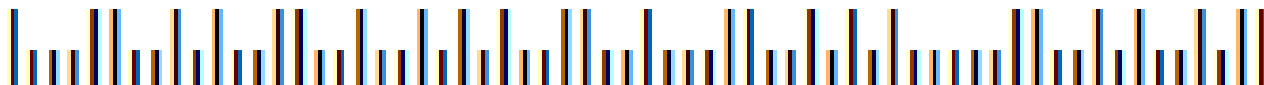


# Migrating to Intelligent Mail® Barcodes

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From POSTNET™ ...



...To IMb™



January 2011

## Classes of Mail

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- IMb™ services apply to the following classes of mail and processing categories:
  - First-Class Mail® letters and flats
  - Standard Mail® letters and flats
  - Periodicals letters and flats
  - Bound Printed Matter flats
  - Reply Mail

## Comparison of IMb and POSTNET Barcodes

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- POSTNET barcode and PLANET Code
  - Image-based fonts
  - Do not require encoding algorithms
    - POSTNET Example: 53594 = 53594
    - Visually determine the information....(74210)
- Intelligent Mail barcode requires an encoding algorithm
  - Bar-for-bar image
  - Can not be determined visually, requires conversion with algorithms

**INTELLIGENT MAIL BARCODE EXAMPLE: 0070012345620080000198765432101  
DADTATFFAFFTTTAFTAFAFDADFDDDDTAFFDAAFFDAFDDFFTADFTFTTFDAAFTFTADTTT**



## Data Fields in the IMb

Intelligent Mail Barcode for Letters and Flats: 6-Digit and 9-Digit Mailer IDs																														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID (2N)		Service Type ID (3N)			Mailer ID (6N)						Serial Number (9N)									Routing Code ( 0, 5, 9, or 11N )										
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID (2N)		Service Type ID (3N)			Mailer ID (9N)									Serial Number (6N)						Routing Code ( 0, 5, 9, or 11N )										

- The Intelligent Mail® barcode for mailpieces is a height-modulated barcode that encodes up to 31 digits of mailpiece data into 65 vertical bars using 4-state symbology.
- The maximum 31-digit string contains a 20-digit Tracking Code representing the first 4 fields and a maximum 11-digit Routing Code.
- The IMb™ is always 65 bars, regardless of ZIP Code® length, and does not require a check-digit or frame bars.
- All IMb fields can have numeric values only.

## Data Fields in the IMb – Use the MID

- Used to identify the mail owner or mail preparer
- A 6-digit or 9-digit field that is assigned by the USPS
- Required in the Intelligent Mail Barcode

### **Mailer ID (MID)**

*Ex: 123456*  
*USPS assigned*

#### **Barcode ID**

*Ex: 50*  
*for Mixed AADC*

#### **Service Type ID**

*Ex: 300 for*  
*First-Class Mail®*

#### **Serial Number**

*Ex: 200800001*  
*Mailer assigned*

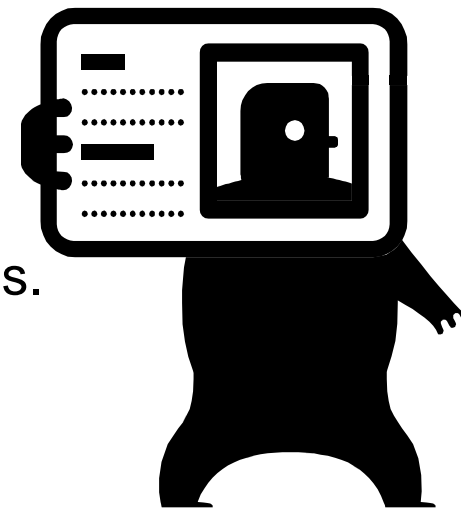
#### **Routing Code**

*Ex: 6449 Amberview*  
*Ct., Memphis, TN*  
*38141834649*

## Data Fields in the IMb – Use the MID

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- MIDs are acquired and managed through the Mailer ID service on the Business Customer Gateway.
- The MID is a 6- or 9-digit number assigned by the Postal Service® based primarily on documented historic mail volume.
  - A 6-digit MID may be issued based on annual volume of 10 million pieces.
  - A single 9-digit MID may be issued regardless of annual volume.
  - Additional 9-digit MIDs may be issued based on annual volume in increments of one million pieces.
- 6-digit Mailer IDs begin with a 0 – 8
- 9-digit Mailer IDs begin with a 9



## May 2011 - IMb Requirements for Reply Mail

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- **Business Reply Mail**
  - All BRM letters and cards that mailers distribute, regardless of method, must bear an IMb.
- **Qualified Business Reply Mail**
  - Any new QBRM letters and cards that mailers distribute must include an IMb.
    - QBRM is only a postcard and letter product.
- **Courtesy Reply Mail**
  - All CRM letters and cards included in any automation mailings will be required to have an IMb.
    - This is not a requirement for CRM flats.
- **Permit Reply Mail**
  - Any PRM letters and flats that mailers distribute, regardless of method, must bear an IMb.

## IMb Artwork Offered by USPS

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- Available for:
  - Courtesy Reply Mail (CRM)
  - Business Reply Mail (BRM)
  - Qualified Business Reply Mail (QBRM)
- Artwork offered at no charge.
- Requested through the Mailpiece Design Analyst (MDA)
- Software used by USPS
  - Envelope Manager and Dazzle
    - Available for purchase by contacting manufacturer at [Endicia.com](http://Endicia.com)
- USPS will supply online artwork capabilities in December 2010.

