USPS Delays Full Service Intelligent Mail® Requirement

The U.S. Postal Service has delayed the planned January 26, 2014 change that would require use of the Full-Service Intelligent Mail® barcode to earn automation price discounts. Mailers who are not currently enrolled in this program will still be able to claim automation rates. However, to achieve the best pricing mailers must meet the full-service requirements.

What is Full-Service Intelligent Mail®?

Full-Service Intelligent Mail® offers mailers elimination of permit fees, address correction and visibility and tracking of mailings. This was originally planned to be effective January 26, 2014, the use of Full-Service Intelligent Mail is required to qualify for automation prices and available for the following types of mail:

- First-Class Mail® postcards, letters and flats
- Standard Mail® letters and flats
- Periodicals letters and flats
- Bound Printed Matter flats

Key Requirements:

- Apply unique Intelligent Mail barcode (IMb) to each postcard, letter, and flat
- Apply unique Intelligent Mail tray barcode (IMtb) to trays and sacks
- Apply unique Intelligent Mail container barcode (IMcb) to placards for containers (i.e. pallets) when required (Small volume mailings entered at a BMEU typically do not need an IMcb)
- Submit postage statements and mailing documentation electronically

> **Barcode Uniqueness**
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> For mailings less than 10,000 pieces, mailers have two options:
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> ***Option 1:***
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> Provide an Identical Barcode Serial Number within a single mailing that must maintain uniqueness across mailings for 45 days.
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> ***Option 2:***
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> Provide a range of unique Barcode Serial Numbers throughout a single mailing that must maintain uniqueness across mailings for 45 days.

To learn more about this transition the United States Postal Service provides a wealth of information not only on the use of Intelligent Mail but on other pertinent direct mail topics as well. Here are the links:

All USPS subject matter & webinars: *https://www.usps.com/business/pcc-education-topics.htm*

Intelligent Mail reference materials and updates can be found at: *https://ribbs.usps.gov/index.cfm?page=intellmailpresentations*

For help selecting a Direct Mail Service Provider: *http://mailingindustryproductguide.com/Guide/*

Talk to your software vendor or mail service provider to learn more about how to prepare for Full-Service Intelligent Mail® Requirement!

Click Here for the USPS
Full Service Intelligent Mail

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