

Commonly Asked MDA Customer Questions

1. Do you have an idea what the wait times are when calling in to the Mailpiece Design Analyst (MDA) Help Desk?

It depends on the number of calls in queue at the time. Wait time can vary from no time at all (routes directly to MDA) to a few minutes. There are times when we experience high call volumes and wait time increases.

2. How long does the mailpiece evaluation process take?

Turnaround time is between 24 and 48 hours from the time we receive the request and needed information/sample(s).

3. How do I submit a mailpiece for a physical mailpiece review?

Contact the MDA Help Desk by email at MDA@usps.gov or call 877.672.0007, option 3. The MDA receiving the request will advise if a physical mailpiece review is needed. If necessary, the MDA will provide the address of where to send the mailpiece(s).

4. What documentation is provided by the MDA after a mailpiece review?

An MDA will provide an evaluation response via email.

5. Can I have artwork evaluated before I submit a request for Qualified Business Reply Mail (QBRM) approval?

Yes. Simply submit your Reply Mail artwork via PDF (with crop marks or defined lines) for evaluation prior to producing your final piece and submitting a request for QBRM approval. Please be advised that creation of QBRM artwork, approval of QBRM artwork, PDF files or electronic samples, by an MDA does not automatically qualify the piece for QBRM rates. The ten (10) physical samples and the completed/signed PS Form 6805 application are required for an evaluation.

6. What is the turnaround time for QBRM process?

After the permit is acquired and/or verified, and the ZIP+4 Code has been assigned or validated using PS Form 6805, the customer submits the pieces and a request to distribute QBRM must be submitted to MDA Help Desk, and submit the documentation package (completed and signed PS Form 6805 and 10 sample mailpieces) to the MDA. After the MDA is in possession of the documentation package, the customer can expect a response within 24 to 48 hours.

7. Why does PS Form 6805 ask for mailpiece dimensions?

The PS Form 6805 is a multipurpose form. In addition to QBRM approval and ZIP+4 Code assignments, the PS Form 6805 is used for permit and ZIP+4 Code validations before creating BRM or QBRM artwork. When the Address Management System (AMS) office receives PS Form 6805, they verify the category being requesting is correct. QBRM ZIP+4 Code assignments are not interchangeable within the categories and cannot be used on BRM pieces. Customers wishing to distribute QBRM must have a ZIP+4 Code assigned specifically for the category (size/weight) they are requesting: one ZIP+4 for postcards, one ZIP+4 for pieces up to 3.5 oz. For example: A customer wishing to distribute QBRM Postcard would request the corresponding ZIP+4, but they would be required to maintain the size of the piece between 3.5"x 5" and 4.25"x 6". In addition, if the customer wishes to create artwork but is unable to use the Automated Business Reply Mail (ABRM) tool, the completed PS Form 6805 is provided to the MDA. The MDA will use the physical dimensions listed and additional information on the PS Form 6805 to create the artwork.

8. Is it true that if any changes are made to a QBRM piece (i.e., the size, content, company name, address, etc.) it has to be resubmitted for approval?

Yes. In order to receive QBRM prices, the piece has to be reviewed and approved by an MDA. This approval process requires a completed PS Form 6805 and 10 mailpieces.

9. Are there times when physical mailpiece samples need to be directly sent to MDAs?

Yes. Depending on the type of evaluation needed, a physical sample may be needed to make an accurate determination. An MDA will be able to advise you when a physical sample is needed.

10. What types of tests would need a physical sample?

These are some examples: selected folded self-mailers, paper thickness test, reflectance tests –paper color/ink color, general barcode parameters and readability tests such as IMb and pieces without uniform thickness.

11. Can I work with my local business mail entry unit to know when I need to submit physical samples to an MDA?

Yes. The BMEU is a great place to start. They'll be able to assist in many cases and help determine when a physical sample should be sent to an MDA.

12. How will I know where to send my sample pieces?

When contacting an MDA, you will be provided with an address where to mail the sample if they determine that a physical sample is necessary.

13. What is the turnaround time to get an answer when a physical sample is needed?

Depending on the method of mailing, an MDA can help estimate how soon your sample will arrive. If you send your piece by First-Class Mail or Priority Mail; it can take 2-3 business days. We recommend Priority Express Mail for time-sensitive pieces that require a guaranteed arrival date.

14. How long does it take to get an answer from an MDA?

We are committed to provide responses within 2 business days. With our new direct call and email routing to next available MDA during business hours, MDAs may be able to provide quicker service depending on the question and whether or not they have all the information needed. If an MDA is not able to provide an answer within 48 hours, they will provide an update every 48 hours on the status of their progress.

15. Is there a charge for requesting a mailpiece evaluation from an MDA?

No, there is no charge. The assistance of MDAs is a complimentary service provided by USPS.

16. Will an MDA review a mailpiece that is going to be processed through EDDM (Every Door Direct)?

Yes, MDAs can assist with EDDM mailpiece design review and inquires. Your local BMEU and Mailing Requirements office would be the resource for information, questions, or concerns regarding EDDM mail preparation standards.

17. How do I obtain reply mail artwork online?

The Automated Business Reply Mail (ABRM) application is a web-based tool that assists Reply Mail customers with creating domestic Courtesy Reply Mail (CRM), Business Reply Mail (BRM), and Qualified Business Reply Mail (QBRM), and Meter Reply Mail (MRM) artwork for card, letter, and flat size mailpieces. Access to the ABRM tool is provided free of charge. You can access the ABRM site by going to: <https://gateway.usps.com>. The tool is available 24 hours a day, 7 days a week. For additional information, please reference the ABRM Tool brochure <https://postalpro.usps.com/abrm-instructional-guide> or contact the MDA Customer Service Help Desk at **1-877-672-0007**, press option 3 for MDA assistance.