



INTELLIGENT MAIL BARCODES

The Intelligent Mail Barcode (IMB) will become the only barcode acceptable for mailers to use on their mail pieces to claim automated prices in May 2011. At that time, the POSTNET barcode will no longer be acceptable.

Changes required for Card Packs

In addition, the IMB will be required on all Courtesy Reply Mail (CRM) and Business Reply Mail (BRM) in May 2011. Customers need to make sure that these reply mail pieces meet the requirements prior to the upcoming change.

We recommend that Business Reply Mailers convert to IMB on their card ads in 2011. The goal of the USPS is to use IMB to automate the accounting function. Currently, it's unclear how they will handle BRM without the required IMB.

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, we can provide instructions on how to obtain a Mailer ID.

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TRI-MEDIA MARKETING SERVICES
6152 OVERTON RIDGE BLVD
FORT WORTH TX 76132-3618