



2021 PROMOTIONS GENERAL PARTICIPATION GUIDE

This document contains the Promotions registration, mailing submission, mailing acceptance, and post-mailing requirements for the 2021 promotions. This is one of two documents that contains requirements that must be met to claim a promotion discount. In addition to these requirements, participants must also meet the promotion specific requirements. These individual promotion requirements will explain how the mailpiece and campaign must be designed to meet the promotion requirements that are unique to that promotion. Each promotion requirements document can be found on PostalPro at the links below:

- [Tactile Sensory & Interactive Promotion](#)
- [Emerging Technology Promotion](#)
- [Color Transpromo Promotion](#)
- [Mobile Shopping Promotion](#)
- [Informed Delivery Promotion](#)

***This document does not cover any aspects of the Earned Value Promotion. All of the requirements needed to participate in this promotion are contained in one document, the Earned Value Promotion Requirements. The requirements and additional information about this promotion can be found on the PostalPro site at:**
<https://postalpro.usps.com/promotions/2021-earned-value>

CONTENTS

I. REGISTRATION REQUIREMENTS DESCRIPTION	2
II. MAILING SUBMISSION REQUIREMENTS PROMOTION	2
A. Documentation/Postage Statement	
B. Combined and Commingled Mailing	
C. Mailing Date	
D. Postage Payment Method	
F. Meter Mail/Precanceled Payment Option	
III. REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING	4
IV. TECHNICAL INFORMATION	6

2021 PROMOTION PARTICIPATION PROCESS

I. REGISTRATION REQUIREMENTS

Participants and/or Mail Service Providers (MSPs) should register on the Business Customer Gateway (BCG) via the Incentive Programs (gateway.usps.com). 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 Customer Registration IDs (CRIDs) will participate in the promotion. It is recommended to register several days in advance of the first qualifying mailing.

~~As part of the terms of participation, all MSP and Mail Owner participants must complete a series of brief surveys about their participation in the promotion.

A user guide for enrollment is available on our PostalPro™ pages at:
<https://postalpro.usps.com/promotions>

Auto Enrollment: Electronic documentation (eDoc) enrollment using Postal Wizard, Mail.dat or Mail.XML enables real-time enrollment for Mail Service Providers and Mail Owners. During postage statement finalization, the Program Registration system will enroll CRIDs and Permits of the client(s) in the promotion based on the by/for field data in the eDoc, and the incentive will be applied when enrollment is complete.

For issues and concerns regarding enrollment or technical issues please contact the PostalOne! Helpdesk at 800-522-9085 or email: postalone@email.usps.gov.

II. MAILING SUBMISSION REQUIREMENTS

****Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.***

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE.

A. Documentation/Postage Statement

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. Participants will be required to affirmatively claim this promotion in the "Incentive Claimed" section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, the Component Characteristics Record (CCR) file MUST be populated with the appropriate **two-letter characteristic code** —

SS - Tactile, Sensory & Interactive
ME - Emerging Technology
CP - Personalized Color Transpromo
MI - Mobile Shopping
PI - Informed Delivery

2021 PROMOTION PARTICIPATION PROCESS

B. Combined and Commingled Mailings

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.

Only one promotional discount will be applied per mailpiece version (identified by MPU Mail Piece Unit and MPU Segment ID). In a commingled mailing which may contain multiple mail owners, a mailpiece version must be created for each mail owner. The incentive can be claimed independently for each using the CCR file. If needed, mailers may continue to use either the CSM Postage Group ID or the .mpa Customer Reference ID in order to create separate child statements for the pieces which are eligible for incentives. If a mailer is using the customer reference ID to create separate statements a unique MPA record must be created for pieces which are claiming incentive rates.

Further technical information can be found in the USPS Mail.dat Technical Specifications https://postalpro.usps.com/resources-list/technical_specifications

If **PostalOne!** issues arise during the promotion period which prevent the timely finalization of Postage Statements within **PostalOne!** system please follow the instructions in the **PostalOne!** Contingency Plan posted on PostalPro. <https://postalpro.usps.com/node/852>

C. Mailing Date

Mail must be tendered for acceptance during the promotion period. Promotion eligible mailings must be finalized in **PostalOne!** no earlier than 12:00:00 AM Central Time the day the promotion starts and no later than 11:59:59 PM Central Time on 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 15 calendar days after the promotion end date. (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to the first day of the promotion. Any qualifying mailing that is accepted and paid for prior to start of a promotion is not eligible for the promotion discount.

D. Postage Payment Method

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify.

- a. OMAS and "Official Government Mail" mailings are eligible for the following promotions: Emerging Technology, Mobile Shopping, Tactile Sensory, and Informed Delivery. **NEW**
- b. Every Door Direct Mail (EDDM) mailings may qualify for the following promotions: Emerging Technology, Mobile Shopping, and Tactile Sensory when deposited at a Business Mail Entry Unit. EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.

2021 PROMOTION PARTICIPATION PROCESS

E. Meter Mail/Precanceled Payment Option

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts. Mailers must select the appropriate Postage Affixed Method option as follows:

- If mailer is eligible for an VAR/CVAR for Meter Mail: all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: Only “Neither” is an option
- Precanceled: Only “Neither” is an option.

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

Processing Category	Incentive Postage Amount Affixed
First-Class Letters - auto and presort	\$0.37
First-Class Mail Non Machinable Letters	\$0.63
First-Class Mail Cards	\$0.25
First-Class Mail Flats – auto and presort	\$0.42
USPS Marketing Mail™ Regular Auto/PRSRT/CR Letters	\$0.14
USPS Marketing Mail™ Regular Auto/PRSRT/CR Flats	\$0.13
USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Letters	\$0.07
USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Flats	\$0.05

All existing requirements around mail preparation and acceptance as they are described in the domestic Mail Manual (DMM) remain in place. Please refer to http://pe.usps.gov/text/dmm300/dmm300_landing.htm for more information.

III. REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

CHECKLIST

- Mailer must provide a hard copy sample mailpiece at BMEU (if participating in Color Transpromo, participants can provide their Pre-Approval Letter)
- Mailer must retain a sample mailpiece for USPS post-mailing sampling

To claim the discount participants must provide a hard copy unaddressed mailpiece sample at the time of mail entry to the Business Mail Entry Unit/acceptance clerk. This applies unless other sample submission options specified in the promotion requirements are applicable.

If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented to BMEU. All mailings are subject to standard acceptance and verification procedures and may be inspected for use of mobile print technologies, images, directional copy, and more.

2021 PROMOTION PARTICIPATION PROCESS

Seamless Acceptance - Mailers participating in Seamless Acceptance must follow the process applicable to their situation to submit mailpiece production samples (or pre-approval letter for Color Transpromo promotion).

- **Facing Slip Requirement for All Seamless Acceptance Mailpiece Samples:** For all promotion production samples submitted by seamless acceptance mailers, the production sample must be attached to a facing slip that contains the following information: Promotion claimed, Mailer name, Mailer CRID and Job ID.
- **Mail entered at DMU** - For seamless mailers who use a DMU for mail entry, when a USPS clerk is not present, the mailer should deposit production samples with facing slips in an inbox or other agreed upon place. USPS clerks will collect the samples when they visit the DMU and will bring them back to the BMEU to hold for audit purposes.
- **Mail entered at a BMEU with no BMEU clerk present** - If no Postal employee is available at the time the mail is deposited at the BMEU, the promotion participant should forward production samples, with a facing slip for each, to the BMEU via mail. Samples can be bundled and sent in batches on a weekly basis.
- **Mail drop shipped from a DMU** – When a USPS clerk is not present at the DMU, the participant should deposit production samples with facing slips in an inbox or other agreed upon place. USPS clerks will collect the samples when they visit the DMU and will bring them back to the BMEU to hold for audit purposes.
- **Mail drop shipped from other locations** - In this scenario the participant has two options.
 1. The participant can hold production samples and deposit them at the BMEU when other mailings are taken to the BMEU or the mailer can,
 2. Follow the steps above and mail batches of samples with facing slips to the BMEU on a weekly basis.
- **Mail entered via postal transportation from mailer facility** – If the mail is coming from a DMU, the participant should deposit production samples with facing slips in an inbox or other agreed upon place. If the mail originates from an as-needed DMU, the participant has two options.
 1. The participant can hold production samples and deposit them at the BMEU when other mailings are taken to the BMEU or the participant can,
 2. Follow the steps above and mail batches of samples with facing slips to the BMEU on a weekly basis.

Using the Self Service Terminal (SST) - Mailers participating in the promotion and presenting mail using the Self Service Terminal (SST) will see the message below on the screen and must certify the agreement on the screen and submit a mailpiece sample and postage statement to the BMEU clerk.

"This mailing has been identified as participating in an incentive program. By clicking OK, I certify that I am tendering a production mailpiece sample and postage statement to the acceptance employee for verification."

Electronic Mailpiece Samples - Participants can apply to use the electronic mailpiece sample upload functionality for the Emerging Technology Promotion and the Mobile Shopping Promotion. This new functionality enables participants to upload an electronic mailpiece sample to the BCG and use the assigned group ID in the eDoc submission. Participants interested in using this functionality should contact the Program Office via email several weeks in advance of participating in the promotion.

2021 PROMOTION PARTICIPATION PROCESS

Post Mailing Requirements - The Program Office will conduct a sampling of mailpieces collected at Business Mail Entry Units to verify that submissions meet program requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet **ALL** program requirements and to unenroll the mailer from the program or restrict participation in future promotions.

Additionally, all mailers who receive the discount must retain all hard copy mailpieces for 90 calendar days after the promotion end date if requested by the Postal Service, must forward the sample to the Promotion Program Office.

IV. TECHNICAL INFORMATION

For further technical information, please refer to Technical Specifications on PostalPro™ at:
https://postalpro.usps.com/resources-list/technical_specifications

For issues and concerns regarding enrollment, eDoc submissions and other issues related to PostalOne and Program Registration please contact the *PostalOne!* helpdesk at 1-800-522-9085 or email: postalone@email.usps.gov

Information and resources will also be posted online at: <https://postalpro.usps.com/promotions>

THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE