



## **Intelligent Mail barcode! Are you ready?**

The Intelligent Mail barcode (IMb) will replace the Postnet barcode for automation mailings starting in May, 2011. From that date forward, automation prices for postage will only be given to mailers who use the IMb. It is important to understand that any mailing seeking an automation discount and containing a reply envelope must have an IMb on the reply envelope as well. This applies to either a Business Reply or Courtesy Reply envelope with both needing the IMb. A reply envelope with no barcode or a Postnet barcode would disqualify the outbound mailing from receiving the postal discount associated with automation requirements. This is the case even though the outbound envelope has an IMb. The outbound mailing will lose its discount if the reply envelope does not have an IMb. Outbound envelopes without a reply envelope would qualify for automation discounts. Contact your customer service representative for additional information or your local USPS office.

The Mailer ID is another piece that goes hand in hand with the IMb code. The Mailer ID is a field within the Intelligent Mail barcode that is used to identify Mail Owners and/or Mailing Agents. The IDs are assigned by the USPS® to each Mail Owner and/or Mailing Agent or other service providers that request them. Colortech is requiring that any customer that is including a Business Reply or Courtesy Reply envelope within their mail piece have their own Mailer ID. If there is no reply envelope in the mail piece, Colortech will use their own Mailer ID unless the customer already has one or would like to have one set up. We are trying to make this transition as smooth as possible. Keep in mind that if you are holding envelopes without the IMb, and are planning on printing envelopes for any automation mailing jobs, make sure you get an IMb barcode on it or replace the Postnet barcode.

The Mailer ID is free but needs to be requested from the post office.

### **How to obtain a Mailer ID**

All Mailers requesting a Mailer ID (MID) must go to <http://www.usps.com/> and select the Business Customer Gateway located on the bottom right hand corner of the web page. The mailer must logon as an existing user or register as a new user to gain access to the Business Customer Gateway. Once the mailer has access, they will select the "Mailer ID" link to obtain a MID. Instructions follow on the next page.

**C O M M E R C I A L P R I N T I N G**

232 SOUTH NINTH STREET  
LEBANON, PA 17042-5902

TEL 717.273.8107  
FAX 717.274.0334

TOLL FREE 800.932.6165  
[www.colortechinc.com](http://www.colortechinc.com)

## Business Customer Gateway Steps for Customers to Acquire a Mailer ID

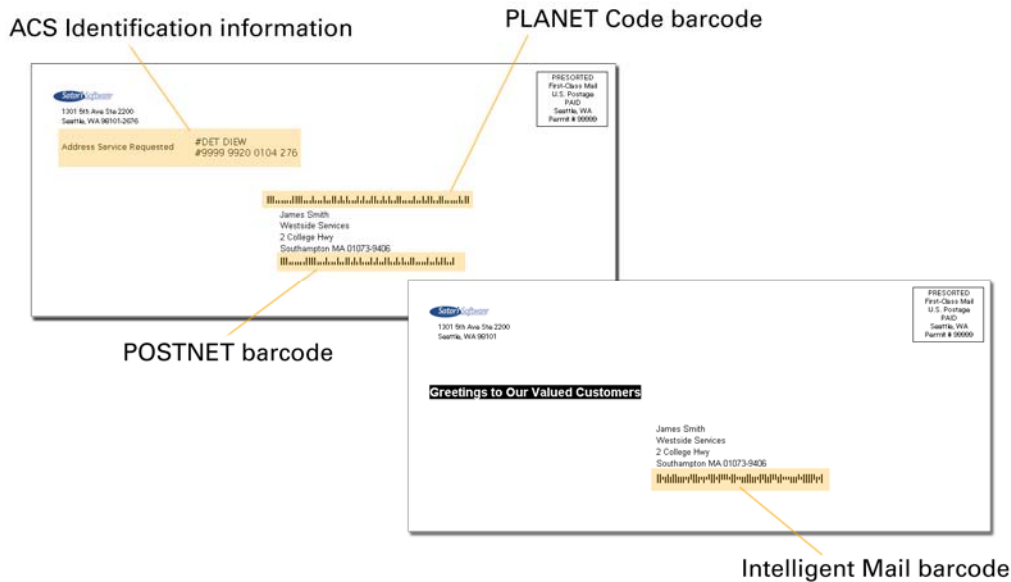
1. Go to USPS.COM, The link to the **Business Customer Gateway** is in the lower right corner. This link will take you to the Log-In page.
2. A current user may "Sign In" with an existing Username and Password. New users should click "Sign Up."
3. On the "New User Sign Up" screen, create a Username and Password, then click Continue."
4. On the "Profile Account Type" screen, select "**Business.**" ("Personal" will send you back to USPS.COM.) Then click "Continue."
5. Create your Business Profile. Red asterisks indicate required information. Then click "Continue."
6. Verify your Company Account Information on the Company Profile Summary. Then click "Edit" or "Continue."
7. Agree to the Privacy Act Statement. Then click "Continue."
8. On the Select a Business Service screen, select "Mailer ID." Then click "Continue."
9. New Users will have to go through the Business Service Administrator (BSA) process, click "I certify....", then click "yes".
10. On the "Business Service Administrator (Access Granted)" Page, click "Continue."
11. "Business Customer Gateway" page opens. Click "Sign Out" at the top of page.
12. Go to your e-mail and open the e-mail from USPS. Scroll down to and Click "Sign in and get started link".
13. At the Business Customer Gateway page, Log-in with Username and Password,
14. On the Gateway page click on Mailer ID under Design and Prepare.
15. On the "Welcome to the Mailer ID System" page, click "Request a MID.
16. At "Apply for MID" screen, use drop down arrow and select 9-digit MID, then select # of MIDs requested (1), then click "Request MIDs."
17. At next screen, select "automatically generate this MID" and select "Full/Basic Service", then click "Request MIDs."
18. At the next screen, the system issues a new MID. Record this number and sign out. (If for some reason you do not receive a MID on the next screen call 1-800-522-9085, option 3-6 and stay on the line to receive it.)

# Intelligent Mail Barcodes

## On Mail Pieces

When used on letter- and flat-size mail pieces, the Intelligent Mail barcode is a height-modulated barcode that encodes up to 31 digits of data into 65 vertical bars. This is only slightly longer than the 62-bar POSTNET barcode, which contains just the routing code.

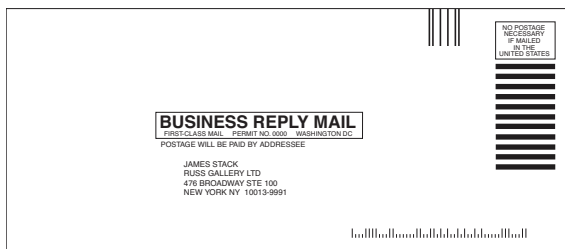
The additional data included in the Intelligent Mail barcode identifies the service level, the mail class, the mailer, the mail piece and optional special services. These services can provide ACS™ and PLANET Code® functionality and eliminate the need for additional barcodes and most notations. The result: a more efficient system and a cleaner mail piece.



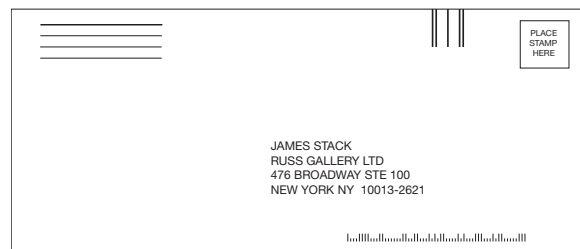
The multiservice Intelligent Mail barcode vs. POSTNET, ACS and PLANET Code notations

## Business & Courtesy Reply Envelopes & Cards

Below are two examples of envelopes that will no longer be accepted by the post office after May 2011 in automation mailings. A reply envelope or card with no barcode or a Postnet barcode would disqualify the outbound mailing from receiving the postal discount associated with automation requirements. Lead time for a request of artwork from the USPS is 3-5 days.



Business Reply Envelope



Courtesy Reply Envelope

# Intelligent Mail FAQ

---

## Q: What is Intelligent Mail?

Intelligent Mail is a technology platform, made up of new barcode and mailing preparation specifications; submission and USPS handling processes, which opens the door to new postal services, features and products. USPS gains increased visibility of the mail stream and is able to provide mailers with actionable information about mail for marketing, financial and operational purposes.

## Q: What is the Intelligent Mail barcode?

When used on letter- and flat- size pieces, the Intelligent Mail barcode is a height-modulated barcode that encodes up to 31 digits of data into 65 vertical bars. It combines the functionality of ACS™, POSTNET™ and PLANET Code® and paves the way for USPS® to offer additional services in the future.

## Q: How is the Intelligent Mail barcode different from the POSTNET barcode?

The POSTNET barcode is made up of two bar types which encode only delivery point information. The Intelligent Mail barcode is made up of four different bars which encode the service level, the mail class, the mailer ID, the mail piece and optional special services in addition to delivery point information.

## Q: Is the Intelligent Mail barcode required?

Currently, you can receive the same automation discounts with either the POSTNET barcode or the Intelligent Mail barcode. USPS will require Intelligent Mail barcodes for all Automation discounts in May 2011.

## Q: What is a Mailer ID?

Upon request, USPS assigns either 6- or 9-digit Mailer ID based upon annual mail volume. This ID is used in the Intelligent Mail barcode to identify the mail owner or agent, and contributes to the uniqueness of Full-Service barcodes.

## Q: What is the Customer Business Gateway?

The Business Customer Gateway provides online access to USPS services including *PostalOne!*, FAST®, CLDS (Customer Label Distribution System), and Mailer IDs (MIDs). You will use this account when submitting mailing statements electronically, a requirement for Full-Service.