

Intelligent Mail Barcode (IMB)

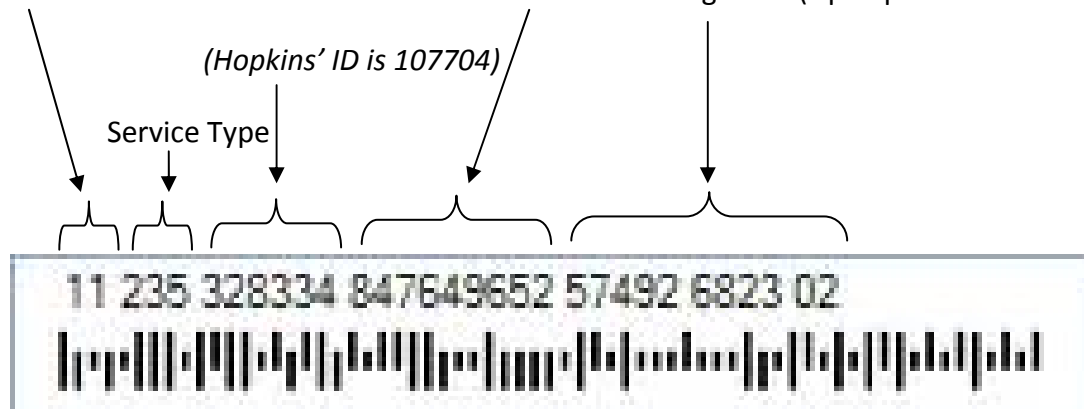


The IMB is due to be mandatory May, 2011. This isn't only for outgoing mail, but for Business Reply Mail as well.

The main reason for the change is, the new code can hold a lot more information in the same space. Where the old Postnet code only held only zip code and routing information, the new IMB indicates the sorting level, class of mail, optional services requested, the Mailer ID, an optional serial number identifier for the piece, and all the zip and routing information that was in the original Postnet code. For both Basic and Full-Service IMB applications, a "Mailer ID" will be required. The USPS assigns Mailer IDs based on mail volume. For mailers that have an annual volume less than 10 million pieces, a 9 digit ID will be assigned. If you mail more than 10 million pieces, you will have a 6 digit ID. The Serial Number/Piece ID field is one of the main differences between the Basic and Full IMB. In Basic IMB, you can put whatever you like in the Serial Number field, either all zeros, or some number for your own purposes. With Full Service IMB, you must insure that each Serial Number you issue is unique for 45 days. In addition, you will want some way to relate the serial numbers issued back to your individual mailed addresses. There is a relationship between Mailer ID and Serial Number. If you have a 6 digit Mailer ID, you will have 9 digit serial numbers. If your Mailer ID is 9 digits, you will have a 6 digit Serial Number field. You can see this more clearly in the diagram below. It shows the layout of all the fields in the IMB.

The "Service Type" can be used to replace "Address Service Requested" or similar ancillary endorsement lines and will eliminate the need to print the text.

Barcode ID Mailer ID Serial Number Routing Code (zip+4 plus last 2 from street)



Following are steps our customer's need to take to begin the process of obtaining a Mailer ID for Business Reply Mail. For outgoing mail, we will use our Mailer ID, regardless of whose permit is used; our customers won't have to do anything – just on Reply Mail...

Business Customer Gateway

Steps for Customers to Acquire a Mailer ID

1. Go to [USPS.COM](https://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](https://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 email and open the email from USPS. Scroll down to and Click "Sign in and get started link".
13. At the Business Customer Gateway page, Log-in with user name 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 next screen, system issues a new MID. Record this number and sign out.