



Plus One Market Test

Pending PRC Approval

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Market Test Description

Marriage Mail is a form of direct mail that “marries” or combines advertisements such as coupons or sales notices from multiple companies in one mail package to share the cost of mailing. The purpose of this Market Test is to encourage USPS Marketing Mail Saturation Letter marriage mailers to add a Plus One card to existing and/or new mailings to increase advertising reach and to drive customer response rates. Only one Plus One card can be entered for each “host” Marriage Marketing Mail Saturation Letters piece.

- Registration Period:** Begins on September 13, 2019 and runs through August 1, 2021 or the end of the test (whichever is sooner)
- Program Period:** October 1, 2021 through August 31, 2021 or the end of the test (whichever is sooner)
- Price:** Each Plus One card will be charged one of four (4) prices based on a region containing specific Destination Sectional Center Facilities

(DSCFs). This postage is in addition to the normal host mailpiece postage price listed in the published Price List (Notice 123). The list of prices by DSCF is available on PostalPro and through the Plus One Program Office.

Eligible Mail Classes:#	Host mailpiece must be a USPS Marketing Mail Saturation Letters piece. #
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Additional Requirements: Host mailpiece must be a marriage mail letter. The advertiser on the Plus One card must also have an ongoing relationship with the marriage mail host mailpiece (i.e. been in/on the marriage mailpiece within the past six months). **The Market Test is not intended to be used to convert solo mailings into Plus One mailings. Registration for this test is acknowledgment of the intended purpose of the test and the program requirements described below.**

Eligibility Requirements

- **Detailed Program Requirements**
 - Customers must mail a commercial automation USPS Marketing Mail Saturation Letters (host piece) that is marriage mail
 - Marriage Mail is defined as a form of direct mail that “marries” advertisements such as coupons or sale notices from multiple companies in one mail “package” to share the cost of mailing
 - A minimum of 90 percent (90%) of the total mailing of the host Marketing Mail Letter volume must be entered at the Saturation DSCF entered price in order to qualify for use of the Plus One card. The remaining 10 percent (10%) must be High Density or High Density Plus DSCF entered mail. The total number of Plus One cards cannot exceed the total number of pieces of Saturation, High Density Plus and High Density volume (but can be less than this total).
 - All Plus One mailings (Letter and Plus One Card) must be entered at the Destination Sectional Center Facility (DSCF) adhering to the submission requirements listed below
 - The Plus One mailing (Marriage Mail Letter and Plus One Card) must be entered using the same mailing statement at the same DSCF
 - 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
 - Addressed and delivered to the same delivery points as the host Marriage Saturation Letter
 - Identified in the permit indicia area with the words “Plus One” below “Postage Paid”
 - Only one Plus One Card allowed (not required) for each delivery point within the Saturation mailing
 - Pallets and trays of Plus One card must be identified on the Pallet Placard as a Plus One mailing. Plus One cards will be presented in their own trays – separate from the host mail piece.

- Full automation address with IMb included on both pieces (host letter and Plus One)
- Plus One Card Specifications
 - Dimensions: at least 3.5" x 5", not to exceed 6" x 9.5"
 - Thickness: Must be a minimum of .009" thick
 - Markings: Permit indicia area must identify the card as a Plus One with the words "Plus One" below "Postage Paid"
 - Meet all other Marketing Mail Letter design standards
 - Delivery not required to be on same day as the Host Letter
- All other existing requirements around mail preparation and acceptance as they are described in the Domestic Mail Manual (DMM) remain in place. Please refer to http://pe.usps.gov/text/dmm300/dmm300_landing.htm for more information.

- **Registration Requirements**

Participants and/or Mail Service Providers (MSPs) must register with the [Plus One Program Office](#). 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 Finance Number, Permits, and Mailer ID (MIDs) will be participating in the test. Mailers **must** use a separate/unique MID for the Plus One mail piece. The Postal Service retains the right to remove a participant from the market test if a mailer fails to use a unique MID for the Plus One mail piece. Any changes, additions or deletions, of Permits or MIDs must also be made with the Plus One Program Office at least 14 days before any mailing.

****As part of the terms of participation, all mail owners **must** complete a quarterly survey about their participation in the Market Test. Also, data required for reports to the Postal Regulatory Commission may be requested.*

C. Mailing Submission Requirements

PARTICIPATION IN THE MARKET TEST MUST BE SET UP AT LEAST 2 WEEKS PRIOR TO THE INITIAL MAILING - NOT AT A LATER DATE – OR THE PUBLISHED (NON-MARKET-TEST) PRICES WILL BE CHARGED FOR BOTH MAILPIECES.

Documentation/Postage Statement

Mailings must be submitted electronically via Mail.dat and Mail.XML or Postal Wizard. 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), Mailer ID (MID) or Permit number.

To claim the Plus One card price for mailings submitted via Mail.dat or Mail.XML, the Component Characteristics Record (CCR) file should be populated with the two digit characteristic code AA for the Plus One Market Test.

Mailers' jobs will be rejected if "US" or "OT" or any invalid ZIP Code is entered as the container entry ZIP Code.

If *PostalOne!* issues arise during the Market Test 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

Mailing Date

Mail must be tendered for acceptance during the market test period, October 1, 2019 – August 31, 2021. The Postal Service retains the right to extend or terminate the market test at its sole discretion by providing 30 days' notice to registered participants.

Postage Payment Method

Postage must be paid using a Permit Imprint

D. Requirements at Mail Acceptance and Post-Mailing

Participants will provide three (3) samples of each host mailpiece and Plus One combination to the DSCF at the time of each mailing. In lieu of providing samples at the time of mailing, at the mailers option, three host/Plus One pieces can be mailed to the program office at the address listed below. The Postal Service reserves the right to verify that each Plus One advertiser also has a relationship with the marriage mailer. All mailings are subject to standard acceptance and verification procedures.

Post Mailing Requirements: The Program Office will review sample mailpieces to verify that submissions meet Plus One Market Test requirements. The Postal Service requires that Plus One advertisers must also advertise or have advertised within marriage mailings of the same marriage mailer in the past 6 months, and that the participants may be asked to document the prior advertising relationship. The nature of a test provides the Postal Service the ability to monitor mailers and remove them if they do not meet or continue to meet test requirements. The Postal Service will require the host marriage mailer to provide evidence of a prior relationship between the Plus One card advertiser and the marriage mailer upon request. Evidence could include sample mailpieces, statements of account, or other documentation which shows evidence of a prior relationship. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all program requirements, and / or to remove the mailer from the program.

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Program Office Contact Information

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

Email: Plusone@usps.gov

Mail: USPS – Plus One Program Office
475 L'Enfant Plaza SW RM 2P924
Washington, DC 20260-0004

Information and resources will also be posted on PostalPro:

<https://postalpro.usps.com/> Search: Plus One