

# 2016 PERSONALIZED COLOR TRANSPROMO PROMOTION

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## CONTENTS

I. <u>Background and Program Description</u> .....	2
II. <u>Program Parameters</u> .....	2
III. <u>Eligibility Requirements</u> .....	2-6
A. <u>Mailpiece Content Requirements</u> .....	2
B. <u>Registration Requirements</u> .....	4
C. <u>Mailing Submission Requirements</u> .....	4
D. <u>Requirements at Mail Acceptance and Post - Mailing</u> .....	6
IV. <u>Technical Information</u> .....	7
V. <u>Program Office Contact Information</u> .....	7
VI. <u>Revision History</u> .....	7

# 2016 PERSONALIZED COLOR TRANSPROMO PROMOTION

## I. BACKGROUND AND PROGRAM DESCRIPTION

The 2016 Personalized Color Transpromo Promotion is intended to encourage producers of bills and statements to produce and mail statements that create a greater connection and response from consumers by using personalized color transpromotional messaging and is a way to grow the value of First-Class Mail and will encourage mailers to invest in color print technology.

This promotion will provide an upfront postage discount to mailers who use personalized dynamic/variable color print for transpromotional marketing and consumer messages on their bills and statements.

## II. PROGRAM PARAMETERS

<b>Registration Period</b>	May 15 through December 31, 2016
<b>Promotion Period</b>	July 1 through December 31, 2016
<b>Discount Amount</b>	2% of eligible postage. The discount is calculated in PostalOne!® and applied to the postage statement at the time of mailing.
<b>Eligible Mail:</b>	<b>First-Class Mail</b> commercial letters that are part of an IMb Full-Service mailing.
<b>Ineligible Mail:</b>	Any mailpieces not sent in an IMb Full-Service mailing All Standard Mail® Periodicals Bound Printed Matter Media Mail® First-Class Mail and Standard Mail Parcels First-Class Mail cards and flats

## III. ELIGIBILITY REQUIREMENTS

***Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review the current year Program Requirements document to ensure that the mailpiece meets all requirements.***

### A. Mailpiece Content Requirements

Eligible mail pieces must include:

- A full color personalized transpromotional marketing or consumer message such as an “Onsert” or “OnStatement” to qualify, which is printed in-stream on a physical piece of paper within the content of the letter or statement. The “Onsert” or OnStatement must include full color text with or without an image using a dynamic variable print process, on a transactional mail piece which is required to be mailed as First-Class Mail per DMM 233.2.2  
"Personalization" is information that the recipient would deem personal or relevant in nature. This can be achieved by leveraging customer demographic data (age, gender and income of the people within the population), psychographic data (personality, values, opinions, attitudes, interests, and lifestyles), as well as purchase behavior or it can be accomplished simply by addressing the transpromotional message to the recipient of the

## 2016 PERSONALIZED COLOR TRANSPROMO PROMOTION

bill or statement by "Name".

- Examples of personalized transpromotional marketing messages are as follows:
  - Addressing the message to the customer by name:
    - Sally as a valued customer we are extending this exclusive offer to you.
  - Promotions based on the existing relationship
    - We are currently offering a NN% discount on accessories to go with the phone you recently purchased.
    - Rewards/loyalty programs
    - Renewal offers and incentives
    - Supplementary or complimentary products or services
    - Cross sell or upsell other products or services

Personalization is not limited to these examples and participating mailers should contact the Program Office for consideration/approval of other personalized transpromotional messages.

- Full color is defined as a four-color-process using CMYK (cyan, magenta, yellow and black); this is a technical term that does not imply that four or more colors need to be present on the mailpiece.

Samples that qualify will be available on the 2016 Personalized Color Transpromo Promotion pages <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

Ineligible full color marketing or consumer messages: (include but are not limited to)

- Full color logos or the use of full color on the outer envelope alone do not qualify (Leveraging full color in a marketing or consumer message on the outer envelope is a best practice however in and of itself this will not qualify for the 2016 Personalized Color Transpromotion Promotion discount)
- Use of pre-printed paper stock does not qualify
  - This includes any pictures, graphics, text (alphanumeric), formatting markings, and watermarks that are pre-printed
- If the full color transpromotional marketing or consumer message is dynamically printed at the end or as the only item on the last page of the bill or statement it must appear to be part of the transactional document itself. The placement of a customer-specific or marketing message on the last page of the bill or statement qualifies only if that page also includes the same header and footer information, (e.g. Page n of n). Page formatting and paper stock also has to be the same as the other pages. This means that "inserts" do NOT qualify for the promotional discount because they are not dynamically printed at the same time the document was generated.
- The following messages printed anywhere on the bill or statement **will not** by themselves qualify for the promotion discount. Examples are (but are not limited to):
  - Messages that encourage customers to go online for the purpose of:
    - Setting up or managing electronic payment, statement, or bill presentment
    - Contacting customer service for account or billing issues (*Exception—transpromotional marketing messages that explicitly promote products or services that are relevant to the bill or statement recipient are eligible for the promotion discount*)
    - Payment status (e.g. Amount Due, Past Due, Pay Now, Payment Due, Late Payment, Pay This Amount, Remit This Amount) Exception – Bills and statements that have full color pictures or graphics that illustrate account usage, analysis and trends.
    - Account status (e.g. Account Past Due, Account Delinquent)

## 2016 PERSONALIZED COLOR TRANSPROMO PROMOTION

For promotion eligibility verification please send final sample pieces to the Program Office.

[FCMColorPromotion@usps.gov](mailto:FCMColorPromotion@usps.gov)

Samples of ineligible full color consumer or marketing messages will be available on the 2016 Personalized Color Transpromo Promotion pages

<https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

### **B. REGISTRATION REQUIREMENTS**

Participants and/or Mail Service Providers (MSPs) must register on the Business Customer Gateway (BCG) via the Incentive Program Service (gateway.usps.com). Promotion participants must 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 CRIDs will be participating in the promotion. It is recommended that mailers register several days in advance of the first qualifying mailing.

*\*\*\*As part of the terms of participation, all mail owners **must** complete a survey about their participation in the promotion at the end of the promotion period.*

Electronic documentation (eDoc) enrollment using Mail.dat® and Mail.XML™ enables MSPs to enroll their clients in real-time when eDocs claiming the promotion are submitted. During postage statement finalization, PostalOne! will validate that the MSP CRID in the eDoc is enrolled as an MSP. The PostalOne! system will enroll the client(s) in the promotion based on the "Mail Owner" field data, and will only then calculate the discount if there are no system Warnings. The PostalOne! system will perform validations and generate Warnings for MSPs that are not registered and for invalid CRIDs or Mailer IDs. In the case of Warnings, PostalOne! will process the eDoc and allow the mailing without failing the file. Note that the PostalOne! will not apply the promotion discount to the mailing.

**A user guide for enrollment is available on our RIBBS pages at:**

[https://ribbs.usps.gov/mailingpromotions/documents/tech\\_guides/IncentiveProgramsEnrollmentGuide.pdf](https://ribbs.usps.gov/mailingpromotions/documents/tech_guides/IncentiveProgramsEnrollmentGuide.pdf).

### **C. Mailing Submission Requirements**

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

#### **Documentation/Postage Statement**

Participating mailers will be required to affirmatively claim this promotion in the Incentive Claimed during enrollment upon accepting the promotion participation online Agreement task and in section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements. All mailpieces covered by a postage statement must meet all eligibility requirements

Mailpieces must be part of a full-service mailing. Residual pieces that are part of a full-service mailing, but do not meet full-service requirements and meet all other promotion requirements may be contained on the mailing statement and will qualify for the discount.

Mailings must be submitted electronically via Mail.dat® and Mail.XML™ or Postal Wizard. Mailings submitted via Postal Wizard cannot exceed 9,999 pieces.

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)

# 2016 PERSONALIZED COLOR TRANSPROMO PROMOTION

## Mail.dat® and Mail.XML™ Component Characteristics Record (CCR) options

To claim the promotion discount, populate the CCR for the 2016 Personalized Color Transpromo Promotion with “CP”

- Supported Mail.dat versions:
  - 14-2, 15-1
- Supported Mail.XML versions:
  - 16.0, 17.0

## Commingled and Combined Mailings

In a commingled, combined or co-mailing, separate postage statements must be used for mailpieces not meeting promotion requirements.

Commingled, combined, and co-mail mailings (including MLOCR mailings) may only qualify for the Promotion if:

- All of the pieces commingled in the mailing meet program requirements, or;
- The mailings include multiple clients (or versions) but have separate postage statements generated for the mailpieces that meet all eligibility requirements.

## Mailing Date

Mail must be tendered for acceptance during the promotion period, July 1 – December 31, 2016. All promotion eligible mailings must be accepted and entered in PostalOne! no earlier than 12:00:00AM on 07/01/2016 and no later than 11:59:59 P.M. on 12/31/2016 (the last day of the promotion). THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING AND CANNOT BE REBATED AT A LATER DATE.

If PostalOne! issues arise during the promotion period which prevent the timely finalization of Postage Statements in PostalOne! please follow the instructions illustrated in the PostalOne! External Contingency Plan:

[https://ribbs.usps.gov/intelligentmail\\_latestnews/documents/tech\\_guides/PostalOneExternalContingencyPlan.pdf](https://ribbs.usps.gov/intelligentmail_latestnews/documents/tech_guides/PostalOneExternalContingencyPlan.pdf)

## Postage Payment Method

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. OMAS and “Official Government Mail” mailings are not eligible for the promotion.

## Meter Mail/Precancelled Payment Option

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

- VAR/CVAR Meter Mail: all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: only option available is “Neither”
- Precancelled: Only “Neither” is an option

## 2016 PERSONALIZED COLOR TRANSPROMO PROMOTION

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

Processing Category	Incentive Postage Amount Affixed
First-Class Mail Letters auto and presort	0.25
First-Class Mail Non Machinable Letters	0.45

### D. Requirements at Mail Acceptance and Post-Mailing

The mailer must provide a hard copy, unaddressed full sample of the mailpiece showing the placement of the personalized full color transpromotional message that was dynamically printed to the Business Mail Entry Unit acceptance clerk. If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented. Addressed samples will not be accepted. If pieces are variably printed, one sample that is comparable to the mailing may be presented.

In limited circumstances mailers using the same messaging with limited variations throughout the promotion period may contact the program office for an alternate process for mailpiece sampling. These mailers must be able to send the Program Office samples of the pre-print/input sheet as well as samples of the dynamic print versions. Samples must be submitted at least three weeks in advance of the initial mailing. In addition, a list of all BMEUs that will be used for mail entry throughout the promotion must be provided to the Program Office.

**Post Mailing Requirements:** The Program Office will review sample mailpieces collected at BMEUs 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 to unenroll the mailer from the program or restrict participation in future promotions.

Additionally, all mailers who receive the discount must retain an electronic or hard copy sample of the mailpiece until March 30, 2017, and if requested by the Postal Service, must forward such sample to the Promotion Program Office.

# 2016 PERSONALIZED COLOR TRANSPROMO PROMOTION

## IV. TECHNICAL INFORMATION

Reminder: To claim the discount for mailings submitted via mail.dat or mail.xml, the Component Characteristics Record (CCR) file should be populated with the **two digit characteristic CP** for the 2016 Color Transpromo Promotion.

For further technical information, please refer to Technical Specifications on RIBBS at:  
<https://ribbs.usps.gov/index.cfm?page=intellmailguides>

## V. PROGRAM OFFICE CONTACT INFORMATION

Further questions can be directed to the Program Office.

**Email:** [FCMColorPromotion@usps.gov](mailto:FCMColorPromotion@usps.gov)

**Facsimile:** 202-268-0238

**Mail:** US Postal Service  
Attn: Color Print Promotion  
PO Box 23282  
Washington, DC 20026-3282

FedEx and UPS shipments cannot be delivered to postal PO Box addresses. To ensure prompt delivery to the Promotions Office, please use postal products or services. All mailings must include information about the sample, contact information and an email address for responses.

**The Promotions Office responds to all inquiries within a 2-3 business days upon receipt of samples to the PO Box and emails to the promotion email address.**

Information and resources will also be posted online  
at: <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>