

How to Obtain an Intelligent Barcode for Reply Mail in Card Packs

Required by May 2011

All automation mailers need to apply for a Mailer ID to convert to the Intelligent Mail Barcode. This includes Courtesy Reply Mail and Business Reply Mail.

If you currently have a Mailer ID, provide it to Tri-Media and we can have the IMB created for you and inserted into your artwork. Otherwise, here's how to obtain a Mailer ID:

1. To Request ad Mailer ID (MID) go to www.usps.com and select the Business Customer Gateway link located at the very bottom right corner of the web page. Login as either an existing account or complete the registration as a new user. Once you have access, select Mailer ID under the Design & Prepare section.
2. That link takes you to Welcome to the Mailer ID System that has your business name and Zip+4. Click on Request a MID link.
3. That link takes you to Apply for a Mailer ID. The drop down in center of the screen will default to 6-digit-S-0 Available. Change the drop down to 9-digit-S-1 Available and enter 1 in quantity box. Then complete the application process.
4. Under Mailer ID program option details unless you are an ACS client, you would check the Full/Basic Service.
5. Once you have your Mailer ID, the last step is to send an email to acs@usps.gov and state your company name, address and Mailer ID and tell them that you are using your MID for Courtesy Reply Mail or Business Reply Mail.
6. To obtain artwork of your IMB, contact your local Mailpiece Design Analyst by using the following lookup tool: http://pe.usps.com/mpdesign/mpdfr_mda_lookup.asp. Their email address will be listed and you can request artwork from them. For courtesy reply mail, they need your company name, complete address and Zip+4 along with your Mailer ID and tell them it's for CRM. For Business Reply Mail, give them your company name, mailer ID and the 9 digit Zip+4 assigned to your BRM and tell them size of card is 3 1/2 x 5 1/2.
7. Once you have your new artwork, submit it to www.trimediadata.com and begin using it on any new artwork created.

If you have questions or problems obtaining your Mailer ID, contact your local Business Center for assistance at: <http://www.usps.com/ncsc/locators/find-bsn.html>.