

TOPIC	QUESTIONS	ANSWERS
Permit	We send out about 1,000 mailers each month. Do we need the IMb™ or can we keep printing the permit number on our envelopes?	Depending on the class of mail, the quantities necessary for discounts vary. For Standard Mail®, it's 200 pieces or fifty pounds; First-Class Mail®, 500 pieces. The IMb™ does not replace the permit. They serve different functions. Properly formatted and presorted letter-size or flat-size mail with the IMb™ may warrant automation discounts. The permit is simply an indication that postage was paid.
Minimum	What is the minimum number of pieces in one mailing necessary to use the IMb™?	Depending on the class of mail, the quantities necessary for discounts vary. For Standard Mail®, it's 200 pieces or fifty pounds; First-Class Mail®, 500 pieces. Properly formatted and presorted letter-size or flat-size mail with the IMb™ may warrant automation discounts.
Software	What software creates the IMb™? Is the software available to any organization or only to mailhouses?	Visit our RIBBS website at <a href="http://ribbs.usps.gov">http://ribbs.usps.gov</a> to download software free of charge. This software is available to all customers.
Discount	How much of a discount per piece will the IMb™ allow?	For the IMb Basic option, automation discounts vary depending on the class of mail, processing category, level of sortation, postal facility, and more. For the IMb Full-Service option, mailers can earn additional discounts of \$0.001 per qualifying piece for Standard Mail = \$1.00/1000 pcs; \$0.003 per qualifying piece for First-Class Mail = \$3.00/1000 pcs.
Bulk Mail	Does the IMb™ have to be used on bulk mailing?	Mailers are not required to use the IMb on all business mailings; only when claiming automation prices.
Software	Does the MID and IMb™ work with Microsoft® Word?	In order to create the IMb you need to download an encoder and fonts. These are available from our RIBBS website at no charge. The encoder software is available for numerous operating systems and languages. The Postal Service currently provides software, implemented in C, Java, Cobol, and PL1. The supported operating system are: MVS, z/OS, OS/390, VSE/ESA, OS/400, AIS, Linux, HP/UX, Solaris, Mac OS X, and Windows.
MID	Does a permit owner have to own a Mailer ID (MID)?	A MID is required in all IMbs except IMbs used in the Origin Confirm program (see DMM 708.4.3.1(c)).
Implementation	How much does it cost to use the IMb™?	There is no postal fee associated with the use of IMb; there are discounts associated with use of IMb. For the IMb Basic option, automation discounts vary depending on the class of mail, processing category, level of sortation, postal facility, and more. For the IMb Full-Service option, mailers can earn additional discounts of \$0.001 per qualifying piece for Standard Mail; \$0.003 per qualifying piece for First-Class Mail. That's \$1.00 or \$3.00 per thousand.
OneCode ACS	How does OneCode ACS® differ from Full-Service ACS™ (address corrections at no additional charge)?	<u>OneCode ACS</u> relies on the IMb to generate address correction information and makes that information available through the RIBBS website at a fee. Full-Service ACS uses the OneCode ACS data and adds information from the Intelligent Mail server (SASP), then makes the change of address and nixie information available through the Business Customer Gateway. <u>Full-Service ACS</u> is free for varying lengths of time based on the class of mail, if the mailing qualifies as Full-Service. The actual file formats are also completely different, and FS records are accessed not through RIBBS, but through PostalOne!.

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MID	Does Business Reply Mail® require the permit holder's mailer ID in the IMb or is a third-party MID acceptable?	The mail owner's MID is preferred, but the mail preparer's MID can appear in the IMb.
BRM Artwork	Can the USPS supply Business Reply Mail® (BRM) artwork with the IMb™?	Yes. Business Reply Mail artwork is available at no charge through your local Mailpiece Design Analyst.
BRM Artwork	When will mailers be able to go on-line and generate their own Business Reply Mail® (BRM) artwork?	Yes. The USPS provides online artwork capabilities. If you have a <i>PostalOne!</i> account and a Mailer ID, visit <a href="http://www.usps.com/replymail">www.usps.com/replymail</a> to create your Business Reply Mail, Qualified Business Reply Mail and Courtesy Reply Mail pieces. If you are using Confirm services, please contact your local Mailpiece Design Analyst for artwork generation.
BRM Artwork	Is there a form to request Business Reply Mail® (BRM) artwork?	Contact your local Mailpiece Design Analyst for assistance.
FS IMb	What is the charge for Full-Service?	No charge. For the IMb Full-Service option, mailers can earn additional discounts of \$0.001 per qualifying piece for Standard Mail; \$0.003 per qualifying piece for First-Class Mail. That's \$1.00 or \$3.00 per thousand.
ACS	Can I use an ACS™ endorsement with the IMb™ Basic option?	Yes, however there is a charge. You can request either OneCode ACS, Traditional ACS or manual address corrections for a fee in Basic Service.
Migration references	Will the USPS conduct local classes on migrating to IMb™?	Yes, your local Mailpiece Design Analyst are conducting seminars. Currently, every district in the nation is offering a seminar every month between January and May of 2011.
Migration references	Where can I find a copy of the Migrating to IMb™ presentation?	Go to the RIBBS website at <a href="http://www.ribbs.usps.gov">www.ribbs.usps.gov</a> > Click on Intelligent Mail tab on the left side of the screen > Click on Education > the webinar is currently the first one listed.
IMb location	What is the preferred location for the IMb™ on a letter-size mailpiece?	Mailers must print the barcode either in the address block or in the barcode clear zone, except for pieces that weigh more than 3 ounces which must include the barcode in the address block.
IMb location	What is the preferred location for the IMb™ on a flat-size mailpiece?	On any flat-size mailpiece claimed at an automation price, the barcode may be anywhere on the address side as long as it is at least 1/8 inch from any edge of the piece.
ACS	Can I use OneCode ACS® with the IMb™ Basic option?	OneCode ACS can be used with the IMb Basic option, however, unlike with Full-Service, there will be a charge to the customer.
Ancillary Service Endorsements	Am I required to print an Ancillary Service Endorsement (ASE) on my IMb mailpiece?	Mailings made under either the Basic automation or Full-Service options must use a printed ASE, a Service Type ID (STID), or both to indicate the desired handling of any UAA mailpieces whenever a handling other than the default handling of UAA mail is desired. A printed ASE is always required on Standard Mail or BPM mailpieces, in addition to being specified in the STID. This is true regardless of whether the mailer is seeking hardcopy address correction notices or electronic address correction notices. For additional information, please reference A Guide to Intelligent Mail for Letters and Flats on our RIBBS website. First Class Letters and Periodicals do not require a printed ASE when the address correction request is in the IM barcode. First Class Flats, Standard Letters and Flats, and BPM flats do require a printed ASE for any address correction service, and should reflect the same service requested in the barcode.

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IMb	Am I required to use the IMb™ on my presorted First-Class Mail®?	No. The IMb is currently required for Basic and Full-Service mailings. Customers may continue using the POSTNET barcode for automation discounts. After the new IMb migration requirement date is published, the use of IM barcodes will be required for all mailings claiming an automation discounts.
IMb	Am I required to use the IMb™ on non-automation mailings?	No.
IMb	Do I need a separate IMb™ for each mailpiece in a bulk mailing?	You need a unique IMb for every piece in a <b>Full-Service</b> mailing. If you are claiming Basic, you need an IMb but it does not have to be unique. If you are not claiming Basic or Full-Service, your bulk mailing is not required to have an IMb.
Print IMb labels	Is there Website where I can print IMb™ address labels?	In order to create the IMb you need to download an encoder and fonts. These are available from our RIBBS website at <a href="http://ribbs.usps.gov">http://ribbs.usps.gov</a> at no charge. You will need to have an additional software application in order to generate address labels.
Unique serial numbers	We mail multiple mailpiece. Do I need a unique IMb™ on each piece?	A <b>unique</b> IMb is only required on Full-Service mailings.
IMb with Confirm	Does the IMb™ Basic option require unique Intelligent Mail® barcodes when using Confirm®?	Confirm subscribers approved for OneCode Confirm must incorporate their Confirm Subscriber ID (which is their MID) when using Intelligent Mail barcodes. OneCode Confirm subscribers can contact Confirm Customer Assistance at 1-800-238-3150 or refer to Publication 197 for specific instructions.
MID	If I don't request a Mailer ID (MID), will one be issued automatically?	No, a MID will not be automatically issued. Customers need to access the Business Customer Gateway to acquire a MID.
Endorsements	I currently use the ancillary service endorsement "Electronic Service Requested". Will the endorsement be required with the IMb™?	"Electronic Service Requested" (ESR) is an umbrella endorsement that requires the additional information provided by the STID or the traditional ACS participant ID to have meaning to USPS address correction systems. ESR may be used only when requesting electronic ACS. This endorsement can help minimize conflicts between a printed ASE and the STID in the IMb, enabling a mailer to have greater flexibility in using the same envelope for mailings of different mail classes or to obtain different UAA treatments for mail in the same mail class. A mailer should not use "Electronic Service Requested" on any envelope when electronic address correction services are not desired. "Electronic Service Requested" cannot be used to acquire manual address corrections or on mail for which no address corrections are desired. Use of "Electronic Service Requested" when manual or no address correction services are desired causes unnecessary and costly additional workload for the Postal Service. To determine if using "Electronic Service Requested" is appropriate and will meet the mailer's desired handling of UAA mail, see the Constraints, Not The specific endorsements can also continue to be used in conjunction with the IM barcode.
DMM Advisory	What is the address for the <i>DMM</i> ® <i>Advisory</i> ?	To subscribe to the DMM Advisory, send an email to <a href="mailto:dmmadvisory@usps.com">dmmadvisory@usps.com</a> Indicate " <b>Subscribe</b> " in the subject line. The DMM Advisory posts updates and information on USPS regulations.
Automation discounts	What is meant by automation discounts?	Automation discounts for mailers are based on workshare. The more work the mailer does, the less work needs to be done by the USPS to process and deliver the mailpiece. The more workshare the mailer does, the greater the discount. There are several requirements associated with an automation discount mailing, including the use of barcodes. Please reference the Domestic Mail Manual or speak to your local BMEU for more details.

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IMb	Does every piece in a mailing have to have the IMb™ even if it's not a business?	No. The IMb is currently required for Basic and Full-Service mailings. Customers may continue using the POSTNET barcode for automation discounts until a new IMb migration requirement date is published. The date when all automation mailings will be required to use the IMb has not been determined.
Customer Support	Can our Mailpiece Design Analyst (MDA) tell me if my company is currently using or approved to use the IMb™?	Contact your local Mailpiece Design Analyst to help you determine if the barcode you are currently using is an IMb.
Business Customer gateway	I work for a circulation consulting company for several magazines. Will I need a separate Business Customer Gateway login for each publication?	Only one login is required. Multiple CRIDs call fall under your business account.
BRM	Do I have to design my Business Reply Mail® (BRM) envelopes differently?	The design of the mailpiece does not change; the IMb will need to be used instead of the POSTNET barcode. The implementation date of Migration requirements has not been determined.
IMb generation	Do I have to download encoder software and fonts if I am already using software from a vendor?	No; however, vendor software must comply with USPS barcode requirements. To have your barcodes tested, please contact your local Mailpiece Design Analyst.
BRM	Do I have to print new Business Reply Mail® (BRM) envelopes or can I use up my current stock?	Current stock can be used until the implementation date of Migration requirements. After that date the Business Reply Mail (BRM) mailpiece must use an IM barcode. The date has not been determined. It is recommended that all new stock be printed with the IMb.
Postal Wizard	Does IMb™ replace the Postal Wizard when submitting paperwork to the USPS®?	No. The Postal Wizard is a method for submitting electronic documentation for mailings with less than 10,000 pieces.
MID	Do mailers with established permits have to obtain their own mailer IDs (MIDs)?	Mailers may choose to obtain and use their own MID, or may authorize their mail preparers to use their MID instead.
Basic/FS IMb	I am using the IMb™ Basic Option. Will I ever be required to convert to Full-Service?	No. The Basic option may be used indefinitely.
CAPS	Will CAPS capture the IMb™ when our customers return our Business Reply Mail®?	No.
MID	I have a Mailer ID (MID). Do I need a new one for the IMb™?	No. The MID you have now can be used in the IMb you produce for your mailings.
Basic IMb	Does the IMb™ Basic option require unique serial numbers?	No. Unique serial numbers are required for Full-Service mailings.
MID	Should each of my clients have their own mailer ID (MID)?	Not necessarily. This might make sense if the mail owners are using Co-Pal.

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MID	Does each of my clients' Mailer IDs (MIDs) have to be on their mailpieces?	While a MID is required for each mailpiece, it can be either yours or your clients.
BRM	Whom should I contact for Qualified Business Replay Mail® (BRM) testing?	Contact your local Mailpiece Design Analyst.
MID	When I use my client's permit number, must I use their MID as well?	Use a MID, either yours or theirs.
MID	What is the price for a 9-digit MID?	MIDs are given to mailers and mail owners free of charge.
Serial numbers FS IMb	How do I determine the serial number? Can I make it up myself?	To establish 'uniqueness' mailers will need to use a 'Data Management Plan'. Commercial software may have functionality for maintaining uniqueness. You may use any sequence as long as it is not repeated within the same class of mail in a 45-day period from the date of induction.
Stamps.com	Can I use Stamps.com® to generate barcodes?	No.
BRM Artwork	What is the IMb™ artwork and how is it used?	The Mailpiece Design Analyst will generate the artwork upon request. Artwork provides a Facing Identification Mark (FIM) and barcode to be used on Courtesy Reply Mail, Business Reply Mail, and Qualified Business Reply Mail. Customers with a <i>PostalOne!</i> account and a MID may create their own artwork online by visiting our website at <a href="http://www.usps.com/replymail">www.usps.com/replymail</a> .
MID/ Business Customer Gateway	How do I get a Mailer ID (MID)?	MIDs are obtained and managed through the mailer ID Services program on the Business Customer Gateway, found under the Intelligent Mail Services tab on RIBBS. You may also access the site via the usps.com website at <a href="http://usps.com">http://usps.com</a> , Business Customer Gateway (at the bottom right corner of the page) and register.
IMb Tray Labels	How can I get Intelligent Mail® tray labels?	You can order labels through the Customer Label Distribution System (CLDS) which can be accessed through the Customer Business Gateway.
Encoder software IMb	If I already have the IMb™ font, do I still need the encoder software?	Working in conjunction with one another, the encoder and special font allow a 31 digit payload is transformed into the 65 character IMbarcode.
STID	What is the correct Service Type Identifier (STID) for automated letter-size mail First-Class Mail®, IMb™ Basic option with no additional services? Standard Mail®?	Service Type Identifiers (STIDS) can be can be referenced in 'A guide to Intelligent Mail For Letters and Flats' -Version 7.2 7/8/2010, pg. 105, Appendix A: Service Type identifier (STID) Matrix.
IMb	If I barcode my tray labels, do I still need to barcode each piece?	Tray label, container placards and mailpiece barcodes are required for Full-Service option mailings. Basic option mailings require the IM Barcode on the mailpiece.
IMb Viability	We mail only five pieces of mail a day. Is the IMb™ for us?	No. Only those mailers with sufficient volume to qualify for automation discounts would use the Intelligent Mail Barcode feature.
Start-the-Clock	Is Start-the-Clock the exact moment the mail is received at the business mail entry unit?	Day One for Start-the Clock is the calendar day in which the mailing is inducted, so long as the induction occurs prior to CAT (Critical Acceptance Time). Contact your local BMEU to find out the unit CAT.
PARS	Will PARS treat IM barcodes differently than POSTNET barcodes?	PARS - Postal Automation Redirected System - is used to redirect Undeliverable-As-Addressed (UAA) mailpieces and will continue to do so whether the barcode is POSTNET or IMb.

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MID	Why would a mailer need more than one MID?	While many mailers will not need more than one MID, mailers who process more than one million pieces annually will have access to one 9-digit MID per million pieces processed. Mailers whose volume exceeds 10 million pices per year will be eligible for one 6-digit MID per 10 million pieces processed annually.
6/9-digit MIDs	Can a 9-digit Mailer ID begin with '0'?	No. All 9-digit MIDs begin with 9. All 6-digit MIDs begin with the numbers 0 through 8.
BRM, QBRM, CRM	Will the Postal Service require mailers to obsolete their old supply of BRE and CRE printed with the POSTNET barcode, or allow us to continue to use them until the supply has been depleted?	All reply mail cards and envelopes mailed after the Migration implementation date will be required to have the IMb encoded on the mailpiece. The implementation date has not been determined. It is recommended that all new stock be printed with the IMb.
Multiple barcodes on Mailpieces	Can a letter with two barcodes qualify for automation rates?	Currently, <b>automation price letters</b> and letters claimed at Enhanced Carrier Route saturation or high density price may bear a POSTNET <b>or</b> an Intelligent Mail barcode with a delivery point routing code.Beginning with the effective date of the Migration requirements, mailers must use the IMb in order to continue receiving automation discounts. Please refer to section 202.5.0 of the Domestic Mail Manual for a detailed explanation of the rules and regulations. For other placement configurations, please refer to the Intelligent Mail Barcode Technical Resource Guide.
Multiple barcodes on Mailpieces	Can a flat qualify for automation rates with both a POSTNET and IMb printed on the mailpiece?	No. Flat-size pieces claimed at automation prices may bear either the POSTNET barcode or one IMb. A flat-size piece may bear two POSTNET barcodes but only one IM barcode. Please reference section 302.5.0 of the Domestic Mail Manual for a detailed explanation of rules and regulations. The DMM can be found at <a href="http://pe.usps.gov">http://pe.usps.gov</a> .
Multiple barcodes on Mailpieces	Will a flat-size piece with two IMbs qualify for automation rates?	No. A flat-size mailpiece may bear only one IMb.
Multiple barcodes on Mailpieces	Will the USPS allow the use of two IMb's on a Letter size envelope for the mailer to receive automation discounts?	No.
DMM UPDATE	When will the DMM be updated to reflect requirements on the use of multiple barcodes on a letter and flats?	The Domestic Mail Manual (DMM) provides the regulations on the use of barcodes for Letters (DMM 202.5.0) and Flats (DMM 302.5.0).
Remittance Envelopes	Can you provide clarification on the Reply Mail information that was covered during the Webinar?	The following references were provided during the presentation: As of the implementation of the Migration requirements, all Business Reply Mail and Qualified Business Reply Mail letters and cards will be required to bear an IMb; all Permit Reply Mail letters and flats will be required to bear an IMb; all Courtesy Reply Mail letters and cards enclosed in an automation mailing will be required to bear an IMb. The implementation date has not been determined.
Pricing	How does this relate to Full-rate mail?	"Full-rate" mailpieces are not mailed at discounted prices. Mailings that are not claimed at automation, Basic or Full-Service prices are not required to have an IM barcode.

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Routing code Requirements	What are the routing code requirements for IMb printed remittance documents contained within an automation rate mailing?	11-digit for CRM/PRM/MRM and 9-digit for BRM/QBRM.
Customer Support	Please direct me to the best references with respect to creating remittance documents with IMbs.	Contact your local Mailpiece Design Analyst.
Barcode ID	It was mentioned in the Webinar that Flats will need a specific Barcode ID based on sort, how will a mailer know what ID to use prior to their mail sorted and qualified for a discount rate?	Please reference the Domestic Mail Manual (DMM) section 708.4.3 at <a href="http://pe.usps.gov">http://pe.usps.gov</a> , and The Intelligent Mail Barcode Technical Resource Guide available on our RIBBS website at <a href="http://ribbs.usps.gov">http://ribbs.usps.gov</a> .
Barcode Technical References	How will the customer know which specific barcode is applied to a piece prior to a mailing being created and sorted?	Mailers need to educate themselves on barcode requirements for automation mailings, reply mail, Basic and Full-Service mailings. The IMb will be required for reply mail and automation mailings; however, the implementation date has not been determined. Today, the IMb is required for Basic and Full-Service mailings. If you are unsure of the barcode type you have on your mailpieces, please contact your local Mailpiece Design Analyst. Additional information is available @ <a href="http://ribbs.usps.gov">http://ribbs.usps.gov</a> or the Domestic Mail Manual.
Mail.dat versus Mail.XML	Please describe the differences between Mail.dat and Mail.XML. Will Mail .dat be replaced by Mail.XML?	<p>To help understand the difference between Mail.dat and Mail.XML, think of it in terms of the mail.dat file being the encyclopedia of a given mailing. Mail.XML could be a telegram sent describing a portion of the encyclopedia. If the telegram recipient only needs a small segment of information it is much easier to send a short telegram than to send the entire encyclopedia. This analogy describes the relationship between Mail.XML and Mail.dat relative to electronic submissions. If <i>Postalone!</i> is used to conduct business with the USPS, a mailer would first upload a Mail.dat file to Postalone! as a "planned mailing". When all attributes of the mailing have been determined and all adjustments made to the Mail.dat file it would only be necessary to transmit Mail.XML 'telegrams' to the USPS to update the Mail.dat file that had been previously uploaded, eliminating the need to re-send the entire Mail.dat file every time a change is made or a new transaction is required. This arrangement allows for Postage payment, drop ship appointments in FAST as well as other transactions while using smaller chunks of data.</p> <p>Mail.XML was not designed to replace Mail.dat; it is simply a very useful tool used in the transmission of small pieces of the Mail.dat file.</p>