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Greater Madison Area Postal Customer Council

GMAPCC ANNUAL MEETING

Congratulations to the 2012 awards winners announced at the breakfast meeting on February 15. GMAPCC Industry Co-Chair, Crystal May presented the Industry Person of the Year award to Eric Stein of AM Mailing. (photo at left) The Industry of the Year went to the Wisconsin Department of Administration. Accepting the award was Bruce Goodman. (photo at right) USPS Bulk Mail Tech Lorene Titley was voted the Postal Person of the Year (not pictured).

USPS Lakeland District Manager Charley Miller provided information on the Area Mail Processing studies and outlined how these changes are a necessary part of a larger plan to reduce operating costs by \$20 billion by 2015. The future of the Postal Service depends upon adapting to America's changing mailing trends. He provided the latest updates and answered questions from the group. Several GMAPCC members completed the Mailpiece Design Consultant (MDC) Certification Program and those in attendance were presented with their MDC certificates.

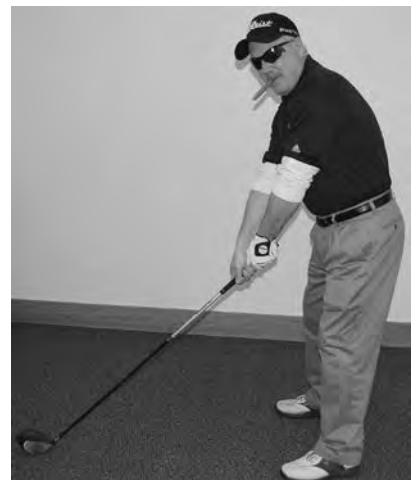
Best wishes to retiring Board Member Bob Szewczyk of UW Extension Bulk Mail Center. Welcome to our new Board Member Mark Schroeder of Royle Printing Group.



PCC Board Member Dave Byrne of AM Mailing Services surprised the group with his enthusiastic invitation to the GMAPCC Golf Outing on August 2. He showed up in full golf attire carrying his driver. The Scramble Golf event will be at the Coachman's Golf Resort in Edgerton. No matter your skill level, you are encouraged to come out and join in the fun. There will be a variety of contests out on the course, door prizes, and a bag filled with an assortment of gifts for each golfer. There's even a chance for every golfer to win a new car! Visit www.madisonpcc.com to find out how you can register to golf, just ride along for fun, or just join in for lunch. There's something for everyone! (Photo right)

Hole Sponsors Needed!! Please consider your Company for Hole Sponsorship. Your Company will be included in all promotional advertising leading up to the event.

The Hole Sponsorship fee of \$150 includes your ad on the Custom Score Card, 1 Hole Signage, and Sponsorship Boards Placed around the event. Visit www.madisonpcc.com or give Dave Byrne a call at 608-347-1462, or email dbyrne@ammailing.com.



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Postal Explorer and Mobile Apps

On Postal Explorer® you can easily access the latest information about Domestic Mail Manual (DMM®) and International Mail Manual (IMM®) updates, the latest labeling lists (a one click experience), the latest postage statements, and Federal Register notices. In addition, you can try the mobile application that is linked to the domestic price calculator and international price calculator on Postal Explorer (from your mobile device, go to pe.usps.com, find the domestic or international price calculator near the top of the left navigation bar, and tap it...the app will open automatically for you). This app works for all mobile devices and calculates prices for all domestic and international mailing. There's a Customs Forms Indicator in the same app. Simple mobile apps designed for your ease of use—try them today.

Mobile Barcodes (QR Codes) Printed in Periodicals Publications

February 2012 Customer Support Ruling (CSR) PS-338 (707.3.6)

This CSR discusses the use of Mobile Barcodes in a Periodicals publication to determine whether it would be considered advertising or nonadvertising content. Mobile Barcodes, commonly called QR Codes, are printed in Periodicals to provide a link to additional information related to the nonadvertising content or to additional information about a product or service advertised within.

Mobile barcodes that direct readers to nonadvertising content that was omitted because of time, the number of pages it might occupy, or the medium in which it was created, are included in the total nonadvertising content in the issue. For example, Mobile Barcodes that direct a reader to scan to “Learn more” or to view a video about the subject introduced in text are considered nonadvertising.

Mobile barcodes that provide a link to additional advertising for any product, or service, for other magazines, for “cents off” or special offers, or that direct the reader to publisher's own advertising, must be marked as advertising and are included in the total advertising content for the issue.

A mobile barcode placed in an ad without contextual language defining its use will be considered advertising.

Intelligent Mail Barcode Update

Mailers that plan to take advantage of automation rates need to be aware of the proposed January 2013 eligibility for automation prices. In the proposal, the Intelligent Mail Barcode will be required on letters, flats, postcards, QBRM (Qualified Business Reply Mail) and Permit Reply Mail. The use of POSTNET barcode for automation prices would be discontinued in January 2013. Mailers have already deposited billions of mailpieces with Intelligent Mail barcodes. Benefits of the IMB include increased tracking and visibility; consistent and reliable service; and more creative and effective marketing strategies and campaigns to target customers through the mail. The IMB holds all routing, sorting and additional services information in one barcode. It enables unique identity of individual mailpieces and offers OneCode ACS at less cost than traditional ACS. It opens up more real estate on the envelope for marketing messages. For more information visit <http://ribbs.usps.gov>.

MOBILE COMMERCE AND PERSONALIZATION PROMOTION

By Mark Schroeder, Royle Printing Group

For sure by now we have all heard that the PRC has again approved a discount for use of a mobile barcode on or in specific mail pieces for this summer. There are, however, significant differences between last year and this year's promotion. Notice this year the promotion is not called the "Mobile Barcode Promotion." It is the "**Mobile Commerce and Personalization Promotion.**" Below I overview each of the terms in the title of this year's promotion.

Mobile (optimization): This year all QR code-linked websites must be "mobile optimized", or designed specifically to be viewed and interacted with, using a smart phone or other mobile device. If the QR code is being used for commerce, the mobile optimized website must also include a mobile optimized purchase experience. Last year the QR code was able to point to any working and eligible website, regardless if that website was designed or optimized for viewing and interacting with, on a mobile device. **This year there are only two options for what kind of website the QR code must take you to.**

Commerce: Last year it was enough to simply place a working QR code anywhere in or on the qualifying mail piece with few restrictions. In this year's promotion, the QR code must direct the user to a website where some or all of the products or services advertised in the mail piece are available for **purchase.**

OR ... Personalization: The QR code this year must direct the user to a website that offers content that has been personalized for the user. This personalization can be based on data such as market segmentation, demographics, or prior behavior. Regardless of the type and depth of data used to create the personalization, what is mandatory is that each user/recipient of a mail piece **must** have a unique website connected to the QR code on his or her individual mail piece.

Other differences to take notice of: Entities claiming the discount must pre-register for the promotion by permit number. Registration begins on May 1st. Registration will be facilitated via the Business Customer Gateway or the Mail XML tools. Registration via Mail.dat will still require acceptance of the promotional terms via the BCG. Last year similar pre-registration was not required. For all mailings that qualify, the quantity of the discount is 2% this year which is down from the 3% of last year.

For all the differences from last year – there are some similarities: The promotion includes/excludes the same classes of mail as last year. Full-Service and Workshare/Entry discounts are again allowed in conjunction with the QR code discount. The discounts are taken upfront at the time of mailing.

This article is not intended to give you all the information required to take advantage of the 2012 Mobile Commerce and Personalization Promotion. For more information visit <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>.

To view the Program Requirements on your mobile device scan this barcode:



You will need a QR code scanner application on your mobile device. Many are free. Search your mobile devices application store for "QR code scanner" and you will find an application to download to your device.

COMING IN MAY - THE MAILPIECE DESIGN CONSULTANT (MDC) CERTIFICATION PROGRAM

May 31, 2012 – The kick off will be held at the **Madison Main Post Office, 3902 Milwaukee Street** from 11:00 a.m. to 12:30 p.m. Participants can also call in for the kick off if they prefer. The program will include all study materials you will need to earn your certification. The entire program is self-study and the final exam (open-book) is taken individually online. **Please sign up today at www.madisonpcc.com.** You will be invited to attend all of the following group study sessions, but attendance is not mandatory. Sessions are scheduled for 1 hour. Most of the group will be preparing to take their final exam by mid-September 2012. Study sessions will be lead by Chris Kula, CMDSM, CMM, EMCM, MDC, MDP, MQC Sr. Vice President Postal Affairs Postal Source, Inc. **Teleconference Study Sessions** will be held from noon – 1:00 p.m. on **6/7, 6/14, 6/21, 6/28, 7/5, 7/12**, and a final wrap-up on **7/19**. Open book exams will be taken between **7/20/2012 and 9/20/2012**. **Total cost is only \$75 and includes all study materials, call-in info, final exam and Certificate.**
Sign up today!

Watch the website for Future Events

- May 31** Kick off for the MDC Certification Program
- June 21 & June 26** Tour the Madison Processing & Distribution Center, 3902 Milwaukee St. 4:00 or 5:00 pm start
- July 18** Non-Profit Mailings Seminar, 11:00-12:30
- August 2** Golf Outing at Coachman's Golf Resort, Edgerton WI
- September 19** National PCC Day – American Family Insurance, Madison WI



Congratulations to the MDC Graduates from Session One

Amanda Middleton, Amy Armstrong, Angela Buss, Austin Meronek, Beth Ann Krupa-Henning, Bill Carter, Billie Jo Galle, Bruce Goodman, Dale Franke, Dana Tiegen, Diane Hahn, Diane LeVeque, Fred Schulze, Jan Mathias, Jeff Utter, Jeremiah Campbell, John Melius, Julie Herheim, Karen Cronin, Ken Hale, Matt Korda, Mike Nohns, Nancy Osley, Robert Losey, Robin Jenkins, Shane Trochim, and Sue Phillips.

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Please let us know if we need to make corrections to our mailing list. Is your name and company name correct on this mail-piece? Send any corrections to madisonpcc@yahoo.com.

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