieces commingled in the mailing meet eligibility requirements, or</li> <li>• The mailings include multiple clients (or versions) but have separate postage statements generated for the mailpieces that meet eligibility</li> </ul>

Attachment D

---

	requirements
Mailing Date	Mail must be tendered for acceptance during the promotion period, Nov 1 – December 31, 2013. Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period (Nov 1 – Dec 31), and that qualify for the Promotion will be accepted at destination entry postal facilities through January 15, 2014, when presented with appropriate verification and payment documentation (PS Form 8125). A PVDS mailing that qualifies for the Promotion –its verification or actual drop ship can not occur before November 1. Any qualifying mailing that is accepted and paid for prior to November 1 is not eligible for the promotion discount.
IMB Requirements	Mailings of automation letters or flats must have Intelligent Mail® barcodes. Mailpieces with POSTNET™ barcodes claiming automation prices will not be eligible for the price reduction.
Postage Payment Method:	Postage must be paid using a Permit Imprint, or Precancelled Stamp permit. Some Meter Permit mailings may qualify. OMAS and “Official Government Mail” mailings are not eligible for the promotion. Every Door Direct Mail (EDDM) deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.
Meter Mail Payment Option	Meter mailers with advance deposit (permit) accounts who submit qualifying mailings may receive the discount applied to net postage due. All discounts must be claimed at the time of mailing and cannot be rebated at a later date. Customers who wish to claim the incentive must affix the appropriate reduced promotion amounts listed in the promotion requirements document to each piece in the mailing.
Discount	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. NOTE: THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE