

# **PLUS ONE MARKET TEST**

## **Pending PRC Approval**

### **Frequently Asked Questions**

#### **Why a Plus One?**

The overall advertising market is becoming more competitive, and the marriage mail market, where advertisers are combined into a single mailing, has been a valuable segment for the Postal Service. There is now a need for new solutions which marriage mailers can offer advertisers in order to compete successfully.

#### **Why a Market Test?**

USPS Marketing Mail revenue is stagnant and volumes are declining because of diversion of advertising spend to digital advertising channels. During the Market Test, the Plus One will be offered to qualified customers mailing commercial Saturation marriage Marketing Mail letters for an additional per piece fee. The Market Test is designed to determine the elasticity of demand by offering different prices in four newly created regions of the country.

#### **What is a Plus One?**

The Plus One is an advertising card mailers can send accompanying a host “marriage” USPS Marketing Mail Saturation Letter.

- The host Letter mailing must be entered at a destination SCF (DSCF)
- The host Letter mailing must be at least 90% Saturation with the remainder being High Density or High Density Plus

A Plus One card must be:

- A mailpiece that is accepted at the same time as the associated host marriage Saturation Letter mailing
- An advertisement for a company which has a relationship with the host Marriage Saturation Letter mailer
- Addressed and delivered to the same delivery points as the host Marriage Saturation Letter
- Only one Plus One Card allowed for each delivery point within the Saturation mailing
  - Plus One pieces are not required for each host letter but cannot exceed the number of host pieces
  - A Plus One card is allowed for the 10% of the mailing which is High Density or High Density Plus as long as the 90% Saturation letter rule is met
- Full automation address with IMb included on both pieces (host letter and Plus One)
- Identified in the permit indicia area with the words “Plus One” below “Postage Paid”

#### **Why only with “Marriage” mail Letters?**

Marriage mail is a highly competitive form of direct mail that “marries” advertisements - coupons or sales notices - from multiple companies in one mail package. The company mailing the Host mailpiece could sell the Plus One mailpiece as a profitable new solution to advertisers to enhance visibility of their message to the consumer. This will enable the Plus One advertisers to gain more visibility than the advertisements in the Marriage mail letter, and test the value of a stand-alone mailpiece with the simplicity and controls of shared mailing and a price that is affordable.

#### **How long is the Market Test?**

The Plus One Market Test will run for up to two year starting in October 2019 unless it is terminated early, filed as a new product with the PRC, or extended for up to one year with approval from the PRC.

## How do I register for the Plus One Market Test?

For information on registration please contact the Plus One Program Office at [Plusone@usps.gov](mailto:Plusone@usps.gov)

## What are the mailpiece specifications for a Plus One?

- Dimensions: at least 3.5" x 5", not to exceed 6" x 9.5"
- Thickness: Must be a minimum of .009" thick
- Full automation address with IMb included on both pieces (host letter and Plus One)
- Markings: Permit indicia area must identify the card as a Plus One with the words "Plus One" below "Postage Paid"
- Meet all other USPS Marketing Mail Letter design standards
- Delivery is not required to be on same day as the Host Letter

## What price is the Plus One?

The Plus One Market Test is designed to determine the elasticity of demand by offering different prices in four newly created regions of the country. Four regions have been identified to test different prices from \$0.085 to \$0.10

- Regions were defined using demographic data for each SCF since all Plus One mailings must be entered at a DSCF
  - All regions have urban and rural territories
  - Prices randomly assigned to regions
- Prices by Region (SCFs in a region have the same price):
  - Northeast \$0.09
  - Midwest \$0.095
  - South \$0.10
  - West \$0.085
- List of SCFs available on PRC website: <https://www.prc.gov/dockets/document/110094> and will be posted on PostalPro (<https://postalpro.usps.com/>) Search: Plus One

## Can Mail Service Providers participate?

Yes, MSPs can participate as long as they conform to the Market Test requirements.

## What are the requirements to participate in the Market Test?

Mailers and/or Mail Service Providers (MSPs) must register with the Plus One Program Office by emailing [plusone@usps.gov](mailto:plusone@usps.gov)

- Market test participants must complete their registration (including agreeing to the terms) at least 14 days prior to presenting the first qualifying mailing and specify which permits, and Mailer IDs (MIDs) will be participating in the test.
- Mailers must use a separate MID for the Plus One mail piece. This MID can only be used for the Plus One mailpiece.
- Any changes, additions or deletions to Permits or MIDs must also be made at least 14 days before any mailing. Again, MIDs used for the Plus One Market Test may not be used for any other mailings.
- The Plus One Requirements Document with full details will be posted on PostalPro (<https://postalpro.usps.com/>) Search: Plus One
- Advertisers can participate in the market test by contacting a registered mailer.

## Are there specific mail entry / preparation standards for the Plus One mailing?

- The mailing must be submitted via electronic documentation (eDoc) and include both the host and Plus One components
- The Mailing can be entered only at the destination SCF (DSCF)

- The Plus One mailing (Marriage Mail Letter and Plus One Card) must be entered using the same mailing statement at the same DSCF
- Only one Plus One Card allowed for each delivery point within the Saturation mailing
  - Plus One pieces are not required for each host saturation letter but cannot exceed the number of host pieces
- There is no requirement to have an equal number of Plus One and Host containers.
- Pallets and Trays of Plus One cards must be identified on the Placard as a Plus One mailing
- Plus One mailpieces must be presented in their own trays
- Full automation address with IMb included on both pieces (host letter and Plus One)

### **How are Plus One pieces entered on a Mailing Statement – in eDoc?**

After a company (or MSP) has registered specific Permits and MIDs for the Plus One Market Test, the eDoc mailing statement will show a special services line (S36) called Saturation Plus One.

- Only available via Mail.dat and XML
- When Saturation Letter mail is entered on line C9 then Plus One cards can be entered on line S36 up to the total number of pieces on lines C9, C10, and C11.
- The host Letter mailing must be at least 90% Saturation (line C9) with the remainder being High Density or High Density Plus

### **Will MSPs be assigned a new permit specifically for Plus One?**

No, mailers will use their own permits; MSPs can use their own permits or the mail owners' permits

- However, Mailers must use a separate MID for the Plus One mail piece. This MID can be used only for the Plus One mailpiece.

### **Does the Plus One card have to be a card format or can it be in an envelope?**

The Plus One is only available in card format

### **Will the program be compatible with various mailing software programs?**

Mailing software will need to be updated to support this new feature

### **Does the MSP or the end user register for the test program or does it matter?**

It is actually the Permit that will be registered, and a Permit can belong to a MSP or Mailer; regardless, the Permit that is used to pay for postage on the postage statement must be added to the Market Test through the program office

### **Are the SCFs listed on the Briefing link the only SCFs that will accept Plus One mailings?**

Yes – the list of SCFs available for the program are on the Notice filed with the Postal Regulatory Commission on August 13, 2019, and will be available on PostalPro (<https://postalpro.usps.com/>) Search: Plus One

### **What is the Program Office Contact Information?**

For questions about the Market Test, please contact the Plus One Program Office

Email: [Plusone@usps.gov](mailto:Plusone@usps.gov)

Mail: USPS – Plus One Program Office  
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