



INTELLIGENT MAIL BARCODES



Change in USPS Barcode Requirements for Automation Priced Mail

The Intelligent Mail Barcode (IMB) will become the only barcode acceptable for mailers to use on their mail pieces to claim automated prices in January 2013. At that time, the POSTNET barcode will no longer be acceptable.

Change in Barcode Requirements for CRM & BRM

In addition, the IMB will be required on all Courtesy Reply Mail (CRM), Meter Reply Mail and Business Reply Mail (BRM) in January 2013. Customers need to make sure that these reply mail pieces meet the requirements prior to the upcoming change. Therefore, customers will need to plan ahead since they often print large quantities of Reply postcards and envelopes.

How to Obtain a Mailer ID

Customers must obtain a Mailer ID (MID) number in order to utilize IMBs, if they do not have one. To apply for a MID, please access the Business Customer Gateway at <https://gateway.usps.com/bcg/login.htm>.

For Artwork containing the new IMB for ZIP CODES

240 - 243, 245 - 259, 261 - 268

Contact Appalachian District Mailpiece Design Analyst:

Judi Gales

304-623-7790

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For artwork in other areas:

Insert this link into your browser, hit the enter key and type in the first three digits of the zip code. http://pe.usps.gov/mpdesign/mpdfr_mda_lookup.asp