



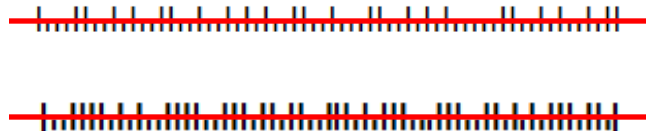
UNITED STATES
POSTAL SERVICE®

IMb™ Services:

The Basic Option

May 2011

- Retirement of POSTNET™ and PLANET® barcodes
 - Outgoing and Reply mailpieces
- Transition to the IMb™ will be required to continue receiving automation discounts.
 - Optional for the non-automation portion of a mailing
- Begin planning NOW!



- Classes of Mail
- Basic Option
- Mailpiece Barcodes
 - Placement
 - Content
 - Specifications
 - Tools and Resources
- Tray and Containers
- Electronic Documentation
- Resources

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
- Business Reply Mail®

Two Options

	Basic	Full-Service
IMb™ on mailpiece	Required	Required-unique
IM™ tray barcode on labels	Optional	Required-unique
IM container barcode on placards	Optional	Required-unique
Electronic documentation	Optional	Required
Start-the-Clock	NA	Available
Address correction	Optional for a fee	Available

Benefits of the Basic Option

- Ensures compliance with POSTNET™ barcode retirement in 2011
- May continue to use Basic option for automation prices
 - No requirement to go Full-Service option
- Enables an easier upgrade to Full-Service option
- Integrates value-added service in one barcode
 - Increases available marketing space on mailpieces
 - Offers OneCode ACS® at less cost than traditional ACS®
- Less costly to implement than Full-Service

Barcode ID

Ex: 00
for No OEL

Service Type ID

Ex: 300
for First-Class
Mail®

Mailer ID

Ex: 123456
USPS® assigned

Serial Number

Ex: 000000000

Routing Code

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

- Apply Intelligent Mail barcodes on letter and flat mailpieces
- Populate ALL fields in the barcode
 - Barcode ID
 - Service Type ID
 - Mailer ID
 - Serial Number
 - Routing Code



- Placement on letters
 - Address block or
 - Barcode clear zone
- Placement on flats
 - On address side and
 - At least 1/8 inch from any edge of the piece
- Only one IMb™ can be placed in the same area
- May have an IMb on the non-automation portion of a machinable mailing

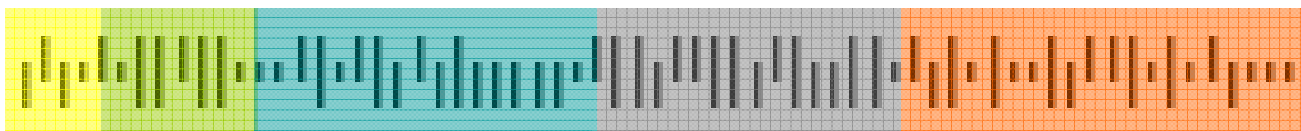


Intelligent Mail Barcode for Letters and Flats: 6-Digit and 9-Digit Mailer IDs																														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID (2N)		Service Type ID (3N)			Mailer ID (6N)						Serial Number (9N)									Routing Code (0, 5, 9, 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 5 field, maximum 31-digit string that converts into 65 bars of 4 different heights.

The maximum 31-digit string contains a 20-digit Tracking Code representing the first 4 fields and a maximum 11-digit Routing Code.

Unlike the POSTNET™ barcode the IMb™ is always 65 bars, regardless of ZIP Code® length, and does not require a check-digit or frame bars.



- A 2-digit field that corresponds to the type of barcode
- For flat-size mail, it designates the printed Optional Endorsement Line (OEL)
 - For letters, and flats without a printed OEL, may be 00
- Data from presort software

Barcode ID

*Ex: 50
for Mixed AADC*

Service Type ID

*Ex: 300 for
First-Class Mail®*

Mailer ID

*Ex: 123456
USPS assigned*

Serial Number

*Ex: 200800001
Mailer assigned*

Routing Code

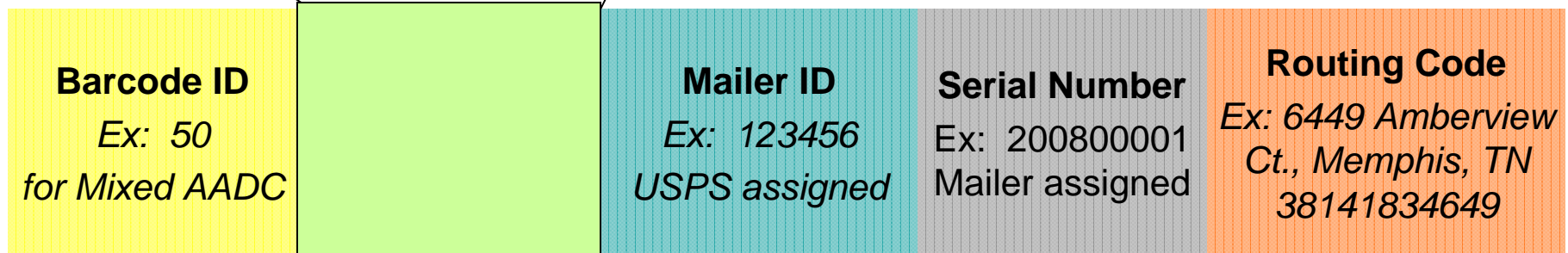
*Ex: 6449 Amberview
Ct., Memphis, TN
38141834649*

STID

Service Type Identifier

*Ex: 300
for First-Class Mail®*

- A 3-digit field that corresponds to:
 - Mail class
 - Basic or Full-Service
 - Services
 - No Services
 - Address correction
 - OneCode Confirm®
- Must use the STID chart for correct codes



Services are available in the Basic Option. Each service has a fee and separate STIDs.

- No services
- Manual address correction
- Traditional ACS®
- OneCode ACS®
- OneCode Confirm®
- Manual address correction with OneCode Confirm
- Traditional ACS with OneCode Confirm
- OneCode ACS with OneCode Confirm

Basic Option

- May have multiple Service Type IDs (STIDs) codes within a single mailing, depending on services chosen

Class of Mail	Address Correction Option	Basic option ¹ or Non-auto ² w/o Confirm	Basic option ¹ or Non-auto ² w/ Confirm	Full- Service w/o Confirm ¹	Full- Service w/ Confirm ¹
First-Class Mail	No Address Corrections	300	310	260	270
	Manual Corrections *	700	040	036	041
	Traditional ACS – ASR *	080	140	081	141
	Traditional ACS – ASR Opt 2 *	080	140	081	141
	Traditional ACS – CSR *	082	240	083	241
	Traditional ACS – CSR Opt 2 *	082	240	083	241
	OneCode ACS – ASR	080	140		
	OneCode ACS – ASR Opt 2	080	140		
	OneCode ACS – CSR	082	240		
	OneCode ACS – CSR Opt 2	082	240		
	Full-Service ACS – ASR			081	141
	Full-Service ACS – ASR Opt 2			081	141
	Full-Service ACS – CSR			083	241
Full-Service ACS – CSR Opt 2			083	241	

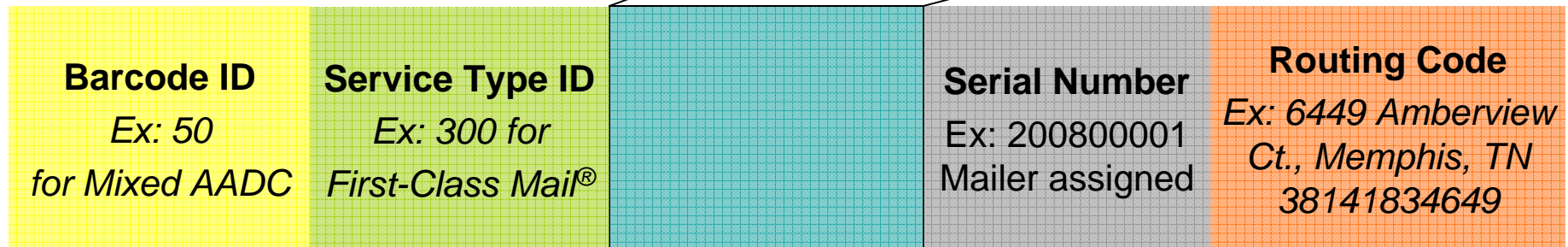
EXAMPLE ONLY

- A 6-digit or 9-digit field that is assigned by the USPS
- Identifies the mail owner or the mail preparer
- May have multiple MIDs to manage mailings

MID

Mailer ID

Ex: 123456
USPS assigned



- Mailers should obtain a Customer Registration ID (CRID) and a Mailer ID (MID)
- Use the Postal Service's Business Customer Gateway to request on-line
- Establish a logon and user account
- Reference:

<http://ribbs.usps.gov/index.cfm?page=intellmailgateway>

The Customer Registration ID (CRID) is a unique identifier created by the Customer Registration system to uniquely identify a business at a physical address

- A Customer Registration ID:
 - is automatically assigned upon registration with the Business Customer Gateway
 - is up to a 15-digit number uniquely identify a USPS® customer at a location
 - connects a company's information at a physical address across USPS applications
- For example, a customer with one facility will have a single CRID. A customer with five different facilities will have five different CRIDs, one per location.
- CRIDs *cannot* be used in place of Mailer IDs in the IMb™.

A Mailer ID (MID) is a numeric identification number used in the suite of Intelligent Mail® barcodes and electronic documentation (eDoc) to identify the mail owner, mailing agent, or other service provider.

- 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
- Mailers using the Basic Option are not required to keep the IMb™ unique
- Mailers must have a CRID before they can obtain a Mailer ID.

- A 6 or 9-digit field that is defined by the mailer
- For Basic option it can be:
 - Static – all the same number
 - Sequential or non-sequential
 - Tied to a data field (account number)
 - Identify a mailing project number
 - Non-unique


**Serial
Number**
Ex: 200800001
Mailer assigned

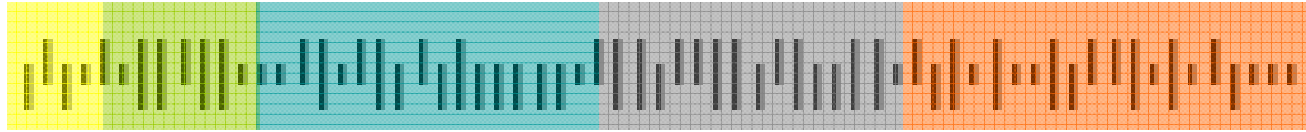
Barcode ID Ex: 50 for Mixed AADC	Service Type ID Ex: 260 for First-Class Mail®	Mailer ID Ex: 123456 USPS assigned		Routing Code Ex: 6449 Amberview Ct., Memphis, TN 38141834649
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- 11-digit field that identifies the delivery point data – currently in the POSTNET™ barcode.
- Non-automation may have 9 or 5 digits or no data in this field

Routing Code

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

Barcode ID <i>Ex: 50 for Mixed AADC</i>	Service Type ID <i>Ex: 300 for First-Class Mail®</i>	Mailer ID <i>Ex: 123456 USPS assigned</i>	Serial Number <i>Ex: 200800001 Mailer assigned</i>	
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Still must populate every field correctly!

Barcode ID	Presort Software
Service Type	Mailer
Mailer ID	Mailer or Mail Preparer
Serial Number	Mailer or Mail Preparer
Routing Code	CASS™-MASS™ /DPV®/LACSLink® software

With the IMb and Basic option

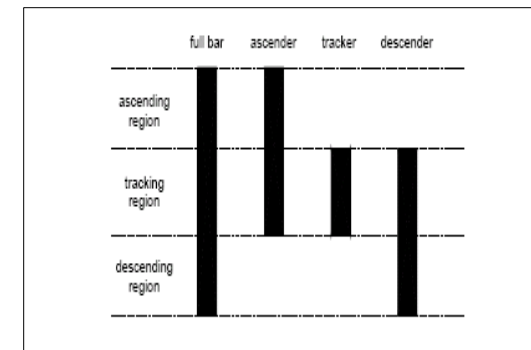
- Mailers can request manual address correction
 - IMb is used only for delivery
 - Replacement of the POSTNET™ only
- Mailers can request traditional ACS®
 - Participant code
 - Optional mailer's keyline
- Mailers can request OneCode ACS®
- Must use the correct Service Type Identifier
- Have to pay for all notifications

- Printed on the mailpiece
 - Instructs the Postal Service® on how to handle the physical mailpiece: forward, return-to-sender, or discard
 - Request to receive address corrections for any undeliverable-as-addressed (UAA) mailpieces
- Required for OneCode ACS® for:
 - First-Class Mail® flats
 - Standard Mail® letters and flats
 - Bound Printed Matter flats
- Required for all manual and traditional ACS® with the IMb™



For Letters and Flats

- Height-modulated barcode
- Uses 4-state symbology:
- **F**ull bar, **A**scender, **T**racker, and **D**escender

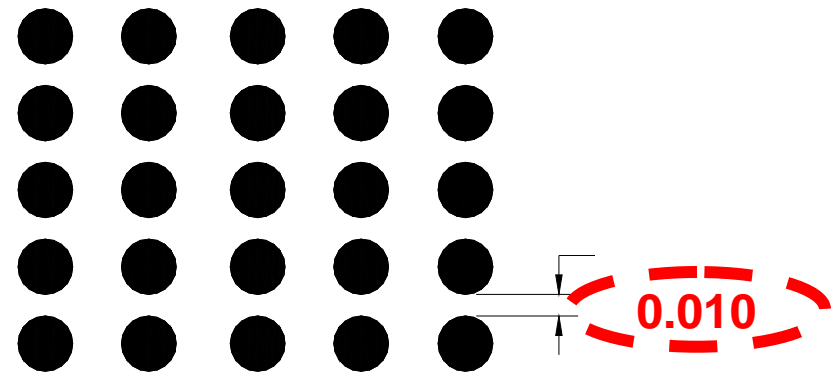
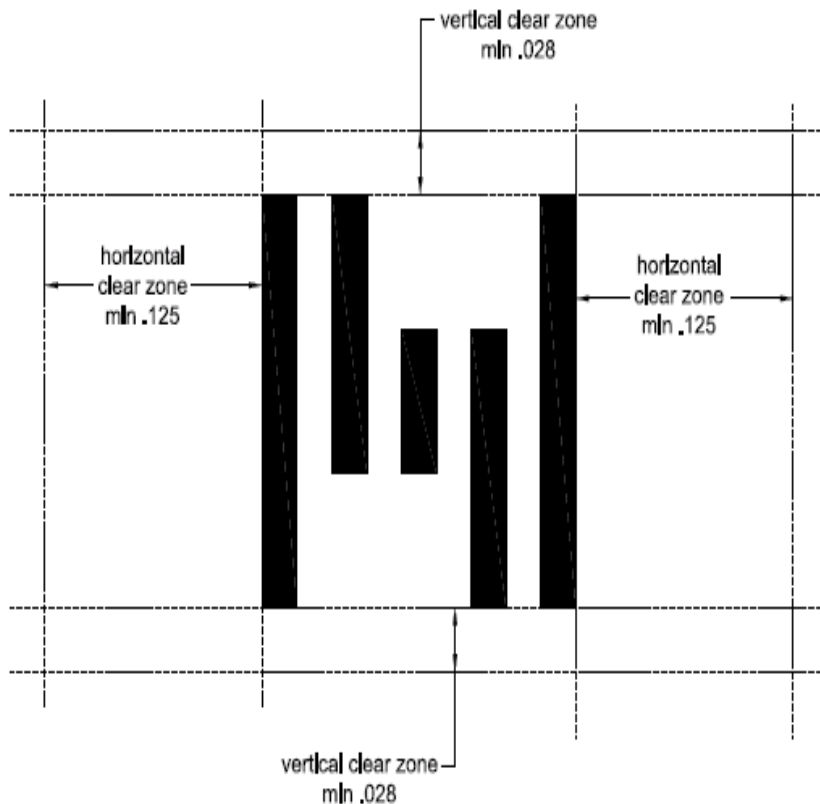


Key Specification Tolerances

- Overall barcode length between 2.667 and 3.225 inches
 - **About 1/8" longer than POSTNET**
- Overall barcode height between 0.125 and 0.165 inch
- Vertical barcode clear zone at least 0.028 inch
 - **Overall height similar to the POSTNET™ barcode – when considering the barcode heights and vertical barcode clear space**

F A T D

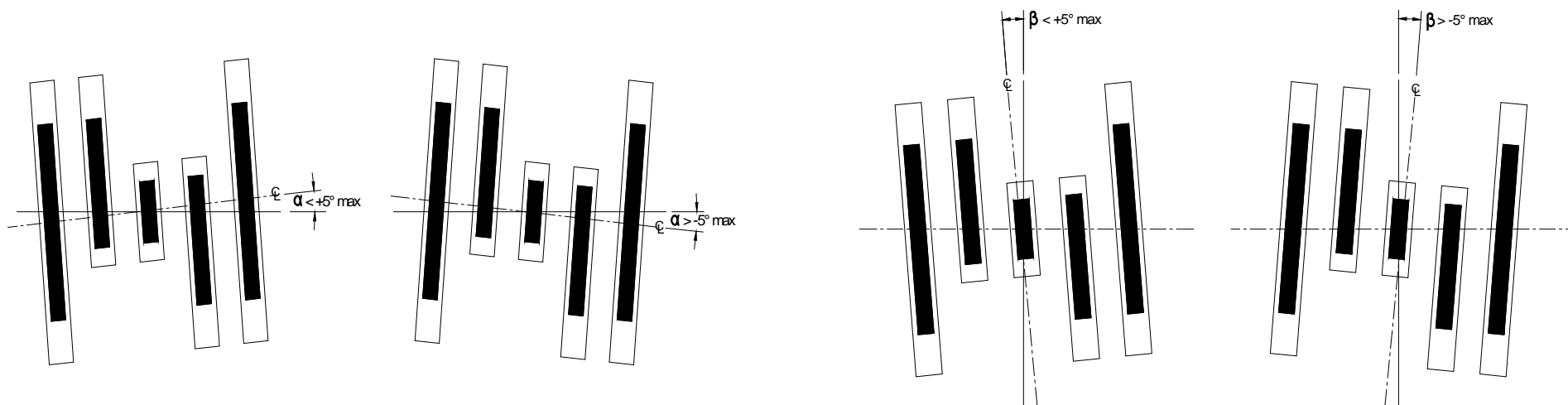
**Check current window sizes and placement area
for fit and tolerances.**



Maximum dot matrix spacing must not exceed **0.010** inch.

- A minimum clear zone of **0.125** inch between the left and right edges of the barcode is required.
- A minimum clear zone of **0.028** inch above and below the barcode is required.

- Same as POSTNET™ except you look at the centerline not a baseline!



Barcode Skew

Bar Rotation

- POSTNET™ and PLANET Code®
 - Image-based fonts
 - Do not require encoding algorithms
 - Can be manually decoded
- IMb™ requires an encoding algorithm
 - Bar-for-bar image
 - Requires conversion with algorithms

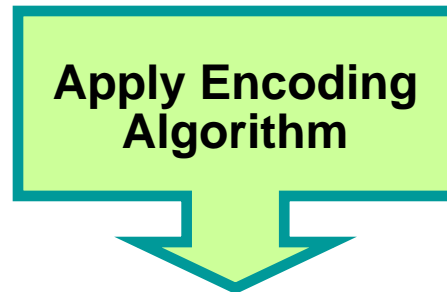
IMb example: 0070012345620080000198765432101

DADTATFFAFFTTTAFTAFDADFDDDDTAFFDAAFFDAFDDFFFTADFTFTTFDAAFTFTADTTT



- Encoding software is used to transform the 31-digits into the barcode payload

5030012345620080000138141834649



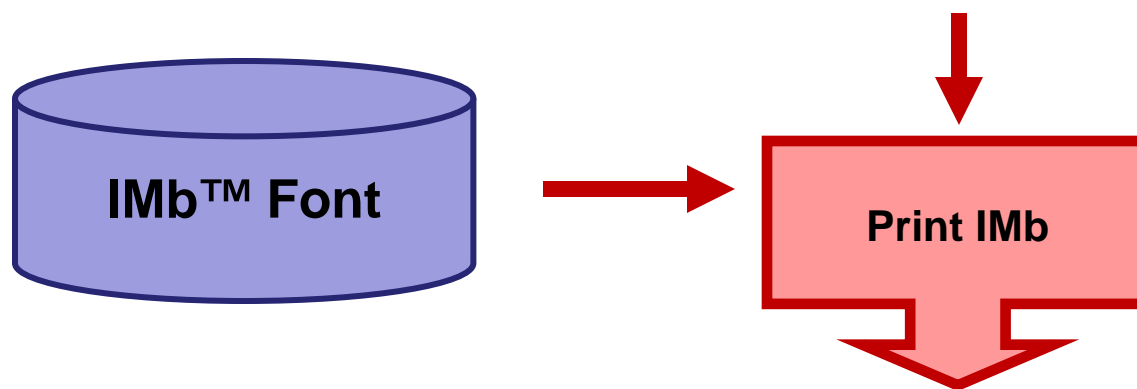
AFDTTTF AFAADFTDFDDDATTTTFDFDFTFADDTFFAFFDFFDFTATTFTFFTAATAAFTD

To download encoders and user guides visit:

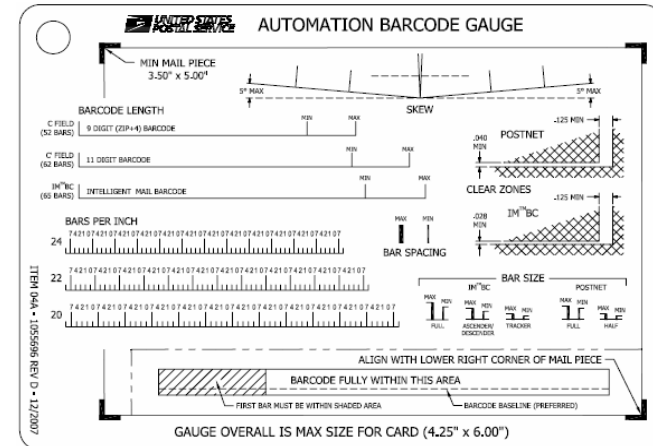

<http://ribbs.usps.gov/OneCodeSolution/>

- Then, apply a Intelligent Mail® barcode font to the encoded string, and PRINT

AFDTTTF AFAADFTDFD D DATTTTF DFFDFTFADDTFFAFFD DFFDFTFATTFTFFTAATAAFTD




- Manual tools for visual inspection
 - Plastic templates
 - Optical comparator
- Online encoder/decoder

You have reached the Intelligent Mail® barcode decoder page. Using this tool you can convert an Intelligent Mail® barcode into its numeric equivalent. First, convert each bar of the Intelligent Mail® barcode into its character equivalent (F, T, A, or D) as described in the legend below. Then type the character string into the barcode character field. Finally, click on the [Decode] button.

Barcode Character (enter a string of sixty five F, D, A, or T characters):

Success

Barcode: 

Barcode ID:

Special Services:

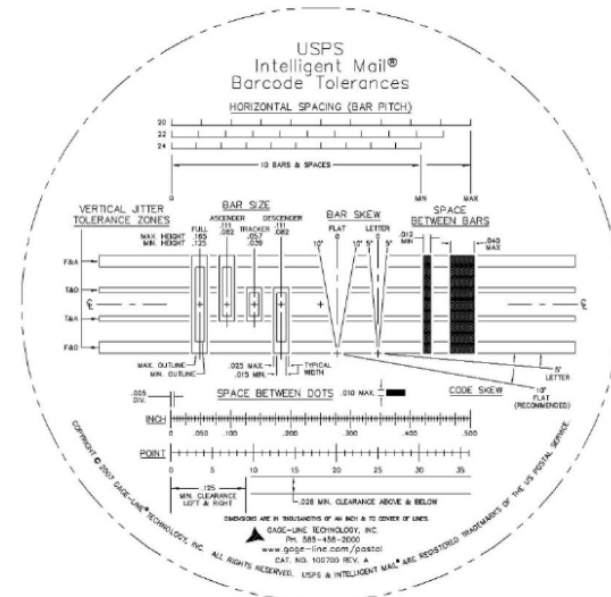
Mailer ID:

Serial Number:

Delivery Point ZIP Code:

Key	Description
F	Full Bar
D	Descending Bar
A	Ascending Bar
T	Track Bar
Backspace	Clear Previous
Delete	Clear Next

[Switch to 9-digit Mailer ID barcode construct](#)





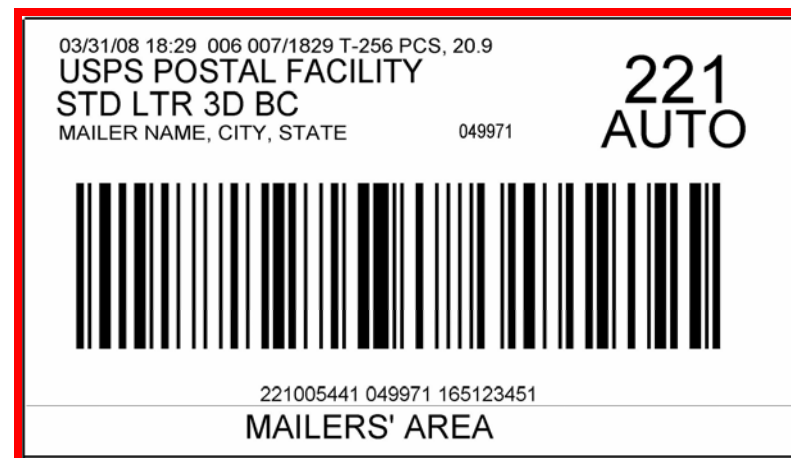
- Ensure the test plan has pre-established results
 - Know the CORRECT results and use available tools to ensure outcomes match them
- Validate input
 - Ensure all data elements for barcode content match either yours or your customer's specifications
- Validate output
 - Print samples from each piece of equipment that could be used in actual production
 - Provide samples to USPS® MDA / service providers

Basic option – May use the 10-digit tray/sack label

- Basic option does not require changing to the 24-digit tray/sack label



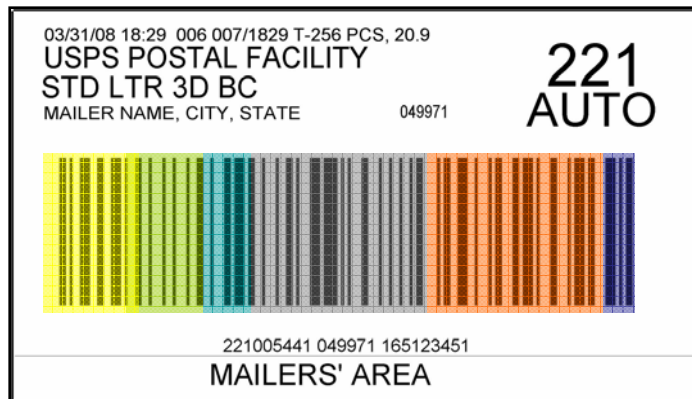
**10-digit
tray label**



**OPTIONAL 24-digit Intelligent Mail®
tray Label**

Basic option – 24-digit tray label not required

- Optional – uniqueness not required

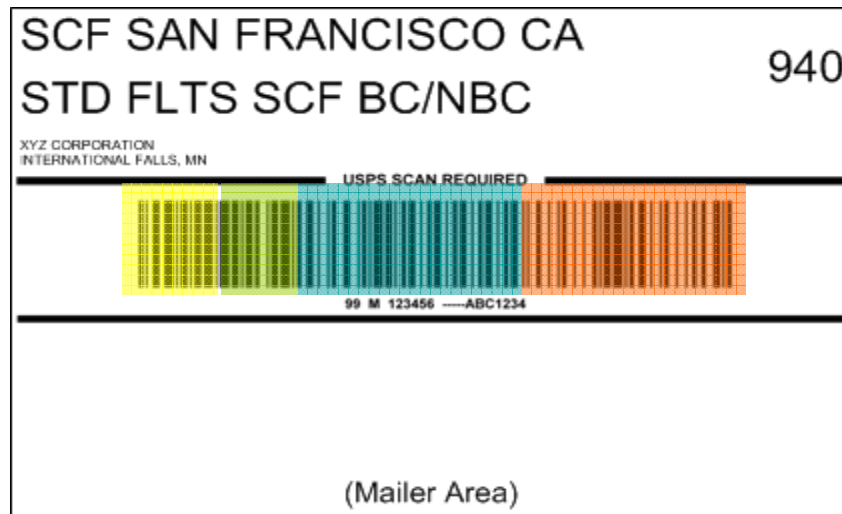


ZIP Code®	Content Identification Number (CIN)	Processing Code	Mailer ID	Serial Number	Label Type
Ex: Memphis, TN 38141	3-digits describing for Automation the tray	Ex: 1 Compatible	Ex: 123456 USPS Assigned	Ex: 20080001 Mailer Assigned	Ex: 1 For 6-digit MID

The former tray barcode only contained routing information.

Basic option – continue to use current placard format that does not have a USPS barcode

- Optional – uniqueness not required

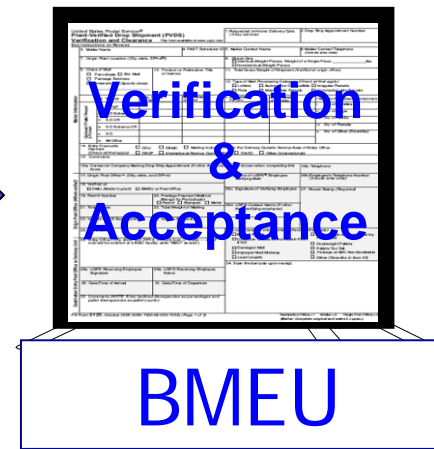


Application Identifier	Type Indicator	Mailer ID	Serial Number
99	M	Ex: 123456 USPS® Assigned	Mailer Assigned, Ex: 200800000001

eDoc: Transformation of mail acceptance process via Automated Data Exchange for business mailers.

Optional for Basic option

Electronically send your mailing data to USPS® via *PostalOne!*®



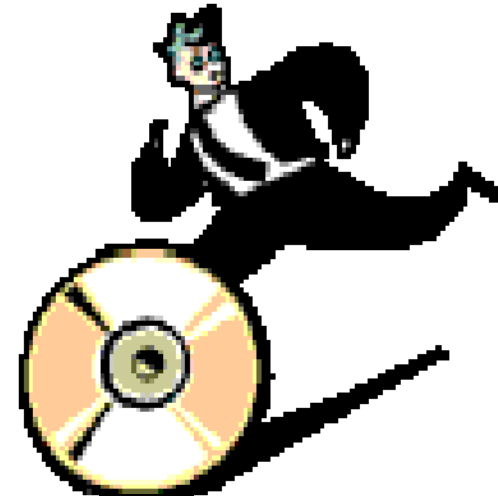
- Three ways to participate in *PostalOne!*
 - Postal Wizard
 - Mail.dat®
 - Mail.XML®



All three options facilitate automated processing of postage & postal documents.

- More efficient and easier system for:
 - Mail acceptance & verification
 - Automated postage payment process
 - Access to mailing transaction online any time
- eDoc benefits
 - Save time by speeding acceptance
 - Reduced tedious manual labor by automating procedures
 - Eliminate the need to print and provide hard copy postage statements with your mailings
 - ROI in the long run with updated programming and software

- Talk with software vendors to find out what will be available in future software releases for you to use
- Talk with your service providers to discuss what they will provide for you
 - List brokers and agents
 - Service bureaus and data processors
 - Printers
 - Lettershops
 - Mail preparers
 - Consolidators, comminglers
 - Logistics



There are several resources available for assistance

- Manager Business Mail Entry (MBME)
- Mail Design Analyst (MDA)
- *PostalOne!*® Help Desk
- RIBBS™ Website
- Business Customer Gateway
- DMM® Advisory
- Domestic Mail Manual (DMM)

- To find your local Business Mail Entry (BME) Manager, go to:
<http://www.usps.com/ncsc/locators/find-bme.html>
- To find your local Mailpiece Design Analyst (MDA), go to:
http://pe.usps.com/mpdesign/mpdfr_mda_lookup.asp
- For *PostalOne!*® and Intelligent Mail® support mailers call *PostalOne!* Help Desk **1-800-522-9085**
- For *PostalOne!* and Intelligent Mail support USPS® call IT Help Desk **1-800-877-7435**

The RIBBS™ Website provides extensive resources on Intelligent Mail®



The screenshot shows the RIBBS website interface within a browser window. The address bar displays <http://ribbs.usps.gov/>. The website header features the United States Postal Service logo and the text "National Customer Support Center" and "RIBBS™ Intelligent Mail & Address Quality". A navigation menu includes links for Home, Site Index A-Z, Site Index by Topic, Locators/Lookups, and Contact Us. The main content area has a central heading "Intelligent Mail® Services" with a barcode graphic below it. A red arrow points to a link "Not sure where to start? Try Here". To the left is a vertical sidebar with links: Intelligent Mail® Services, Flats Sequencing Strategy, Address Quality Products, Certifications, Move Update, MTAC, and Price Calculator. To the right are three promotional boxes: "Intelligent Mail® Services learn more...", "Pending Route Adjustment Effective Dates Updated Weekly", and "Latest News Move Update Requirements." The footer contains contact information: 1-800-238-3150, RIBBS@usps.gov, National Customer Support Center, Version 1.01.4, [RIBBS Release Notes](#), Privacy Policy, and <http://www.usps.com/privacyoffice/privacypolicy.htm>.

You can view or download the Guides and Specifications from RIBBS



Intelligent Mail® Services

- Latest News
- Business Customer Gateway
- An Overview
- Barcode for Mailpieces
- Benefits Calculator
- Guides**
- Mailer ID
- OneCode™ Services
- OneCode Solution™ Presentations
- Q&A
- Suite of Barcodes
- Flats Sequencing Strategy
- Address Quality Products
- Certifications
- Move Update
- MTAC
- Price Calculator

Intelligent Mail® Guides & Specifications

For those new to Intelligent Mail, there are several guides, specifications and manuals that will get you started and give a broad overview of the fundamentals of the program. Following is a list of primary sources of information.

Federal Register Notice/ Vol. 73, No. 163/, August 21, 2008: Implementation of New Standards for Intelligent Mail Barcodes

The Federal Register Notice outlines the key elements of the Basic and Full-Service Intelligent Mail barcode options. It also provides a timeline and the requirements for using Intelligent Mail services. The Federal Register Notice can be found at <http://ribbs.usps.gov/files/fedreg/usps2008/E8-19339.PDF>.

A Resource Map to Intelligent Mail Documents (PDF/49KB)

A Resource Map to Intelligent Mail Documents lists all the documents, guides and source materials that you will need in transitioning to Intelligent Mail services.

Important Links

- [Federal Register Notice](#)
- A Resource Map to Intelligent Mail Documents ([PDF/49KB](#))
- A Beginner's Overview to Intelligent Mail Services ([PDF/516KB](#))
- A Guide to Intelligent Mail for Letters and Flats ([PDF/1.26MB](#))
- User Access to Electronic Mailing Information and Reports Guide ([PDF/6.16MB](#))
- Postal Service Mail.dat Technical Specification([PDF/1.7MB](#))
- Postal Service Mail.XML Technical Specification ([PDF/703KB](#))
- A Guide to Customer Supplier Agreements ([PDF/1.03MB](#))
- [Specifications for Intelligent Mail Barcodes](#)
- Postal/One! Transportation Management (TMS) Guide ([PDF/458KB](#))
- [Postal/One! Release Notes](#)

Intelligent Mail® Guides on RIBBS

- Domestic Mail Manual (DMM®)
- Federal Register Notice: Implementation of New Standards for Intelligent Mail Barcodes
- A Resource Map to Intelligent Mail Documents
- A Beginners Overview to Intelligent Mail Services
- A Guide to Intelligent Mail for Letters and Flats
- User Access to Electronic Mailing Information and Reports
- Intelligent Mail Full-Service Mailer Check List
- A Guide to Customer Supplier Agreements
- eDOC Process: A Guide for CPP Customers

Intelligent Mail® Technical Specifications on RIBBS

- Postal Service Mail.dat® Technical Specification
- Postal Service Mail.XML® Technical Specification
- Mail.XML Technical Specification for Postage Payment and Reporting
- Mail.XML Technical Specification for Appointment Scheduling
- Mail.XML Technical Specification for Profiles and Full-Service Feedback
- PostalOne! Release Notes
- Intelligent Mail Barcode Specification (USPS-B-3200)
- Pure 24-digit Intelligent Mail Tray Label Specification (USPS-B-3216)
- Intelligent Mail Container Barcode Specification (USPS-B-3215)

RIBBS News provides the latest news on Intelligent Mail® Services

Click here
for latest
news



Address: <http://ribbs.usps.gov/index.cfm?page=intellmaillatestnews>

UNITED STATES POSTAL SERVICE®
National Customer Support Center

RIBBS™
Intelligent Mail & Address Quality

Home | Site Index A-Z | Site Index by Topic | Locators/ Lookups | Contact Us

Intelligent Mail® Services Latest News

[Printable View](#)

Intelligent Mail® Services

- Latest News
- Business Customer Gateway
- An Overview
- Barcode for Mailpieces
- Benefits Calculator
- Guides
- Mailer ID
- OneCode™ Services
- OneCode Solution™
- Presentations
- Q&A
- Suite of Barcodes
- Flats Sequencing Strategy
- Address Quality Products
- Certifications
- Move Update
- MTAC
- Price Calculator

WE'RE REORGANIZING!
Our Intelligent Mail Services Web page will be rearranged in the future. This is not change for change's sake. We want the wealth of IM™ information contained in this site to be more easily accessible, more intuitive.

Mailers' Technical Advisory Council (MTAC) Workgroup 124, Intelligent Mail Education, has agreed to evaluate the current set-up and make recommendations for improvement. A finalized site map should be available in a few short weeks with updates to begin this summer.

As a user of this site, if you would like to make a recommendation, please send an email to imb@usps.gov. All suggestions will be forwarded to MTAC 124 and taken into consideration for future updates to the IM page on RIBBS.

Contact Information:
Intelligent Mail Services
Email: RIBBS@USPS.GOV
Page updated: 6/23/2009

Important Links

- Intelligent Mail Services Video ([WMV/37.7MB](#))
- [Posta/One! Release Notes](#)
- Intelligent Mail Calendar ([PDF/452KB](#))
- Intelligent Mail Services Helping Mailers Make Smarter Business Decisions ([PDF/155KB](#))
- [An Overview](#)
- [Intelligent Mail Videos](#)
- Intelligent Mail Move Update DVD User Guide ([PDF/102KB](#))
- [Intelligent Mail Technical Integration Webinars FAQs](#)

Intelligent Mail® Services

Intelligent Mail® Services Latest News

USPS **News**
The latest in what's happening in the U.S. Postal Service®.

- DMM Advisory is published weekly and provides current information on Intelligent Mail
- Weekly Updates
- New Features
- Release Information
- Tips
- Archive of Updates
- To sign up send email to dmmadvisory@usps.com
or go to <http://pe.usps.gov/dmmAdvisory.asp>

[Go to HTML Version >](#)**Price Calculators**[Domestic](#)
[International](#)
[Business](#)**Price Change**[July 19, 2009](#)[Address Quality](#)[Business Mail 101](#)[CASS](#)[Downloadable Price Files](#)[Federal Register Notices](#)[Mailpiece Design](#)[Merlin](#)[PAVE](#)[PCSC](#)[Postage Statements](#)[Postal Bulletins](#)[Postal Links](#)[Postal Locator](#)[Standard Mail Eligibility](#)[Decision Tree & CSRs](#)[ZIP Code Lookup](#)[Zone Charts](#)[About Postal Explorer](#)[Contact Us](#)[Download Acrobat Reader](#)**Pricing & Classification *DMM Advisory***

Message board to keep postal customers informed of changes to mailing standards, services, and prices.

Welcome to the new DMM Advisory.

The Advisory keeps you informed about mailing issues that are important to your business. You will find updates to our mailing standards and prices, information about our Web tools, and helpful reminders about mailing issues. To subscribe to the DMM Advisory or to send comments and suggestions, email us at dmmadvisory@usps.com.

[July 13, 2009](#) Notice of the Intelligent Mail Services weekly update.

[July 8, 2009](#) Summary of July DMM revisions.

[July 2, 2009](#) Notice of the Intelligent Mail Services weekly update.

[July 2, 2009](#) Notice of the PRCs completed review of the lower prices for high density Standard Mail flats effective July 19, 2009.

[July 1, 2009](#) Announcement of John Nagla's retirement -- the voice of the DMM Advisory since it began in 2004.

[June 26, 2009](#) Notice of the Intelligent Mail Services weekly update.

[June 23, 2009](#) Announcement that the DMM Advisory has reached a 10,000 subscriber milestone.