

## 2020 Earned Value Reply Mail Promotion Summary

The 2020 Earned Value Reply Mail Promotion is intended to help slow the decline of First-Class Mail including Business Reply Mail (BRM), Courtesy Reply Mail (CRM) and Share Mail pieces. As technology continues to disrupt mail volume, the Postal Service would like to encourage mailers to continue distributing BRM, CRM, and Share Mail pieces. Mailers who register their Mailer ID (MID) information and use eligible Intelligent Mail barcodes on their BRM, CRM, and Share Mail pieces may receive a postage credit for each mailpiece that is placed in the mailstream by the recipient and scanned during the promotion period.

The Earned Value Reply Mail Promotion will run for three months in 2020, from April 1, 2020 through June 30, 2020 (for details, see “Credit Amount” below). At the end of the promotion, the BRM, CRM, and Share Mail pieces will be totaled and the earned postage credit applied to the customer permit accounts. The mailer can apply the credit towards future mailings of First-Class Mail presort and automation cards, letters, and flats and USPS Marketing Mail letters and flats. Earned Value credits will expire on December 31, 2020.

**Eligible Mail:** BRM, CRM, and Share Mail (Permit Reply Mail is excluded)

**NEW! Credit Amount:** New Participants: \$0.02 credit for each BRM, CRM, and/or Share Mail piece counted

CY 2019 Earned Value Participants: if registered for the CY 2019 promotion, in CY 2020 must meet or exceed 93 percent of volume counted for the same CRID between April 1, 2019 and June 30, 2019 to qualify for an Earned Value credit. If 2020 volumes are equal to or exceed the established 93 percent threshold based on 2019 volumes, but do not exceed 100 percent of the 2019 threshold, mailers will be credited \$0.02 per BRM, CRM, and/or Share Mail piece counted during the promotion period. If 2020 volumes exceed 100 percent of 2019 threshold volumes, mailers will be credited \$0.04 per BRM, CRM and/or Share Mail piece counted

**Registration Period:** February 16 – March 31, 2020

**Promotion Period:** April 1 – June 30, 2020

<b>Credit Expiration</b>	December 31, 2020
<b>Acceptance Period for Credits:</b>	Credits will be released when the mailer agrees to their volumes, after the promotion ends. Agreement on volumes must be reached by September 15, 2020; otherwise the credits will be forfeited.
<b>Credit Calculation/Application</b>	At the end of the promotion, the applicable credit amount will be multiplied by the total BRM, CRM, and Share Mail pieces counted, for each enrolled CRID, (as long as the total count meets or exceeds the threshold for repeat participants). Once the mailer accepts their credits in the BCG, they will be applied to the Permit accounts.
<b>Tracking</b>	All mailpiece counts for BRM, CRM, and Share Mail pieces with qualifying barcodes that contain the registered MID(s) will be counted in the mailstream during the promotion period.
<b>Enrollment</b>	Mailers must register their permits and MIDs no later than March 31, 2020 and select the Permit Imprint account to which future earned credits will be applied.
<b>Mailpiece Requirements</b>	BRM, CRM, and Share Mail mailpieces must contain an IMb with the registered MID encoded to qualify. Postcard and letter-size BRM must be barcoded with a valid and properly used ZIP+4 code on the mailpiece, and the same ZIP+4 code must be encoded within the IMb. The IMb on all BRM, CRM, and Share Mail pieces must contain the

	barcode ID, qualifying service type ID, and correct ZIP+4 routing code. (Qualifying service type IDs include: 708, 052, 703, 050, 030, 733, 734, 070, 030, 072, and 032.) <b>NEW!</b> Note: STID 700 no longer qualifies for the promotion
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