

# 2017 EARNED VALUE PROMOTION

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## CONTENTS

I. Background and Program Description .....	2
II. Program Parameters.....	2-3
III. Registration Requirements .....	3
IV. Mailing Requirements .....	3-4
V. Earned Value Credits .....	4
VI. Program Office Contact Information .....	4

*“THE PROGRAM REQUIREMENTS DOCUMENTS MAY BE UPDATED AT VARIOUS TIMES. PLEASE ENSURE YOU HAVE THE LATEST VERSION FROM THE RIBBS WEBSITE.”*

## I. BACKGROUND AND PROGRAM DESCRIPTION

The 2017 Earned Value Promotion attempts to slow the decline of First-Class Mail® in general and Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) in particular. The Earned Value Promotion will be offered to participants who use Business Reply Mail (BRM) enclosures and Courtesy Reply Mail (CRM) enclosures. Alternate Postage (also referred to as Share Mail™) enclosures is an additional product that has been added to this promotion. Participants must register their Mailer IDs (MIDs) and permit(s) to which future earned credits will be applied on the Business Customer Gateway. The U.S. Postal Service® would like to ensure that mail remains a relevant part of the First-Class Mail marketing mix.

BRM, CRM, and Alternate Postage pieces that customers enter in to the mailstream and have a valid Intelligent Mail® barcode (IMb®) with a registered MID will be counted. At the end of each quarter, the earned value assigned to the BRM on each MID will be multiplied by total BRM pieces counted. The earned value assigned to the CRM on each MID will be multiplied by the total CRM pieces counted. The earned value assigned to the Alternate Postage on each MID will be multiplied by the total Alternate Postage pieces counted. Once the participant accepts to their credits in the Business Customer Gateway (BCG) **the earned credits** will be applied to the enrolled permit(s). The participant can apply the earned credits to future mailings of First-Class Mail® Presort and Automation cards, letters and flats, and Standard Mail® letters and flats.

The Earned Value Promotion registration requires the participant to:

1. Select one or more Customer Registration Identifications (CRIDs) from active permits.
2. Select one or more Mailer Identifications (MIDs) to be used on reply mail pieces and Alternate Postage pieces
3. Select the permit(s) where the future credits will be applied.
4. Participants interested in registering their Alternate Postage pieces must follow the Alternate Postage Publication requirements before enrolling in the Earned Value Promotion.

## II. PROGRAM PARAMETERS

**Registration Period:** November 15<sup>th</sup> through December 31<sup>st</sup> 2016

**Note:** *Participants must register by the close of business on December 31<sup>st</sup> 2016*

**Promotion Period:** January 1<sup>st</sup> through June 30<sup>th</sup> 2017

**Eligible Mail:** Business Reply Mail, Courtesy Reply Mail, and Alternate Postage cards and letters

**Acceptance Period for Credits:** Quarter 1 January 1<sup>st</sup> through March 31<sup>st</sup> 2017  
Quarter 2 April 1<sup>st</sup> through June 30<sup>th</sup> 2017

**Note:** *The credits will be released when the participant agrees to their volumes after each quarter.*

The volumes must be accepted by September 15<sup>th</sup> 2017; otherwise the credits will be forfeited.

**Earned Value Credits:** \$0.05 per BRM, CRM, and Alternate Postage pieces counted based on their enrolled MID's. Credits are available for their use once they have been released to the respective permit(s).

**Expiration Date for Credits:** December 31<sup>st</sup> 2017

### III. REGISTRATION REQUIREMENTS

**Program Registration:** Participants and/or mail service providers must register their MID(s) and permit(s) to which future credits will be applied in the Business Customer Gateway. Registration opens November 15<sup>th</sup> and will end on December 31<sup>st</sup> 2016.

**Note: Participants must register by the close of business on December 31<sup>st</sup> 2016**

The 2017 Earned Value Promotion provides participants with earned credits based on qualifying BRM, CRM, and Alternate Postage cards and letters, with an Intelligent Mail barcode. The encoded IMb with registered Mailer ID(s) in the Earned Value Promotion will be read during mail processing and counted. The enrolled participant can see those piece counts on the Business Customer Gateway in their Activity Report.

During registration the participant will also select one or more permits to which earned value credits will be applied. Imprint, meter, OMAS Imprint, OMAS meter and Precanceled permit types are eligible.

**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.**

### IV. MAILING REQUIREMENTS

**BRM AND CRM Requirements:** The outbound mailings which contain the BRM and CRM pieces may be sent to recipients in any category, shape or class of mail. The Business Reply Mail and Courtesy Reply Mail pieces must contain the Intelligent Mail barcode with the registered Mailer ID encoded to qualify. All qualifying reply mail must contain an Earned Value Promotion preregistered MID to be identified and scanned during mail processing. 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 pieces must contain the barcode ID, service type ID, and correct ZIP+4 routing code. Permit holders must use the ZIP+4 codes and the MID assigned by the U.S. Postal Service.

**Alternate Postage Requirements:** The outbound mailings which contain the Alternate Postage pieces may be sent to recipients in any category, shape or class of mail. The Alternate Postage pieces must contain a unique or static Intelligent Mail barcode with the registered Mailer ID encoded to qualify. All qualifying Alternate Postage pieces must contain an Earned Value Promotion preregistered MID to be identified. The IMb on the Alternate Postage pieces must contain the barcode ID, service type ID, MID, and Serial Number which is designated by the Alternate Postage Publication requirements. Permit holders must use the MID assigned by the U.S. Postal Service.

**Participants interested in registering their Alternate Postage pieces must follow the Alternate Postage Publication requirements before enrolling in the 2017 Earned Value Promotion. The Alternate Postage Program Office email is: [alternatepostage@usps.gov](mailto:alternatepostage@usps.gov).**

**Promotion Period/Mailing Date:** Reply Mail and Alternate Postage pieces will be counted during the promotion period, January 1<sup>st</sup> through June 30<sup>th</sup> 2017. The credits are earned on Reply Mail and Alternate Postage that are scanned during the promotion period January 1<sup>st</sup> through June 30<sup>th</sup> 2017. The credits will not be earned on pieces scanned after June 30<sup>th</sup> 2017 even if the outbound mailpieces were sent prior to that date. The count of reply mail and Alternate Postage pieces will be based on scans during mail processing and may vary from the participant's counts. For the purpose of this promotion, the U.S. Postal Service will calculate the credits based on piece counts resulting from the scans captured during mail processing and computed by the Alternate Postage (ALT-P) system.

## **V. EARNED VALUE CREDITS**

**Earned Value Credits Calculation:** At the end of each quarter, the earned value assigned to BRM will be multiplied by total BRM pieces counted based on each MID. The award value assigned to CRM will be multiplied by the total CRM pieces counted based on each MID. The award value assigned to Alternate Postage will be multiplied by the total Alternate Postage pieces counted based on each MID.

Earned Value = \$0.05 x Total BRM Pieces Counted Based On Each MID by Quarter  
Earned Value = \$0.05 x Total CRM Pieces Counted Based On Each MID by Quarter  
Earned Value = \$0.05 x Total Alternate Postage Pieces Counted Based On Each MID  
by Quarter

**Redeeming Earned Value Credits:** The credits will be released when the participant agrees to their volumes at the end of each quarter.  
The volumes must be accepted by September 15<sup>th</sup> 2017; otherwise the credits will be forfeited.

**Expiration Date for Earned Value Credits:** December 31<sup>st</sup> 2017

Postage for future mailings of First-Class Mail Presort and Automation cards, letters and flats, and Standard Mail letters and flats must be paid using the permit(s) where the earned value credits were applied.

To use the credits, the participant must submit mailings of First-Class Mail Presort and Automation cards, letters and flats, and Standard Mail letters and flats electronically via Mail.dat, Mail.XML or Postal Wizard and claim the incentive code RR in the CCR field or use the dropdown menu in Postal Wizard.

If a participant has selected a meter permit, credits can only be applied to postage balances that are due at the time of mailing and cannot be credited to metered amounts.

## **VI. PROGRAM OFFICE CONTACT INFORMATION**

Further questions can be directed to the Program Office at [EarnedValue@usps.gov](mailto:EarnedValue@usps.gov)

***The Promotions Office responds to all inquiries within 4 business days upon receipt of emails to the promotion email address.***