

Mobile Barcode Promotion

Make your mailpieces work harder for less.

Put mobile barcodes to the test and get a 3% discount on First-Class Mail® and Standard Mail® letters and flats.

Those quirky little pixilated squares are popping up in a lot of places lately. In magazines. On products. And yes, in mail.

Mobile barcodes provide a connection between print and the digital world.

Mobile barcodes are two-dimensional (2-D) images that can be read by smartphones that have a 2-D barcode application/reader. When scanned, these mobile barcodes can motivate an otherwise passive consumer to take immediate action: make a purchase, register for an event, or download a coupon.

The Mobile Barcode Promotion runs July 1, 2011, through August 31, 2011.

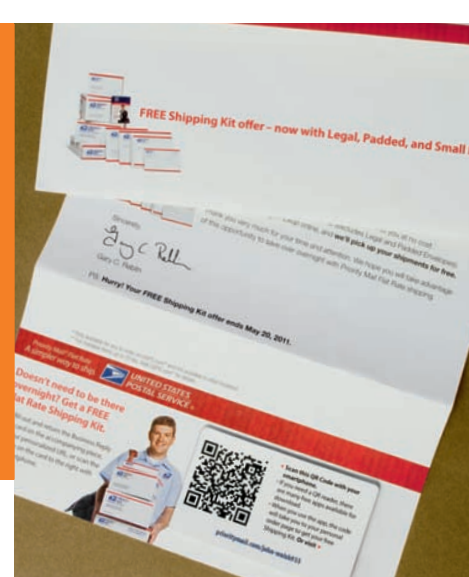
For a limited time, the Postal Service™ is offering business mailers an upfront 3% discount on First-Class™ and Standard Mail letters and flats that include a mobile barcode. The following rules apply:

- Mobile barcodes must be two-dimensional and readable by a mobile smartphone. One-dimensional barcodes do NOT qualify.
- Mailing documentation must be submitted electronically, and mail must be sent with postage paid through a permit imprint. Current methods include: Mail.XML, Mail.dat, and Postal Wizard. (Mailings submitted via Postal Wizard cannot exceed 9,999 pieces.)

In accordance with the Postal Accountability and Enhancement Act, on April 12, 2011, the Postal Service filed a Notice with the Postal Regulatory Commission ("PRC") regarding the Mobile Barcode Promotion. The PRC review, approval, and feedback are expected to take 45 days from that date – implementation of this promotion will not take place until PRC approval is received.

- Participating mailers are required to affirmatively claim this promotion in electronic postage statement submissions, certifying each mailpiece contains a mobile barcode either within the contents or on the outside of the mailpiece.
- All mailpieces in a postage mailing statement must contain a mobile barcode.
- With the exception of the Intelligent Mail® barcode (IMb™) full-service discount, only one incentive per mailing will apply.
- The objective of the two-dimensional mobile barcode on eligible mailpieces must be to initiate interaction with consumers via mobile smartphones to market, promote, or educate. Two-dimensional barcodes used for other purposes – such as internal corporate operational processes or postage evidencing – are not eligible for the discount.
- Mail must be tendered for acceptance during the promotion period, July 1, 2011, through August 31, 2011.
- Nonprofit mail is not eligible for the discount.

For additional information about the promotion, you may contact the program office via email at mobilebarcode@usps.gov



When you add a mobile barcode to your mailings, you add value. And you save 3% on postage.