

2019 Promotions Calendar

Overview:

Building upon the success of the Promotions Calendars over the last few years, the Postal Service has developed a Promotions Calendar for Calendar Year (CY) 2019. The general purpose of the CY 2019 Promotions is to encourage marketers, printers, and mailers to utilize new technology and print techniques that enhance the traditional benefits of a physical mailpiece. This in turn will drive higher response rates and increase the overall return on the mailer's investment in mail. By encouraging the use of technologies integrated in mail, the Postal Service expects to increase the value of direct mail and retain the volumes of transactional mail, thereby ensuring long-term product growth. The promotion periods will range between 3 to 6 months in duration, starting as early as February 1, 2019. Ultimately, the Postal Service decided to focus the CY 2019 Promotions on the following areas: USPS Informed Delivery, Augmented Reality, Virtual Reality, Near Field Communication and Beacons, Shoppable Video, Video in Print, Programmatic and Retargeting Mail, Mobile and Social Media Shopping, Tactile, Sensory and Interactive Print, and Transpromotional Messaging.

The promotions developed for CY 2019 are:

- **Emerging and Advanced Technology Promotion**
- **Mobile Shopping Promotion**
- **Tactile, Sensory and Interactive Mailpiece Engagement Promotion**
- **Informed Delivery Promotion**
- **Personalized Color Transpromo Promotion**
- **Earned Value Reply Mail Promotion**

Emerging and Advanced Technology Promotion (includes: Mixed Reality, Addressable TV and Shoppable Video)

As mobile and other print technologies evolve, mail has the potential to offer greater value by engaging customers in new and exciting ways. In order to ensure that direct mail continues to be a relevant part of the marketing mix, the Postal Service is offering another promotion encouraging customers to incorporate technologies such as "Enhanced" Augmented Reality, Virtual Reality and Mixed Reality, Near Field Communication (NFC), Video in Print (ViP) featuring Shoppable Video, Integration with Digital Assistants, and Addressable TV technology application in their direct mail campaigns.

Eligible Mail: First-Class Mail presort and automation letters, cards, and flats, USPS Marketing Mail letters and flats, and Nonprofit USPS Marketing Mail letters and flats

Discount: 2 percent off eligible mailpieces

Registration Period: January 15, 2019 – August 31, 2019

Promotion Period: March 1, 2019 – August 31, 2019

Mailpiece Requirements: To be eligible for the promotion, the mailpiece must incorporate any of the following elements:

1. Interactive NFC technology (examples include the ability to create calendar events; toggle on and off device features; or trigger messaging services, video, or other device features).

2. Bluetooth Low Energy (BLE)/Beacon Technology. Bluetooth Low Energy (BLE)/Beacon Technology is the use of low energy Bluetooth devices that broadcast an identifier to nearby mobile and electronic devices. The “transmission” range can be programmed to be as little as a few centimeters to as much as 10 meters between the iBeacon/Beacon and the receiving device. To qualify for the promotion, the BLE/Beacon application must be part of the mailpiece that interacts with a mobile device.
3. Digital to Direct Mail: Digital to Direct Mail encourages mailers to produce mailpieces that create a greater connection and elicit a higher response from consumers by using dynamically printed, personalized messaging that is automatically triggered based on a digital interaction. The Digital to Direct Mail option for the Emerging and Advanced Technology Promotion aims to grow the value of First-Class Mail and USPS Marketing Mail and encourage mailers to invest in digitally reactive and personalized direct mail delivered within two days based on consumers’ online behavior. Unlike other options in this promotion, Digital to Direct Mail starts with digital behavior to dynamically create a customized/targeted mailpiece instead of the physical mailpiece launching a digital experience. Traditional direct mail is based on who you are; these mailpieces are based on what you do.
4. Addressable TV: New to this year’s Emerging and Advanced Technology promotion, mailers will now be able to use Addressable TV (the ability to purchase TV advertising at the household level using specific audience data like household income, age, gender, shopping behavior, and lifestyle interests) in conjunction with direct mail to provide a coordinated omni-channel experience to enhance their marketing campaigns. For example, an advertiser will purchase an Addressable TV commercial unit from a TV operator with set-top box technology that will allow the advertiser to target the appropriate household, and deliver a one-to-one advertising message to that household. The Addressable TV unit message must run in conjunction with a direct mailpiece to the targeted household that includes a message supporting the marketing campaign. In order to qualify for the promotion, the advertiser will need to show proof that the Addressable TV ad schedule was purchased and provide us with a sample of the direct mailpiece that will run in support of the Addressable TV spot(s) prior to the advertisement airing. For auditing purposes, we will also require confirmation that the Addressable TV ad ran as planned via a post-buy report produced by the advertiser, which must show the date, time, and channel on which the spot ran.
5. “Enhanced” Augmented Reality: must include two or more of the following elements:
 - 2D/3D elements or modules;
 - Animation;
 - Interplay between the physical mailpiece and the digital world that actively uses the viewer’s perspective.
6. Virtual Reality (VR): the mailpiece must provide a link to immersive VR experiences, and can either provide a low-cost paper/cardboard version of a VR viewing device (such as in recent *Wall Street Journal* or *Sports Illustrated* issues), OR may link users to specific VR experiences from the mailpiece, leveraging the recipient’s own viewing device (such as Oculus Rift, Google Cardboard, etc.).
7. Mixed Reality: as we continue to evolve our existing real-and-virtual reality forms such as enhanced augmented reality and virtual reality, we are including mixed reality in this year’s

Emerging and Advanced Technology promotion. Mixed Reality combines both augmented and virtual experiences through a combined immersive technology that can include sight, sound, and touch. Mixed Reality can include different experiences but some of the most common include blending physical and virtual experiences via a head-set. Mixed Reality is a subset (along with previously mentioned augmented reality and VR) of Extended Reality (XR), which is the broadest level of virtual immersive technology. The headsets that allow for VR or Mixed Reality experiences are all part of the XR devices and should be thought of when using all of these technologies. For purposes of the promotion, the direct mailpiece must have a trigger leading to a Mixed Reality experience, similar to the requirement for augmented reality and VR. To qualify for the promotion, the mailpiece must include:

- Directional copy that explain to the recipient the apps that must be downloaded to the mobile device or any experiences that must be uploaded to engage the Mixed Reality experience;
- A message in/on it that relates to the Mixed Reality experience;
- Headset/viewers or devices that allow the recipient to engage in the Mixed Reality experience (participants may consider incorporating a QR Code or an NFC chip to add ease of use in engaging the Mixed Reality experience through the use of a mobile device and headset).

8. Video in Print (ViP) Technology: ViP is video advertising that integrated into a printed piece that is featured in print catalogs and/or mailpieces. Simply linking to video content (i.e., a YouTube video) **is not adequate to meet the criteria** for ViP. Likewise, links to video on streaming services like Netflix and Hulu **do not qualify** for the Live Streaming option of this promotion. ViP can be integrated into a printed piece in several ways including, but not limited to:

- Integrated video screen within a printed, mailable piece;
- Integrated Video/Picture utilizing translucent paper;
- Personalized Interactive Video;
- Shoppable Video.

To qualify for the promotion, the mailpiece must:

- Leverage QR codes, Augmented Reality, or Near Field Communications as the trigger to link to the interactive video experience or CRM video system.
- Must include directional copy alerting the consumer how to interact with/trigger the start of the video.

9. Integration with Digital Assistants: is a grouping of technologies that allows the mailpiece to provide clear and specific instruction that enables the recipient to engage with digital assistants like chatbots or voice assistance (i.e., Siri, Cortana, Alexa, Google Home, etc.). One of the challenges with new digital assistant tools is that the user needs to understand how to activate a command or use specific verbal or written prompts to engage with the capabilities. A physical mailpiece must provide specific directional copy that instructs the recipient on how to interact with the assistant to accomplish specific business tasks that are part of the mailer's audio branding.

Enrollment	Participants and/or Mail Service Providers (MSPs) should register on the Business Customer Gateway (BCG) via the Incentive Programs (gateway.usps.com). Promotion participants should 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.
Mailing Dates and Mail Preparation	Mail must be tendered for acceptance during the promotion period, March 1 – August 31, 2019. All promotion eligible mailings must be finalized in PostalOne! no earlier than 12:00:00 AM on March 1, 2019 and no later than 11:59:59 PM on August 31, 2019 (the last day of the promotion). 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 September 15, 2019 (at the discounted rate), when presented with appropriate verification and payment documentation (PS Form 8125).
Postage Payment	Postage must be paid using a Permit Imprint or Precanceled Stamp Permit. Select Meter Permit mailings may qualify. 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.
eDoc	Mailings must be submitted electronically via Mail.dat and Mail.XML or Postal Wizard. 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), Mailer ID (MID) or Permit number.
Commingled Mail	The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying pieces must be submitted on separate postage statements or by mailpiece version.
Pre-Verification and Mailpiece Samples	Mailers participating with Digital to Direct must submit a sample to the program office for pre-verification prior to mailing to ensure that program requirements are met. In addition, the mailer must provide a hard copy, unaddressed sample of the mailpiece that demonstrates the advertising content to the acceptance clerk. If a mailing agent submits mailings from multiple mailers, it must present a hard copy sample of each mailer's mailpiece.

Mobile Shopping Promotion

This promotion is aimed at businesses and mailers offering products for sale, especially during the 2019 holiday shopping season. As mobile technology continues to change the landscape of consumer interaction, mail has the potential to serve as an invaluable conduit between the mobile platform and shopping experience. The CY 2019 Mobile Shopping Promotion encourages mailers to integrate mobile technology with direct mail to create a convenient method for consumers to do their online shopping. Using technology platforms such as Quick Response (QR) Codes, Snap Tags, Watermarks, and other advanced technologies to launch consumers into online shopping experiences is a great combination of the power of print

solutions and web-based shopping portals. The CY 2019 Mobile Shopping Promotion will also continue to encourage the implementation of evolving QR code technology, including animated QR codes, Visual QR codes, Dotless QR codes, Voice QR codes, and aspects of the new visual design capabilities and data-based analytics now supporting QR technology. New barcode formats continue to multiply and can provide the basis for linking a physical mailpiece to a digital experience (i.e., Twitter QR codes, Amazon Smile codes, Pinterest pin codes, Messenger codes, LinkedIn QR codes, Instagram nametags, etc.). Mailers are encouraged to contact the Program Office for review and approval if they have a new or additional barcode format they would like to explore. The CY 2019 Mobile Shopping Promotion will continue to allow mailers to qualify via a Social Media purchasing component. Mailers can also qualify with an App-enabled QR code payment. This can be either the mailer's branded app or payment provided app, as long as the instructions are clear.

Eligible Mail: USPS Marketing Mail letters and flats, and USPS Nonprofit Marketing Mail letters and flats

Discount: 2 percent off eligible mailpieces

Registration Period: June 15, 2019 – December 31, 2019

Promotion Period: August 1, 2019 – December 31, 2019

Mailpiece Requirements: All qualifying mail must contain a barcode or other technology that allows the user to engage in an electronic shopping experience. Qualifying technologies include, but are not limited to: 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; Near Field Communication; and, intelligent print image recognition (including an enhanced augmented reality experience). Qualifying technologies may also include newer barcode features such as animated, visual, dotless, or voice QR codes with analytic features.

In addition, the print/mobile technology must lead to a mobile optimized shopping site or a social media web page (such as Pinterest, Instagram, Facebook, Twitter, YouTube or Tumblr) with a click to shop feature, or an app enabled barcode payment. If led to a shopping website, the recipient must be able to make a purchase from the webpage or website.

Enrollment	Participants and/or Mail Service Providers (MSPs) should register on the Business Customer Gateway (BCG) via the Incentive Programs (gateway.usps.com). Promotion participants should 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.
Mailing Date and Mail Preparation	All promotion eligible mailings must be finalized in PostalOne! during the promotion period, August 1 – December 31, 2019. 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 January 15, 2020 (at the discounted rate), when presented with appropriate verification and payment documentation (PS Form 8125).
Postage Payment	Postage must be paid using a Permit Imprint or Precanceled Stamp Permit. Select meter permit mailings may qualify. 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.
eDoc	Mailings must be submitted electronically via Postal Wizard, Mail.dat or Mail.XML. The eDoc must identify the mail owner and mail preparer in the By/For fields by CRID.

Commingled Mail	The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying pieces must be submitted on separate postage statements or by mailpiece version.
Pre-Verification & Mailpiece Samples	Mailers participating with the Social Media shopping feature must submit a sample to the program office for pre-verification prior to mailing to ensure that program requirements are met. In addition, the mailer must provide a hard copy, unaddressed sample of the mailpiece that demonstrates the advertising content to the acceptance clerk. If a mailing agent submits mailings from multiple mailers, it must present a hard copy sample of each mailer's mailpiece.

Tactile, Sensory and Interactive Mailpiece Engagement Promotion

The print industry continues to develop innovations in papers/stocks, substrates, finishing techniques and inks. New print elements can be incorporated in a mail campaign to engage a multi-sensory experience through special visual effects, sound, scent, texture/tactile treatments, and even taste. In addition, interactive mailpiece features (such as pop-ups, infinite folds, or other dimensional treatments) can help drive customer engagement. Neuroscience and neuromarketing research suggests that marketing materials that engage tactile experiences and/or other senses lead to potentially significant impacts on brand recognition and message recall. By leveraging advances in print and finishing technology, marketers and mailers can enhance the way consumers interact and engage with mail to drive customer engagement and response rates.

Eligible Mail: USPS Marketing Mail letters and flats, and Nonprofit USPS Marketing Mail letters and flats

Discount: 2 percent off eligible mailpieces

Registration Period: December 15, 2018 – July 31, 2019

Promotion Period: February 1, 2019 – July 31, 2019

Mailpiece Requirements: Mailpieces must be pre-verified by the Program Office in advance of any mailing submissions to qualify for the promotion discount. Mailpieces must contain at least one element from one of the three following categories:

1. Specialty Inks (including but not limited to: Conductive inks, Leuco Dyes/Thermochromic, Photochromics, Optically Variable Ink, Metallic Ink, piezochromatic ink, and hydro chromic ink)
2. Specialty Papers that make use of at least one of the following features (use of these features must be connected to the marketing message of the mailpiece):
 - Scent: Paper infused with scent, or microencapsulated
 - Sound: Paper that incorporates sound chip/speakers
 - Taste: Paper that incorporates edible components
 - Visual: Paper that incorporates special effects (e.g., filters, holographic effects, lenticular effects)
 - Textural: Paper that incorporates textural treatments such as sandpaper, soft/velvet touch, and UV finishes (does not include Scratch-off features, borders, reveals, die-cuts and detachables, or zip-strip opening mechanisms for envelopes)
3. Interactive mailpieces that make use of dynamic folds that the user can twist, spin, dial or bend, and other dimensional enhancements (such as 3-dimensional features and pop-ups)

Enrollment	Participants and/or MSPs must register on the BCG via the Incentive Program Service (gateway.usps.com) <i>at least 1 week prior to presenting the first qualifying mailing.</i>
Mailing Date and Mail Preparation	All promotion eligible mailings must be finalized in PostalOne! during the promotion period, February 1 – July 31, 2019. 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 August 15, 2019 (at the discounted rate), when presented with appropriate verification and payment documentation (PS Form 8125).
Postage Payment	Postage must be paid using a Permit Imprint or Precanceled Stamp Permit. Select meter permit mailings may qualify. 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.
eDoc	Mailings must be submitted electronically via Postal Wizard, Mail.dat or Mail.XML. The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID)
Commingled Mail	The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying pieces must be submitted on separate postage statements or by mailpiece version.
Pre-Verification and Mailpiece Samples	Mailers must submit a sample to the program office for pre-verification prior to mailing to ensure that program requirements are met. In addition, the mailer must provide a hard copy, unaddressed sample of the mailpiece that demonstrates the advertising content to the acceptance clerk. If a mailing agent submits mailings from multiple mailers, it must present a hard copy sample of each mailer's mailpiece.

2019 Personalized Color Transpromo Promotion

This promotion encourages mailers of bills and statements to use color messaging in order to create a greater connection to and response from consumers. The Promotion is intended to increase the value of First-Class Mail, and encourage mailers to invest in color print technology. An upfront postage discount is provided to mailers who use dynamic/variable color print for personalized transpromotional marketing messages on their bills and statements. For companies who have participated in this promotion in prior years, the mailer will be required to incorporate both dynamically printed color and personalized messaging in the mailpieces. For companies/mail owners who have not previously participated, only the dynamic color printing requirement must be satisfied in their first year of participation to help facilitate the process of getting on board with the technology.

- **Eligible Mail:** First-Class Mail® presort and automation letters (excludes all FCM single-piece-priced mail)
- **Discount:** 2 percent off eligible mailpieces
- **Registration Period:** May 15, 2019 – December 31, 2019
- **Promotion Period:** July 1, 2019 – December 31, 2019
- **Mailpiece Content Restriction:** Bills and statements only

Because First-Class Mail is sealed against inspection, mailers must submit samples to the Program Office for pre-approval prior to any mailings.

Enrollment	Participants and/or Mail Service Providers (MSPs) should register on the Business Customer Gateway (BCG) via the Incentive Programs (gateway.usps.com). Promotion participants should 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.
Mail Preparation	Letters must be prepared according to First-Class Mail standards and be part of a Full-Service IMb mailing.
Mailing Date	Mail must be accepted during the promotion period, July 1 – December 31, 2019
Postage Payment	Permit Imprint, Precanceled Stamp Permit and some Meter Mailings
eDoc	Mailings must be submitted electronically via Postal Wizard, Mail.dat or Mail.XML. The eDoc must identify the mail owner and mail preparer in the By/For fields by CRID.
Commingled Mail	The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying mail must be submitted on separate postage statements or by mailpiece version.
Verification and Mailpiece Samples	<p>The mailer must provide a hard copy, unaddressed full sample of the mailpiece showing the placement of the personalized full color transpromotional message that was dynamically printed 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.</p> <p>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 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.</p>

2019 Informed Delivery Promotion

The Postal Service has created its own omni-channel tool for mail through the development of the Informed Delivery platform. In an effort to increase the adoption rate of Informed Delivery, the Postal Service is offering a 2 percent discount off postage for mailings that incorporate Informed Delivery campaigns as a component of their mailings. Mailers who seek to qualify for this promotion by using Informed Delivery must:

- Create an Informed Delivery campaign through the Informed Delivery Portal or through eDoc submission;
- Supply the replacement image, ride-a-long image, and url as part of the submission of the Informed Delivery campaign. The ride-a-long image must include a call-to-action;
- Ensure the dates of the informed delivery campaign coincide with the physical mailing claiming the promotion (First class mail date within 4 days of ID campaign end date, Marketing mail date within 9 days of ID campaign end date);

- Ensure the serial number range for that campaign is sufficient to include all the volumes in the mailing (if the serial range provided is insufficient, not all mailpieces may qualify for the promotion discount);
- Supply the Program Office with a .pdf sample of the campaign ride-a-long image prior to mailing submission.

Eligible Mail*: First-Class Mail presort and automation letters, cards, and flats, USPS Marketing Mail letters and flats, and Nonprofit USPS Marketing Mail letters and flats

Discount: 2 percent off eligible mailpieces

Registration Period: July 15, 2019 – November 30, 2019

Promotion Period: September 1, 2019 – November 30, 2019

Mailpiece Requirements: To be eligible for the promotion, the mailpiece must incorporate an Informed Delivery campaign with their mailings.

*As of October 2018, images are only provided for letter-sized mailpieces that are processed on the Postal Service's automated equipment. As the Informed Delivery development timeline supports additional mailpiece shapes and sizes, mailers may be able to participate in the promotion with these mailpiece types as the capabilities are enabled.

Enrollment	Participants and/or Mail Service Providers (MSPs) should register on the Business Customer Gateway (BCG) via the Incentive Programs (gateway.usps.com). Promotion participants should 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.
Mailing Dates and Mail Preparation	Mail must be tendered for acceptance during the promotion period, September 1 – November 30, 2019. All promotion eligible mailings must be finalized in PostalOne! no earlier than 12:00:00AM on September 1, 2019 and no later than 11:59:59 pm on November 30, 2019 (the last day of the promotion). Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities through December 15, 2019 (at the discounted rate), when presented with appropriate verification and payment documentation (PS Form 8125).
Postage Payment	Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. 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.
eDoc	Mailings must be submitted electronically via Mail.dat and Mail.XML or Postal Wizard. 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), Mailer ID (MID) or Permit number.
Commingled Mail	The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying mail must be submitted on separate postage statements or by mailpiece version.

Pre-Verification and Mailpiece Samples	The mailer must provide a hard copy, unaddressed sample of the mailpiece that demonstrates the advertising content to the acceptance clerk. If a mailing agent submits mailings from multiple mailers, it must present a hard copy sample of each mailer's mailpiece.
---	---

Earned Value Reply Mail Promotion

The 2019 Earned Value Reply Mail Promotion is intended to help slow the decline of First-Class Mail including Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) pieces. As technology continues to disrupt mail volume, the Postal Service would like to encourage mailers to continue distributing BRM, CRM, and Share Mail pieces. Mailers who register their Mailer ID (MID) information and use eligible Intelligent Mail barcodes on their BRM, CRM, and Share Mail pieces may receive a postage credit for each mailpiece that is placed in the mailstream by the recipient and scanned during the promotion period.

The Earned Value Reply Mail Promotion will run for three months in 2019, from April 1, 2019 through June 30, 2019 (for details, see "Credit Amount" below). At the end of the promotion, the BRM, CRM, and Share Mail pieces will be totaled and the earned postage credit applied to the selected permit accounts. The mailer can apply the credit towards future mailings of First-Class Mail presort and automation cards, letters, and flats and USPS Marketing Mail letters and flats. Earned Value credits will expire on December 31, 2019.

Eligible Mail: BRM, CRM, and Share Mail

Credit Amount: New Participants: \$0.03 credit for each BRM, CRM, and/or Share Mail piece counted

CY 2017 Earned Value Participants: if registered for the CY 2017 promotion, in CY 2019 must meet or exceed 95 percent of volume counted for the same MID between April 1, 2018 and June 30, 2018. If 2019 volumes are equal to or exceed the established threshold based on 2018 volumes, mailers will be credited \$0.03 per BRM, CRM, and/or Share Mail piece counted during the promotion period. If participant volumes do not at least meet the 95 percent threshold, no credits are earned.

Registration Period: February 15 – March 31, 2019

Promotion Period: April 1 – June 30, 2019

Credit Expiration	December 31, 2019
Acceptance Period for Credits:	Credits will be released when the mailer agrees to their volumes, after the promotion ends. Agreement on volumes must be reached by September 15, 2019; otherwise the credits will be forfeited.
Credit Calculation/Application	At the end of the promotion, the applicable credit amount will be multiplied by the total BRM, CRM, and Share Mail pieces counted, for each enrolled MID, as long as the total count meets or exceeds the threshold. Once the mailer accepts their credits in the BCG, they will be applied to the Permit accounts.
Tracking	All mailpiece counts for BRM, CRM, and Share Mail pieces that contain the registered MID(s) and that customers mail will be collected.
Enrollment	Mailers must register their permits and MIDs and the Permit Imprint account to which future earned credits will be applied on the BCG to participate.

Mailpiece Requirements	BRM, CRM, and Share Mail mailpieces must contain an IMb with the enrolled MID encoded to qualify. 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, CRM, and Share Mail 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 IMb assigned by the Postal Service. BRM, CRM, and Share Mail pieces that are placed in the mailstream by the recipient must have a valid IMb with a registered MID.
-------------------------------	--