



# 2019 EMERGING AND ADVANCED TECHNOLOGY PROMOTION

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**I. BACKGROUND**

Businesses have a variety of electronic and digital options available and are relying heavily on email marketing and social media to communicate with their customers in marketing their products and services. As mobile and other print technologies continue to evolve, mail has the potential to offer greater value by engaging customers in various platforms. Due to the distinct advantages mail offers as a direct marketing channel along with the amplified results that can be achieved from an integrated print and digital campaign, we encourage customers to explore opportunities to incorporate technologies such as Near Field Communication (NFC), “Enhanced” Augmented Reality, Video in Print (ViP), Bluetooth Low Energy (BLE)/Beacon technology, Virtual Reality, Digital to Direct Mail and other developing technologies like Mixed Reality and Addressable TV. This strategy provides substantial advantages and opportunities for the integration of innovation in the mail now and in future years.

**II. PROGRAM DESCRIPTION**

The use of technology is a proven force in the marketing landscape for today’s savvy marketing professionals. This promotion will build upon previous promotions and continue our strategy of encouraging mailers to integrate direct mail with advances in technology. To participate in the promotion, the mailpiece must incorporate any of the following technologies: NFC technology, Video in Print (ViP), BLE/Beacon technology, an “enhanced” augmented reality, virtual reality, mixed reality, Addressable TV, Integration with Digital Assistants, and Digital to Direct Mail. These technologies will allow the recipient to engage in an interactive experience using the mailpiece and mobile devices, tablets, etc.

**NOTE: The mailpiece must use at least one form of the approved emerging or advanced technologies referenced above in order to receive the promotion discount.**

- Registration Period:** January 15 – August 31, 2019  
**Program Period:** March 1 – August 31, 2019  
**Discount Amount:** 2% of eligible postage. The discount is calculated in **PostalOne!**<sup>®</sup> and applied to the postage statement at the time of mailing. The 2% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices.
- Eligible Mail Classes:** First-Class Mail<sup>®</sup> presort & automation letters, cards & flats  
USPS Marketing Mail<sup>™</sup> letters and flats  
Nonprofit USPS Marketing Mail<sup>™</sup> letters and flats
- Ineligible Mail Classes:** Periodicals  
Bound Printed Matter  
Media Mail

*\*Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.*

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**THE DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AFTER THE PROMOTION CLOSES.**

### III. ELIGIBILITY/PRE APPROVAL REQUIREMENTS

*Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review this document to ensure that the mailpiece meets all 2019 Program Requirements.*

#### A. Pre-Approval Process

The Program Office **requires** that **ALL** mailpieces using **any** of the technologies listed below be sent for review via email to [EmergingTechPromo@usps.gov](mailto:EmergingTechPromo@usps.gov) **no later than one week** prior to the mailing.

- Prototypes, mock-ups, previously used mailpieces, etc. can be submitted as the representation of the final mailpiece to see if the proposed concept would meet the Emerging Technology Promotion criteria.
- Each mailpiece design is reviewed individually and each individual mailpiece must meet the program requirements.
- If substantive changes are made to the mailpiece design, the revised mailpiece needs to be reviewed for approval.
- Any final mailpieces that deviate from the prototypes, mock-ups or examples submitted for pre-verification, shall be subject to the loss of the discount.
- If it is not approved in writing prior to entry date, the mailing will not qualify for the discount.**
- The promotions office responds to all inquiries **within 4 business days upon receipt.**

*If you have any questions about pre-approvals or reviews, please contact the Program Office via email at [EmergingTechPromo@usps.gov](mailto:EmergingTechPromo@usps.gov)*

#### B. Mailpiece Content Requirements

1. **Directional Copy Requirement:** The mailpiece must contain text near the logo, icon, or image, etc., providing guidance to the consumer to engage using the technology trigger provided. The location of the directional copy must be *prominently* displayed to ensure the customer sees it. The directional copy must clearly state what element on the physical mailpiece must be engaged in order to activate the technology. This copy must be present on any page where the technology trigger (i.e., logos, icons, instructions, etc.) resides. Finally, if the viewing experience is only available on a specific mobile device (either IOS or Android only) then the directional copy must clearly state which platform and/or tool the experience is available on (e.g., this experience is only available on Android devices).

Examples include (but are not limited to):

- Scan here to play an interactive game/experience
- Scan the logo, image, icon, etc., for an interactive experience

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- Download our app & scan this page to see your mailpiece come to life
- Tap here with your NFC enabled phone
- Wave your NFC enabled phone here
- Assemble your viewer, download the app, insert your mobile device and prepare for an undersea adventure!

**If the directional copy does not meet the requirements listed above for legibility and proper placement, it will not qualify.**

**2. Website Requirements – Relevance:** The destination page(s) must contain information relevant to the content of the marketing message included in the mailpiece.

**3. Website Requirements – Mobile Optimization:** A mobile optimized experience must be specifically designed for optimum performance when viewed on mobile devices. Activating the technology, must lead to a complete mobile optimized experience regardless of the platform being used. There are several commonly used techniques in developing mobile experiences to bridge the differences between a full sized monitor and a mobile display.

Participants must use these or similar techniques to qualify for the promotion.

- Screen Size and resolution is adjusted so that users do not have to scroll horizontally, compressed by pinching or swiping the screen
- Page sizes are compressed to enable faster downloading
- Outbound links take users only to mobile optimized pages
- Contrast and color scheme is adjusted for viewing on smaller screens and outdoor viewing.
- Device detection directs mobile users to appropriately formatted content
- Use menu options as opposed to free-text entry whenever possible

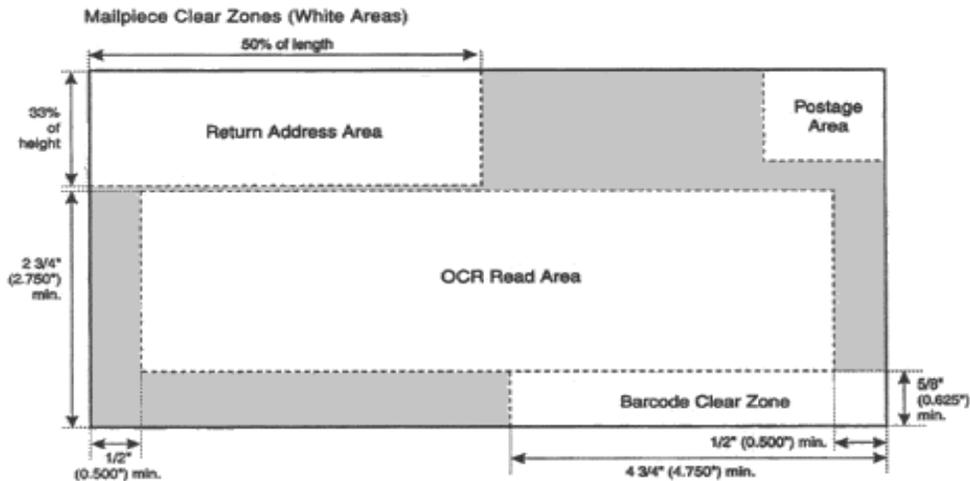
**Links to a traditional desktop site do not meet the requirements for this promotion.**

***~~See Appendix for additional information on mobile optimization.~~***

**4. Restrictions on Barcode Placement** The technology engagement feature can be placed on the inside or outside of the mailpiece. The technology/logo/etc., **cannot** be placed on a detached address label (DAL) or card that is not attached to or enclosed within the mailpiece (e.g., unattached blow-in card) or applied to an enclosed return envelope/card.

The technology cannot be placed in the indicia zone or the barcode clear zone on the outside of the mailpiece.

Further information can be found in Appendix C.



**5. Multi-mail piece / marriage mailers:** The main purpose of the mailpiece and / or marketing message must be enhanced by the technology used. The technology and directional copy must be prominently located to ensure the recipient knows whether and how to engage with the technology. The technology used must meet all program requirements. The Program Office will render all decisions regarding the approval/disapproval of these types of mailings.

### C. Technology Requirements

**~~Helpful web links to information on all of the following technologies can be found in the appendix~~**

- The mailpiece can incorporate one or more of the treatments (or any combination) on the outside of the envelope, on the mailpiece or both.
- All treatments must be *visible* and *distinguishable*

#### 1. Mixed Reality Requirements:

As we continue to evolve our existing real-and-virtual reality forms such as enhanced augmented reality and virtual reality, we are including mixed reality in this year's Emerging and Advanced Technology promotion. Mixed Reality combines both augmented and virtual experiences through a combined immersive technology that can include site, sound, and touch. Mixed Reality can include different experiences but some of the most common include blending physical and virtual experiences via a head-set. Mixed Reality is a subset (along with previously mentioned augmented and virtual reality) of Extended Reality (XR) which is the broadest level of virtual immersive technology. The headsets that allow for virtual or mixed reality experiences are all part of the XR devices and should be thought of when using all of these technologies. For purposes of the promotion, the direct mail piece must have a trigger which leads to a Mixed

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Reality experience in the same way that augmented reality and virtual reality currently function in the promotion. To qualify for the promotion, the mailpiece must include:

- Directional copy that explains to the recipient the apps that must be downloaded to the mobile device or any experiences that must be uploaded to engage the Mixed Reality experience.
- The Mixed Reality experience must be related to the message included in/on the printed mailpiece.
- The mailpiece may include headset/viewers or devices that allow the recipient to engage in the Mixed Reality experience. Participants may consider incorporating a QR Code or an NFC chip to add ease of use in engaging the Mixed Reality experience through the use of a mobile device and headset.

Note that the mailpiece and Mixed Reality experience must meet machinability requirements per USPS regulations. If mailing headsets/viewing devices, the mailing must meet letter and flat requirements--Parcels are not eligible.

### **2. Virtual Reality Requirements:**

Building on last year's promotion, we will continue to include the use of virtual reality to qualify for the promotion discount. Virtual reality (or VR) is taking the gaming and marketing industry by storm. Virtual reality can provide marketers with the opportunity to immerse consumers in brands or products in real or simulated environments that creates interactivity and harnesses a first-hand engagement experience.

**Virtual Reality (VR)**, also known as **immersive multimedia** or **computer-simulated reality**, is commonly defined as a computer technology that creates replicas of an environment, real or simulated, that includes a user's physical presence to allow for user interaction. Virtual realities artificially create sensory experiences, which can include sight, touch and hearing.

To qualify for the promotion the mailpiece must contain:

- Directional copy that explains to the recipient any apps that must be downloaded to the mobile device or any experiences that must be uploaded to engage the VR experience
- A VR experience related to the message included on/in the printed mailpiece
- The mailpiece **may** include googles/viewers or devices that allow the recipient to engage in the VR experience. Participants may consider incorporating a QR Code or an NFC chip to add ease of use in engaging the VR experience through the use of a mobile device and googles/viewers.

The mailpiece and VR experience must meet machinability requirements per USPS regulations. If mailing goggles/viewing devices, the mailing must meet letter & flat requirements--**parcels are not eligible.**

Examples of virtual reality can be found by clicking on this link:

<https://www.irresistiblemail.com/virtual-reality>

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**3. Addressable TV Requirements:**

New to this year's Emerging and Advanced Technology promotion, marketers will now be able to use Addressable TV (the ability to purchase TV advertising at the household level using specific audience data like household income, age, gender, shopping behavior, and lifestyle interests) in conjunction with Direct Mail in order to provide a coordinated omni-channel experience to enhance your marketing campaign. For example, an advertiser will purchase Addressable TV commercial unit from a TV operator who has set-top box technology that will allow the advertiser to target the right person and deliver a one-to-one advertising message at the household level. The Addressable TV unit message must run in conjunction with a direct mail piece which targets that household with a related message which supports the marketing campaign. In order to qualify for the promotion, the advertiser will need to show proof that the Addressable TV ad schedule was purchased and provide us with a sample of the direct mail piece which will run in support of the Addressable TV spot(s) prior to the advertisement airing. For auditing purposes, we will also require confirmation that the Addressable TV ad ran as planned via a post buy report which the advertiser must provide which shows the time/date the spot ran and what channel it ran on.

**4. Digital to Direct Mail Requirements:**

**If the use of this technology option and it is not approved in writing prior to your mail entry date, the mailing will not qualify for the discount.**

Digital to Direct Mail encourages mailers to produce mailpieces that create a greater connection and elicit a higher response from consumers by using dynamically printed, personalized messaging that is automatically triggered based on a digital interaction. The Digital to Direct Mail option for the Emerging and Advanced Technology promotion is a way to grow the value of First-Class Mail and will encourage mailers to invest in digitally reactive and personalized direct mail delivered within two days based on consumers' online behavior. Unlike other options in this promotion, Digital to Direct Mail starts with digital behavior to dynamically create a customized/targeted mailpiece instead of the physical mailpiece launching a digital experience. Traditional direct mail is based on who you are; these mailpieces are based on what you do.

To qualify for the promotion the mailer must:

- Produce a hard copy, personalized, dynamically printed mailpiece based on a digital interaction
- Have the mailing pre-verified by the Program Office
- Provide an official pre-approval letter from the Program Office to the BMEU clerk at mail submission
- Provide the program office and the BMEU clerk with a postage statement and end of production report in order to confirm the mailing came out of a real time system (is trackable) with known mail owners clearly identified in the by/for section of the postage statement and is a part of the promotion.
- Enter the mailpiece at the postal facility **within 48 hours** of consumers online activity via **First Class mail only**

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- The mailing must use one of the approved USPS Promotions technologies. If you have questions or need additional information, contact our office.

**Personalized Messaging Details**

- A dynamically printed, personalized marketing or consumer message based on digital content that the customer viewed which is printed in-stream on a physical piece of paper within the content of the letter.
  - "Personalization" is information that the recipient would deem personal or relevant in nature. This can be achieved by leveraging customers' online activity.

Examples of personalized marketing messages based on a digital interaction are:

1. Addressing the message to the customer by name and product:
  - a. Sally, we saw that you were looking at our new jeans and as a valued customer we are extending this exclusive offer to you.
2. Promotions based on the existing relationship
  - a. We are currently offering a \_\_\_% discount on accessories to go with the phone you recently purchased/looked at.
3. Rewards/loyalty programs (based on individual customers' digital interactions, past orders or other online activity).
4. Renewal offers and incentives (based on individual customers' digital interactions, past orders or other online activity).
5. Supplementary or complimentary products or services (based on individual customers' digital interactions, past orders or other online activity).
6. Cross sell or upsell other products or services
7. Outreach to unsubscribed users/past customers (ie. Customer winback)

*Personalization is not limited to these examples and participating mailers should contact the Program Office for consideration/approval of other personalized messages based on digital behavior.*

Examples of digital-to-direct can be found by clicking on this link:

<https://www.irresistiblemail.com/digital-to-direct>

**5. Near Field Communication (NFC) Requirements:**

Near Field Communication (NFC) technology generally consists of embedding a small chip or other form of technology into a carrier (mailpiece or other item) that can be recognized by a NFC enabled device such as smartphones, tablets or items embedded with NFC chips, tags or similar technology. The interaction is initiated by touching the mobile device on the NFC embedded item or by placing the device within close proximity of the NFC embedded item.

To qualify for the promotion:

- the mailpiece must incorporate the use of NFC technology to engage the mobile device in providing an interactive experience for the user.

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- Include directional copy that clearly states what element on the physical mailpiece must be scanned/tapped/etc. in order to activate the technology.
- Lead to a mobile optimized website

If activating the NFC application leads to the launch of a video, please note that videos **cannot** link to open source public domains such as YouTube and Facebook.\*

Examples of NFC usage for this promotion include, but are not limited to:

- Generate a communication related to the marketing message on the mailpiece
- The mailpiece could be embedded or affixed with NFC technology that would allow the device to download applications, videos\*, or games.
- Create calendar events.
- Toggle on and off device features Trigger messaging services.
- Generate a personalized message.
- Link to a URL, Social Network, or an App.
- Add contact information like a vCard.
- Auto dials a phone number.
- Add a Bitcoin address

Examples of NFC can be found by clicking on this link:

<https://www.irresistiblemail.com/near-field-communication>

*(Other examples of usage and any new developments for the technology are welcome to be submitted to the Program Office via email at [emergingtechpromo@usps.gov](mailto:emergingtechpromo@usps.gov))*

**6. Bluetooth Low Energy (BLE)/Beacon Technology Requirements:**

Bluetooth Low Energy (BLE)/Beacon Technology is the use of low energy Bluetooth devices that broadcast an identifier to nearby mobile and electronic devices. The “transmission” range can be programmed to be as little as a few centimeters to as much as 10 meters between the iBeacon/Beacon and the receiving device.

To qualify for the promotion:

- Bluetooth Low Energy (BLE)/Beacon application must be part of the mailpiece that interacts with a mobile device.

Examples of BLE/Beacon Technology include, but are not limited to:

- Personalized triggered message
- BLE/Beacon coupons
- Provide updates to mobile device
- Provide location information/provide location based actions
- Interact with mobile apps

*(Please contact the Program Office via email at [emergingtechpromo@usps.gov](mailto:emergingtechpromo@usps.gov) for a review your iBeacon/Beacon Technology use-case scenario)*

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**7. “Enhanced” Augmented Reality (AR) Requirements:**

“Enhanced” Augmented Reality (AR) provides robust features that allow consumer engagement experiences using the technology to relate directly to products and brands. “Enhanced” AR also includes, video animation\* and/or 2D-3D interactive graphics playing in front of or over physical objects so they appear to be interacting with the physical object.

The “enhanced” experience can also use gamification or mobile game play (**Gamification** is the use of game thinking and game mechanics in non-game contexts to improve user engagement and return on investment). Gamification or mobile game play techniques include: rewards for players who accomplish tasks such as points, badges or virtual currency; competition with other players, adding meaningful choice, increasing challenges and added narratives.

“Enhanced” AR **excludes** the use of static, pop-up, worded displays that do not engage the recipient in any experience other than reading or simply clicking a button.

To qualify for the promotion:

- The mailpiece must include directional copy
- Lead to a mobile optimized website that is relevant to the message on the mailpiece
- The experience must be interactive
- The experience must include **at least two** of the following elements:
  1. 2D/3D elements or modules
  2. Animation
  3. An interplay between the physical (mailpiece) and the digital that actively uses the person’s perspective

**“Enhanced” AR Video Details**

- The video cannot instantly appear and start through the augmented reality technology —this type of application is basic AR and does not qualify as “Enhanced” AR.
- The video screen must appear as part of an augmented reality display.
- The video must be displayed on top of or as part of the physical mailpiece environment.
- The video can play when engaged with the physical mailpiece or when the device is moved away from the physical mailpiece.
- The video must have a specific call to action related to the mailpiece and cannot reside on public access sites such as, YouTube, Facebook, etc., except for company channel YouTube sites and company specific website pages where the company has exclusive control over the content featured on these public access sites/web pages.

The software development kit that is used to create the AR experience must also be used to create the AR effects such as Animators, 3D elements, interactive buttons and features. The AR elements must be super-imposed on top of either the video (if used) or the mobile device view of the mailpiece in order to qualify.

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**Augmented Reality Update: IOS 11/ARKit and Google ARCore**

*As enhanced augmented reality evolves, it is important to note some recent developments which are taking this technology to a new level through the use of smartphones. With the release of IOS11, the ARKit has been built-into the device which allows for augmented reality experience directly from your mobile device without having to download any mobile browser augmented reality apps. Google ARCore is also bringing augmented reality to Android devices. As Augmented Reality becomes more and more ubiquitous within mobile devices, we would encourage mailers to account for this shift when planning their enhanced augmented reality experiences moving forward as the marketplace is undergoing a significant movement in how the user may trigger their mobile AR experiences.*

Examples of augmented reality can be found by clicking on this link:

<https://www.irresistiblemail.com/augmented-reality>

**8. Video in Print Requirements:**

Video in Print (ViP) is video advertising that integrated into a printed piece that is featured in print catalogs and/or mailpieces.

Simply linking to video content (ie. a YouTube video) **is not adequate to meet the criteria** for Video in Print. Links to video on streaming services like Netflix & Hulu **do not qualify** for the Live Streaming option of this promotion.

ViP can be integrated into a printed piece in several ways including, but not limited to:

- a. Integrated video screen within a printed, mailable piece
- b. Integrated Video/Picture utilizing translucent paper
- c. Personalized Interactive Video
- d. Shoppable Video

**To qualify for the promotion:**

- The physical mailpieces may leverage QR codes, Augmented Reality or Near Field Communications as the trigger to link to the interactive video experience or CRM video system.
- Must have directional copy alerting the consumer how to interact with/trigger the start of the video.

**Examples of Video In Print include, but are not limited to:**

**a. Integrated Video Screen within a Printed, Mailable Piece**

A physical mailpiece that incorporates small, integrated LED, AMOLED or LCD screen that can be triggered to autoplay associated video content. There are a variety of screen sizes available, ranging from 2.4" – 10.1" based upon your objective and budget. Furthermore, Advertisers can program a wide range of video, up to 45 minutes in length, depending upon objectives and budget. The advantage of using this technology is that it puts a video message in the hands of an offline consumer using printed material that is portable, reusable, and long-lasting, thus generating multiple impressions over and over to your customers. The way ViP works is that video is embedded in a printed piece like direct mailpieces (i.e.,

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postcards, brochures), catalogs, etc. The video screen can automatically launch upon the opening of that page of material. The result can be a powerful printed message highlighted through an enhanced video production which can leave a lasting impression on your brand.

**b. Integrated Video/Picture utilizing translucent paper**

This technology allows a static image to become animated when combined with a digital screen. A physical, printed mailpiece printed on semi-translucent paper stock, that when placed over a tablet or mobile device, plays video content visible through the paper that appears to bring the mailpiece “to life”. These pieces may leverage tools such as Cineprint or similar technology to create or “play” the video-in-print experience.

**c. Personalized Interactive Video (PIV)**

A physical mailpiece that links the reader to an online interactive video experience where the user can interact with the video, and make selections throughout the experience to tailor the options and video content they receive and view. This category may also incorporate marketing automation and CRM software to automate the creation and preparation of additional mailpieces, product catalogs or other printed, mailable materials based upon user selection and inputs. These auto-generated pieces may also be eligible for the discount if prepared and entered as defined by program requirements documentation. If you are interested in pursuing this option, you must seek Program Office approval to discuss the required documentation needed to support the discount on the additional pieces.

**d. Shoppable Video**

**New**—We are adding Shoppable Video to this year’s promotion as video viewers are 70% more likely to make a purchase when watching a shoppable video than non-viewers (Invodo Study 2015). Shoppable Video is the process by which a user can view videos and make a purchase without having to navigate to a retailers’ website on their own. The experience involves viewing a video which contains clickable spots on the video where you can make a purchase. The viewing device can be a desktop computer, laptop, tablet, smartphone or digital screen at home, at the office, or from an offsite, secure location. Shoppable Video is platform agnostic but can often be viewed through social media platforms like Facebook, Instagram, and Snapchat as well as e-commerce sites. This technology has been around since approximately 2009 and continues to grow as Shoppable Video tools/platforms like MikMak, Smartzer, and Cinematique have become a more ubiquitous form of engagement through various social media channels and e-commerce sites. For purposes of this promotion, blending a physical mailpiece which includes a trigger (i.e., AR-based app or QR Code) which leads to a Shoppable Video via mobile devices, especially using vertical video which maximizes viewing space and opens opportunities for increased advertising messaging, can only enhance the customer experience and increase engagement.

Examples of Video in Print can be found by clicking on this link:

<https://www.irresistiblemail.com/video>

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**9. Integration with Digital Assistants Requirements:**

Integration with Digital Assistants is a grouping of technologies that allows the mailpiece to provide clear and specific instruction that enables the recipient to engage with digital assistants like chatbots or voice assistance (e.g., Alexa, Google Home, etc.). One of the challenges with new digital assistant tools is that the user needs to understand how to activate a command or use specific verbal or written prompts to engage with the capabilities or skills.

A physical mailpiece must provide specific directional copy that instructs the recipient on how to interact with the assistant in order to accomplish specific business tasks that are part of the mailer's audio branding. For example, a written mailpiece might include an offer, product, etc. Therefore, the mailpiece must include directional copy stating the language that is needed to activate the assistant or skill (i.e., "Hey Google...") followed by specific language that enables the user to connect to the service or offer from the mailpiece (e.g., directional copy promoting an Internet search by voice would qualify).

**Please contact the Program Office to discuss any concepts/ideas that you may be considering for this technology.**

*Note: Integration with Digital Assistants is a new technology addition to this year's promotion; therefore, this section will continue to be updated.*

**D. Registration Requirements**

Participants and/or Mail Service Providers (MSPs) should register on the Business Customer Gateway (BCG) via the Incentive Programs (gateway.usps.com). Promotion participants should complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and specify which permits and CRIDs will be participating in the promotion. It is recommended that mailers register several days in advance of the first qualifying mailing.

**~~As part of the terms of participation, all MSP and Mail Owner participants must complete a series of brief surveys about their participation in the promotion.~~**

A user guide for enrollment is available on our PostalPro™ pages at: <https://postalpro.usps.gov/node/350>

**Auto Enrollment:** Electronic documentation (eDoc) enrollment using Mail.dat or Mail.XML enables real-time enrollment for Mail Service Providers and Mail Owners. During postage statement finalization, the **PostalOne!** system will enroll the client(s) in the promotion based on the by/for field data in the eDoc, and will calculate the discount. Use of this Auto Enrollment feature via eDoc submission still requires that Mailers and MSPs review the Program Requirements Document for such promotion(s) and that they follow the terms of the promotion as outlined in the applicable Program Requirements Document for such promotion(s).

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Auto enrollment is available on Postal Wizard, but the Mail Service Provider must be enrolled in the promotion. During postage statement finalization, **PostalOne!** will validate that the MSP CRID in the Postal Wizard submission is enrolled as an MSP. The **PostalOne!** system will enroll the client(s) in the promotion based on the "Mail Owner" field data in the Postal Wizard submission, and will only then calculate the discount if there are no system Warnings. **PostalOne!** will perform validations and generate warnings for MSPs that are not registered and for invalid CRIDS or Mailer IDs. In the case of Warnings, **PostalOne!** will process the Postal Wizard submission and allow the mailing without failing the file. However, **PostalOne!** will not apply the promotion discount to the mailing.

***For issues and concerns regarding enrollment or technical issues, please contact the PostalOne! helpdesk at 1-800-522-9085 or email: [postalone@email.usps.gov](mailto:postalone@email.usps.gov)***

#### ***E. Mailing Submission Requirements***

**Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.**

**The discount must be claimed at the time of mailing during the promotion period and cannot be rebated after the promotion closes.**

#### **Documentation/Postage Statement**

Mailings must be submitted electronically via Mail.dat and Mail.XML or Postal Wizard. Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID) or Permit number.

To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, the Component Characteristics Record (CCR) file must be populated with the **two letter characteristic ME** for the 2019 Emerging and Advanced Technology promotion.

Participants will be required to affirmatively claim this promotion in the "Incentive Claimed" section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

#### **Combined and Commingled Mailings**

The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying mail must be submitted on separate postage statements or by mailpiece version.

Only one promotional discount will be applied per mailpiece version (identified by .mpu Mail Piece Unit and .mpu Segment ID). In a commingled mailing which may contain multiple mail owners, a mailpiece version must be created for each mail owner. The incentive can be claimed independently for each using the CCR file. If

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*This promotion is under consideration by the Postal Service. Any 2019 USPS promotions under consideration are subject to USPS, BOG and PRC approval. All requirements are tentative and in draft form.*

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needed, mailers may continue to use either the .csm Postage Group ID or the .mpa Customer Reference ID in order to create separate child statements for the pieces which are eligible for incentives. If a mailer is using the customer reference ID to create separate statements a unique MPA record must be created for pieces which are claiming incentive rates.

Further technical information can be found in the USPS Mail.dat Technical Specifications document in section 4.3.1.1 Non-Periodicals Key Postage Statement Generation Fields. The verification statement will continue to consolidate child statements per postage statement generation fields in the Table 4-4.

If **PostalOne!** issues arise during the promotion period which prevent the timely finalization of Postage Statements within the **PostalOne!** system, please follow the instructions illustrated in the **PostalOne!** External Contingency Plan: [https://postalpro.usps.com/storages/201612/852\\_PostalOneExternalContingencyPlan.pdf](https://postalpro.usps.com/storages/201612/852_PostalOneExternalContingencyPlan.pdf)

### **Mailing Date**

Mail must be tendered for acceptance during the promotion period, March 1 – August 31, 2019. All promotion eligible mailings must be finalized in **PostalOne!** no earlier than 12:00:00AM on 03/01/2019 and no later than 11:59:59 pm on 08/31/2019 (the last day of the promotion).

Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities through September 15, 2019 (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occurring prior to March 1, 2019. Any qualifying mailing that is accepted and paid for prior to March 1, 2019 is not eligible for the promotion discount.

### **Postage Payment Method**

Postage must be paid using a Permit Imprint or Precanceled Stamp permit. Some Meter Permit mailings may qualify. Every Door Direct Mail (EDDM) deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.

### **Meter Mail/Precanceled Payment Option**

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts listed in the table below. Mailers must select the appropriate Postage Affixed Method option as follows:

- If mailer is eligible for VAR/CVAR Meter Mail: all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: only option available is “Neither”
- Precanceled: Only “Neither” is an option

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

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<b>Processing Category</b>	<b>Incentive Postage Amount Affixed</b>
First-Class Mail Cards	TBD
First-Class Mail Letters auto and presort	TBD
First-Class Mail NM Letters	TBD
First-Class Mail Flats - auto and presort	TBD
<b>USPS Marketing Mail™ Regular Auto/PRSRT/CR Letters</b>	
USPS Marketing Mail™ Regular Auto/PRSRT/CR Letters	TBD
<b>USPS Marketing Mail™ Regular Auto/PRSRT/CR Flats</b>	
USPS Marketing Mail™ Regular Auto/PRSRT/CR Flats	TBD
<b>USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Letters</b>	
USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Letters	TBD
<b>USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Flats</b>	
USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Flats	TBD

All existing requirements around mail preparation and acceptance as they are described in the Domestic Mail Manual (DMM) remain in place. Please refer to [http://pe.usps.gov/text/dmm300/dmm300\\_landing.htm](http://pe.usps.gov/text/dmm300/dmm300_landing.htm) for more information.

**F. REQUIREMENTS AT MAIL ACCEPTANCE**

**CHECKLIST**

- Mailer must provide a hard copy sample mailpiece at BME**
- Mailer must retain a sample mailpiece for USPS post-mailing sampling**

**At Mail Acceptance:** The mailer must provide a hard copy, unaddressed sample of the mailpiece showing the placement of the mobile barcode, image, QR Code, App or tag and directional copy to the acceptance clerk. If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented. All mailings are subject to standard acceptance and verification procedures and may be inspected for use of the mobile barcodes, images, QR Codes, Apps or tags, etc. and directional copy.

- If pieces are variably printed, one sample that is representative of the mailpieces in the mailing may be presented.
- If the mailer is unable to print an unaddressed mailpiece the mailer should remove a piece from the mailing, remove the address (e.g. place a blank address label over the address) and submit it at mail acceptance. As an alternative, an addressed piece may be accepted if the mailer marks through the address and marks "USPS Promotion Piece Sample" on the piece.

**Using the Self Service Terminal (SST):**

Mailers participating in the promotion and presenting mail using the Self Service Terminal (SST) will see the message below on the screen.

"This mailing has been identified as participating in an incentive program. By clicking OK, I certify that I am tendering a production mailpiece sample and postage statement to the acceptance employee for verification."

The mailer must certify the agreement on the screen and submit a mailpiece sample and postage statement to the BMEU Clerk.

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*Mailers participating in Seamless Acceptance who are entering mail at the BMEU or DMU (and have a postage statement already auto-finalized) must submit a mailpiece sample with their confirmation page.*

**1. For the Digital to Direct Mail technology option, at mail acceptance:**

- A. The mailer/printer must provide the **BMEU clerk** with:
- A hard copy, unaddressed full sample of the mailpiece showing the placement of the personalized message content that was dynamically printed to the Business Mail Entry Unit acceptance clerk.
    - a. If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented.
    - b. If pieces are variably printed, one sample that is comparable to the mailing may be presented.
  - An official pre-approval letter from the Program Office
  - A postage statement and end of production report in order to confirm that the mailing is part of the promotion
- B. The mailer/printer must provide to the **Program Office**:
- a list of all BMEUs that will be used for mail entry throughout the promotion.
  - A postage statement & end of production report in order to confirm that the mailing is part of the promotion.
  - In limited circumstances mailers using the same messaging with limited variations throughout the promotion period may contact the program office for an alternate process for mailpiece sampling. These mailers must be able to send the Program Office samples of the pre-print/input sheet as well as samples of the dynamic print versions. Samples must be submitted at least **within 4 days** in advance of the initial mailing.

***For issues and concerns with claiming the discount, please contact the PostalOne! helpdesk at 1-800-522-9085 or email: [postalone@email.usps.gov](mailto:postalone@email.usps.gov)***

**G. REQUIREMENTS POST MAILING**

- The Program Office will review mailpieces collected at BMEUs to verify that submissions meet promotion requirements.
- The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet all promotion requirements, to un-enroll, the mailer from the \*-Emerging Technology Promotion or to restrict participation in future promotions.
- Additionally, all mailers who receive the discount must retain a hard copy of the mailpiece until November 30, 2019, and if requested by the Postal Service, must forward the mailpiece to the Program Office.

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**IV. TECHNICAL INFORMATION**

**Reminder:** To claim the discount for mailings submitted via mail.dat or mail.xml, the Component Characteristics Record (CCR) file must be populated with the **two letter characteristic ME** for the 2019 Emerging and Advanced Technology Promotion. One of the parties in the by/for of the postage statement must be registered for the promotion.

For further technical information, please refer to Technical Specifications on PostalPro™ at: <https://postalpro.usps.com/promotions>

***For issues and concerns regarding enrollment, technical issues or claiming the discount, please contact the PostalOne! helpdesk at 1-800-522-9085 or email: [postalone@email.usps.gov](mailto:postalone@email.usps.gov)***

**V. PROGRAM OFFICE CONTACT INFORMATION**

Questions can be directed to the Program Office.

**Email:** [emergingtechpromo@usps.gov](mailto:emergingtechpromo@usps.gov)  
**Facsimile:** 202-268-0238  
**Mail:** US Postal Service  
2017 Emerging and Advanced Technology Promotion  
P.O. Box 23282  
Washington, DC 20026-3282

**FedEx and UPS do not deliver to PO Box addresses.**

To ensure delivery to the Program Office, please use Postal products or services.

All PO Box mailings must include information about the sample, contact information and an email address for responses.

The Program Office responds to all inquiries within 4 business days upon receipt of mock ups, in the promotion inbox [emergingtechpromo@usps.gov](mailto:emergingtechpromo@usps.gov) or the PO Box.

**Be sure to take advantage of our PostalPro™ website for information and resources pertaining to our Promotions & : go to: <https://postalpro.usps.com/promotions>.**

**DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AFTER THE PROMOTION CLOSES.**

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**VI. REVISION HISTORY**

Date	Section	Reason For Revision	Version

DRAFT

2019 EMERGING AND ADVANCED TECHNOLOGY PROMOTION  
PROGRAM REQUIREMENTS

VII. APPENDIX A

1. Does the mailpiece contain <b>any</b> of the following technologies?	<input type="checkbox"/>	<input type="checkbox"/>	If not, this mailing does not qualify for this promotion.
<p>A. <b>New Category:</b> Mixed Reality.            B. Virtual Reality            C. <b>New Category:</b> Addressable TV            D. Digital to Direct Mail            E. Enhanced Augmented Reality—is launched using an app such as these listed below. Note: these are just a few examples—there are other augmented reality apps that may be used.</p> <div style="display: flex; justify-content: space-around; align-items: center;">      </div> <p>F. NFC (Near Field Communication)—does the piece have this type of chip/sticker/attachment on the mailpiece? These are just examples.</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div> <p>G. Video in Print (ViP)—this is video advertising that is featured in print catalogs and/or mailpieces.            H. Beacon/iBeacon Technology—the use of low energy Bluetooth devices that broadcast an identifier to nearby mobile and electronic devices            I. <b>New Category:</b> Integration with Digital Assistants</p>			
2. Does the mailpiece have directional copy near the logo?	<input type="checkbox"/>	<input type="checkbox"/>	If not, this mailing does not qualify for this promotion
<p>Directional copy is part of mobile marketing best practices. This copy is used to explain what the code is, what it does and why and how the consumer should scan it. This simple element will help and encourage consumer participation. If the viewing experience is only available on a specific mobile device (either IOS or Andriod only) then the directional copy must clearly state which platform and/or tool the experience is available on (e.g., this experience is only available on Android devices). Examples would include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Scan here to play an interactive game</li> <li>• Scan the barcode for an interactive experience</li> <li>• Download our app and scan this page to see your mailpiece come alive</li> <li>• Download our app for an interactive experience</li> <li>• Tap here with your NFC enabled phone</li> <li>• Wave your NFC enabled phone here</li> </ul>			
3. Have you received Pre-Approval from the Program Office and presented the official letter from the Program Office to the BMEU?	<input type="checkbox"/>	<input type="checkbox"/>	If not, it does not qualify
<ul style="list-style-type: none"> <li>• Preapproval are <b>mandatory</b> for all Technology options for this promotion:</li> </ul>			
4. Have you registered on the Business Customer Gateway at least 2 hours prior to submitting mail at your postal facility?	<input type="checkbox"/>	<input type="checkbox"/>	If not, this mailing does not qualify for this promotion.
5. Have you claimed the discount at the time of mailing?	<input type="checkbox"/>	<input type="checkbox"/>	If not, you will not be able to claim it after the fact.

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PROGRAM REQUIREMENTS

**VII. APPENDIX B**

**Promotion Checklist**

Have you met the program requirements? Make sure that your review/preapproval will be successful. Complete the checklist below:

- Directional Copy
- Website Relevance
- Website Mobile Optimization (if driving customer to a mobile site)
- Scannable Mobile Technology
  1. Mixed Reality
  2. Virtual Reality (VR)
  3. Addressable TV
  4. Digital to Direct Mail
  5. Near Field Communications (NFC)
  6. Bluetooth Low Energy (BLE)/Beacon Technology
  7. Enhanced Augmented Reality
  8. Video in Print (ViP) examples:
    - Integrated Video Screen with a Printed, Mailable Piece
    - Integrated Video/Picture utilizing translucent paper
    - Personalized Interactive Video (PIV)
    - Shoppable Video
  9. Integration with Digital Assistants

## VII. APPENDIX C

### Barcode Placement

The technology engagement feature can be placed on the inside or outside of the mailpiece. The technology/logo/etc. cannot be placed on a detached address label (DAL) or card that is not attached to or enclosed within the mailpiece (e.g., unattached blow-in card).

The technology cannot be placed in the indicia zone or the barcode clear zone on the outside of the mailpiece. Additional guidance is provided below:

#### **Barcode Clear Zone**

Barcode Clear Zone for Letters: The barcode clear zone for letters is defined in the Domestic Mail Manual (DMM®) section below. DMM design requirements (DMM Sections 202.5.1) must be met:

DMM® 202.5.1 Barcode Clear Zone: Each letter-size piece in an automation price or an Enhanced Carrier Route price mailing must have a barcode clear zone unless the piece bears an Intelligent Mail barcode with a delivery point routing code (see 708.4.3) in the address block. The barcode clear zone and all printing and material in the clear zone must meet the reflectance standards in 708.4.4.

The barcode clear zone is a rectangular area in the lower right corner of the address side of cards and letter-size pieces defined by these boundaries:

- Left: 4 3/4" inches from the right edge of the piece
- Right: right edge of the piece
- Top: 5/8 inch from the bottom edge of the piece
- Bottom: bottom edge of the piece

A pictorial description of the barcode clear zone on letters can be found in Quick Service Guide 602 at this link: <http://pe.usps.com/text/qsg300/Q602.htm>

Barcode Clear Zone for Flats: For flats, the technology/logo/etc. should not be placed within 1/8" of the actual routing Intelligent Mail barcode.

#### **Indicia Zone**

The "Indicia Zone" is two inches from the top edge by four inches from the right edge of the mailpiece; in addition, the mobile barcode should not be placed within two inches of the actual postage indicia when the indicia is not placed in the described "indicia zone."

Indicia Zone for Flats: For optimal processing, avoid placing the barcode, images, or tags in the destination address block and indicia.

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Indicia Zone for Letters: The “Indicia Area” on letter mail is the top-right corner. The Postal Service’s Barcode Sorters look for these Information-Based Indicia (IBI) codes in the zone 2” from the top edge x 4” from the right edge of the mailpiece. Barcodes, images, or tags cannot be used in this area.

**Appendix**  
**Additional resources**

Virtual Reality

- <http://www.cnet.com/special-reports/vr101/>
- <http://www.recode.net/2015/7/27/11615046/whats-the-difference-between-virtual-augmented-and-mixed-reality>

Near Field Communication

- <https://irresistiblemail.com/#/near-field-communication>

Bluetooth Low Energy/Beacon technology

- <http://www.ibeacon.com/what-is-ibeacon-a-guide-to-beacons/>

Enhanced Augmented Reality

- <https://irresistiblemail.com/#/augmented-reality>
- <https://badgeville.com/wiki/Gamification>

Video In Print

- [https://www.google.com/search?q=video+in+print&espv=2&rlz=1C1NHXL\\_enUS691US691&biw=1280&bih=899&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwif3cWAXXOAhXGKx4KHf3sDgEQsAQIVA](https://www.google.com/search?q=video+in+print&espv=2&rlz=1C1NHXL_enUS691US691&biw=1280&bih=899&tbm=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwif3cWAXXOAhXGKx4KHf3sDgEQsAQIVA)
- <http://www.vlinklive.com/explore-live-streaming/frequently-asked-uestions/what-is-live-video-streaming-or-livecasting/>

Appendix  
Mobile Optimization

Mobile Optimized Sites



Why is design for mobile web different? Mobile users are ...

- goal oriented, looking for a specific piece of information or task
- on the go, and may view content while walking
- viewing on smaller screens with tiny keyboards or touch screens



Copy

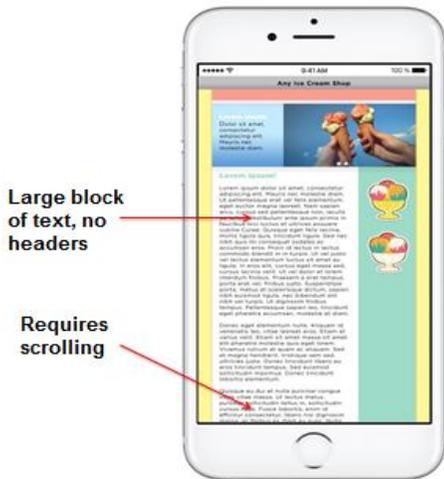
- **Keep it short:** traditional webpages have 250-400 words, on a mobile device only the first 80-90 are visible on the screen.
- **Use readable font:** it should be slightly larger than the font size used for desktop viewing, and **kept simple** font to ensure compatibility across devices
- **Make it action oriented:** use headings to break up blocks text so users can easily find what they're looking for, as they often have a specific piece of information or task in mind, and will scroll through pages quickly

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Appendix  
Mobile Optimization  
Continued

## Non Mobile Optimized Sites



### Navigation & Design

- **Use hierarchy, menus and drop downs:** these help avoid scrolling, get users to their goal quicker, and avoid time consuming typing
- **Consider page orientation:** the design needs to work in both vertical and horizontal orientation
- **Include strong calls to action:** the more prominent, the better – mobile websites can be good conversion tools if well