

2011 Mobile Barcode Promotion

Frequently Asked Questions

GENERAL INFORMATION, ELIGIBILITY AND REQUIREMENTS

1. What is the 2011 Mobile Barcode Promotion?

A: The Mobile Barcode Promotion is intended to build awareness of mobile technology and demonstrate 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 smartphone.

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 or 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 and must be relevant to the contents of the mailpiece. The objective of the two-dimensional mobile barcode on eligible mail pieces must be to initiate interaction with consumers via mobile smartphones to market, promote, or educate.
- Standard Mail and First-Class Mail letters and flats must be sent with postage paid entirely 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 claiming IMb postage rates 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. If I’m a mail service provider can I place a barcode on a mailpiece directing the recipient to my website?

A: No, the marketing information relayed in the mobile barcode must be relevant to the contents of the mailpiece. Barcodes directing customers to marketing information for products and services unrelated to the mailpiece and the owner of the mailpiece content do not qualify for the discount.

9. Can I receive multiple incentives on the same mailing?

A: Each mailing is eligible only for one incentive per mailpiece, per postage statement. “Workshare discounts” such as destination entry prices, or IMb full-service discounts, are part of the published price schedule and are not considered incentive discounts. If all other program requirements are met, these mailings can qualify for the Mobile Barcode Promotion discount.

10. 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.

11. If I participate in the 2011 Saturation & High Density Standard Mail Incentive Program can I still participate in the Mobile Barcode Promotion?

A: If a mailer is participating in the 2011 Saturation & High Density Standard Mail Incentive Program, the mailer may qualify for the Mobile Barcode Promotion. Any mailings that receive the Mobile Barcode discount, however, are excluded entirely from the Saturation & High Density incentive.

If a mailer elects and receives the Mobile Barcode Promotion on any High Density or Saturation mailings, those volumes and revenue will be deducted from its participation-eligible volumes at the end of the program. Those volumes will not be counted toward meeting the mailer thresholds, nor will they be rebate-eligible.

12. 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).

13. Is non-profit mail eligible for the promotion?

A: No, non-profit mail is not eligible for this promotion discount.

14. 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.

15. How is the discount calculated and applied?

A: Normal postage prices as listed in Notice 123 apply to the mailing and the mobile barcode 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. The three percent Mobile barcode discount is deducted from the total postage amount that is paid at the time of mailing.

BARCODE REQUIREMENTS

16. 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.

17. 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 purposes. 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.

18. 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.

19. 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 smartphone and is used for advertising purposes.

20. 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.

Domestic Mail Manual mail design requirements (DMM Sections 302.5.1 and 202.5.1) must be met.

For Flats

DMM 302.5.1 General Barcode Placement for Flats

On any flat-size piece claimed at automation prices, the piece may bear one POSTNET barcode or Intelligent Mail barcode under 5.2 or it may bear two POSTNET barcodes under 5.3. Other non-USPS barcodes may appear on the address side of the piece **if the barcode format is not discernable to automated postal equipment.**

For Letters

DMM 202.5.1 Barcode Clear Zone

Each letter-size piece in an automation price or an Enhanced Carrier Route price mailing must have a barcode clear zone unless the piece bears a POSTNET or an Intelligent Mail barcode with a delivery point routing code (see 708.4.3) in the address block. The barcode clear zone and all printing and material in the clear zone must meet the reflectance standards in 708.4.4. The barcode clear zone is a rectangular area in the lower right corner of the address side of cards and letter-size pieces defined by these boundaries:

- a. Left: 4-3/4 inches from the right edge of the piece.
- b. Right: right edge of the piece.
- c. Top: 5/8 inch from the bottom edge of the piece.
- d. Bottom: bottom edge of the piece.

21. Can a mobile barcode be placed on a detached address label (DAL)?

A: Mobile barcodes on the detached address label do not qualify for the discount. However, if the mobile barcode is placed on the host piece and all other program requirements are met, the entire postage amount (postage for host piece and DAL) qualifies for the three percent discount.

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

A: 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.

MAIL SUBMISSION AND ACCEPTANCE

23. I submit my mail in a co-mailing and it is co-palletized with other mailings. Can I still receive the discount?

A: The mail claiming the Mobile Barcode Promotion discount must be on separate postage statement(s) from the mail not claiming the mobile barcode discount. Both the Postal Service Mail.dat Technical Specification and the Postal Service Mail.XML Technical Specification (eDoc) explain how to achieve this separation.

24. If I do not receive the discount at the time of mailing is there a process to receive the discount later as a credit or rebate?

A: No, all discounts must be claimed at the time of acceptance and payment. There is no process to claim the rebate after the mailpieces have been accepted by the Postal Service.

25. 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.

26. 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.

27. 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.

FURTHER INFORMATION

28. Where can I learn more about the Mobile Barcode Promotion?

A: For additional information about the promotion you may contact the program office at mobilebarcode@usps.gov.