



# USPS MAIL PIECE DESIGN CHANGES

## USPS MAIL PIECE DESIGN ANALYST CHANGES

Due to recent changes within the USPS structure, the Spokane District will no longer be a district office for the USPS.

Tami Koenig was the Mailpiece Design Analyst for Southern Idaho. As a Spokane District employee her position has been eliminated. Mailpiece design duties for Southern Idaho will be taken over by Jennifer Edgar, the current USPS Mailpiece Design Analyst in Salt Lake City.

## REPLY MAIL SAMPLE ARTWORK

As a result of these changes, you will no longer be able to get reply mail sample artwork. This service is NOT provided to customers from the Salt Lake District Office. The Salt Lake District found that customers preferred to be provided the tools to create their own artwork rather than waiting to obtain it from the Postal Service.

## REPLY MAIL TEMPLATES

Templates for Courtesy Reply Mail (CRM) and Business Reply Mail (BRM) are on the USPS website: [http://pe.usps.com/mpdesign/mpdfr\\_intro\\_all.asp](http://pe.usps.com/mpdesign/mpdfr_intro_all.asp)

Printers and graphic designers will be able to select BRM or CRM Templates to be downloaded in Adobe Illustrator for Windows or MacIntosh format. These templates, along with the barcode font will enable you to create your own artwork.

Currently reply mail may use the new Intelligent Mail® barcode (IM<sup>TM</sup>BC) or the POSTNET barcode. Effective May 2010 only the IM<sup>TM</sup>BC will be allowed for QBRM (Qualified Business Reply Mail) reply mail. Other reply mail must begin using the IM<sup>TM</sup>BC by May 2011. Further information is available at: <https://ribbs.usps.gov/index.cfm?page=intellmailmailpieces>

A downloadable font for the IM<sup>TM</sup>BC is available at: <https://ribbs.usps.gov/index.cfm?page=intellmailmailpieces> USPS encourage you to begin using the IM<sup>TM</sup>BC.

These templates, along with the attached Postnet barcode font will enable you to create your own artwork. BRM may contain the Postnet Barcode until 2011. **Please be aware that Business Reply Mail (BRM) uses a unique ZIP+4 Code** that must be assigned by the Postal Service. This can be obtained from Jennifer Edgar, USPS Mail Piece Design Analyst. She will obtain the unique +4 for you anywhere in the nation and will be happy to help you through the process of creating your own artwork using either Postnet barcode or the new IMB.

BRM mail has a shorter barcode than regular mail - it is only 52 bars long rather than 62 bars as in other mail.



# BRM ARTWORK TEMPLATES & BARCODES

## DOWNLOADING TEMPLATES & FONTS - STEPS TO TAKE

1. Download and save to your desktop the Business Reply Mail or Courtesy Reply Mail template from [http://pe.usps.com/mpdesign/mpdfr\\_intro\\_all.asp](http://pe.usps.com/mpdesign/mpdfr_intro_all.asp)
2. Download font from <http://ribbs.usps.gov> and save to your fonts folder.
- 3.. Open template, select FONTS and choose the USPS font when you are ready to print a barcode. Select Font size of 16 - THIS IS VERY IMPORTANT. DO NOT USE BOLD.
4. **Every barcode begins and ends with a single tall framing bar. So begin every barcode by typing the character “s”** (which stands for a single tall bar), type in the numerics for the 5-digit ZIP Code and the +4 Code - DO NOT TYPE A HYPHEN.
5. Every barcode also has what is called a Check Digit (or Correction Character). **You determine the check digit by adding the 5-digit ZIP Code and +4 together like a simple line of addition. Whatever it takes to bring it to the next whole number of ten becomes the check digit.**

Example: 84049-9907 (8+4+0+4+9+9+9+0+7 = 50) 50 is a whole number of ten so the check digit is 0.

You'll type **s8404999070s** for a total of 52 bars

6. Email PDF of your CRM - BRM to Design mail Piece Analyst for approval

REMEMBER: Every barcode must begin and end with a tall framing bar represented by typing the character “s”, then the 5-digit ZIP Code and the +4 Code (no hyphen) then the check digit and ends with a framing bar. For a total of 52 bars for Business Reply Mail.

For any questions in reference to the use of these templates or to obtain the POSTNET barcode font, please contact Jennifer Edgar in Salt Lake City.

## USPS MAIL PIECE DESIGN ANALYST CONTACT

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