

2014 COLOR PRINT IN FIRST-CLASS MAIL TRANSACTIONS PROMOTION

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**2014 COLOR PRINT IN FIRST-CLASS MAIL
TRANSACTIONS PROMOTION**

I. BACKGROUND AND PROGRAM DESCRIPTION

The 2014 Color Print in First-Class Mail® Transactions Promotion is intended to encourage producers of bills and statements to produce and mail statements that create a greater connection and response from consumers by using color messaging and is a way to grow the value of First-Class Mail and will encourage mailers to invest in color print technology.

This promotion will provide an upfront postage discount to mailers who use dynamic/variable color print for marketing and consumer messages on their bills and statements.

II. PROGRAM PARAMETERS

Registration Period	June 15 through December 31, 2014
Promotion Period	August through December 31, 2014
Discount Amount	2% of eligible postage. The discount is calculated in PostalOne!® and applied to the postage statement at the time of mailing.
Eligible Mail:	First-Class Mail commercial letters that are part of an IMb Full-Service mailing.
Ineligible Mail:	Any mailpieces not sent in an IMb Full-Service mailing All Standard Mail® Periodicals Bound Printed Matter Media Mail® First-Class Mail and Standard Mail Parcels First-Class Mail cards and flats

III. ELIGIBILITY REQUIREMENTS

A. Mailpiece Content Requirements

Eligible mail pieces must include a full color consumer or marketing message such as an “Onsert” or “OnStatement” to qualify, which is printed in-stream on a physical piece of paper within the content of the letter or statement. The “Onsert” or OnStatement must include a graphic and/or text in full color using a dynamic variable print process, on a transactional mail piece which is required to be mailed as First Class Mail per DMM 233.2.2

Full color is defined as a four-color-process using CMYK (cyan, magenta, yellow and black); this is a technical term that does not imply that four or more colors need to be present on the mailpiece.

Use of pre-printed paper stock does not meet promotion requirements. Full color logos or the use of full color on the outer envelope alone do not qualify. This includes any formatting markings and watermarks that are pre-printed.

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If the full color consumer or marketing messaging is dynamically printed at the end or as the only item on the last page of the bill or statement it must appear to be part of the transactional document itself. This means that “inserts” do NOT qualify. In order for a mail piece to qualify with the customer or marketing message on the last page of the bill or statement that page should include the same header/footer information and formatting using the same paper stock that was used for the other pages. This is to prevent inserts from qualifying for the promotional discount as they will not meet the requirement that the consumer or marketing message was dynamically printed at the same time the document was generated.

Customer messaging that encourages customers to go paperless and provides them a link to find out more are allowed on the bill or statement but will not qualify for the discount. Mailers who include customer messaging in regards to going paperless will need to include another customer or marketing message, per the requirements above, to qualify for the discount.

Samples that qualify will be available on the Color Print in First-Class Mail Transactions Promotion pages of usps.com

B. REGISTRATION REQUIREMENTS

Participants and/or Mail Service Providers (MSPs) 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 specify 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 mail owners must complete a survey about their participation in the promotion at the end of the promotion period.

Auto Enrollment (for Mail Service Providers): Electronic documentation (eDoc) enrollment using Mail.dat®, Mail.XML™, or Postal Wizard enables MSPs to enroll their clients in real-time when eDocs claiming the promotion are submitted. During postage statement finalization, PostalOne! will validate that the MSP CRID in the eDoc is enrolled as an MSP. The PostalOne! system will enroll the client(s) in the promotion based on the "For" field data in the eDoc, and will only then calculate the discount if there are no system Warnings. PostalOne! will perform By/For Warning validations and generate warnings for MSPs that are not registered and for invalid CRIDS or Mailer IDs. In the case of Warnings, PostalOne! will process the eDoc and allow the mailing without failing the file. However, PostalOne! will not apply the promotion discount to the mailing.

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C. Mailing Submission Requirements

Documentation/Postage Statement

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

Mailpieces must be part of a full-service mailing. To qualify for this incentive, at least 90% of the mailpieces reported on the postage statement must meet the Full-Service requirements.

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

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 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.

Commingled and Combined Mailings

Commingled, combined, and co-mail mailings (including MLOCR mailings) may only qualify for the Promotion if:

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

Mailing Date

Mail must be tendered for acceptance during the promotion period, August 1 – December 31, 2014. Any qualifying mailing that is accepted and paid for prior to August 1, 2014 or after December 31, 2014 is not eligible for the promotion discount. THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE.

Postage Payment Method

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. OMAS and "Official Government Mail" mailings are not eligible for the promotion.

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Meter Mail/Precancelled Payment Option

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts listed in the table below. Mailers must select the appropriate Affixed Method option as follows:

- VAR/CVAR Meter Mail: all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: only option available is “Neither”
- Precancelled: Only “Neither” is an option

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

Processing Category	Incentive Postage Amount Affixed
First-Class Mail Letters auto and presort	0.25
First-Class Mail Non Machinable Letters	0.45

D. Requirements at Mail Acceptance and Post-Mailing

The mailer must provide a hard copy, unaddressed full sample of the mailpiece showing the placement of the consumer or marketing messaging to the Business Mail Entry Unit/acceptance clerk. If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented. Addressed samples will not be accepted, If pieces are variably printed, one sample that is comparable to the mailing may be presented.

In limited circumstances mailers using the same messaging with limited variations throughout the promotion period may contact the program office for an alternate process for mailpiece sampling. These mailers must be able to send the Program Office samples of the pre-print/input sheet as well as samples of the dynamic print versions. Samples must be submitted at least three weeks in advance of the initial mailing. In addition, a list of all BMEUs that will be used for mail entry throughout the promotion must be provided to the Program Office.

Post Mailing Requirements: The Program Office will review sample mailpieces collected at BMEUs 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 March 30, 2015, and if requested by the Postal Service, must forward such sample to the Promotion Program Office.

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IV. TECHNICAL INFORMATION

For technical information, please refer to the relevant posted [Technical Specifications](#) on RIBBS at: https://ribbs.usps.gov/intelligentmail_schedule2014/releaseoverview2014.cfm

V. PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office.

Email: FCMColorPromotion@usps.gov

Facsimile: 202-268-0238

Mail: US Postal Service
Attn: Color Print Promotion
PO Box 23282
Washington, DC 20026-3282

Information and resources will also be posted online at: <https://ribbs.usps.gov/ mailingpromotions>

Date	Section	Reason For Revision	Version
1/9/2014		Initial Requirements	1
1/23/14	III.A and III.B	Changes based on comments received	2
4/30/14	V.	Updated RIBBS url	3