UNITED STATES POSTAL SERVICE

REPLY MAIL OPTIONS

as of January 8, 2006

Want to supply your customers with reply mail envelopes or cards?

NO → ACCURATE ADDRESSING
Be sure to provide potential respondents with your correct address and ZIP+4 Code.

YES → Want to pay postage?

NO → **USE COURTESY REPLY MAIL**
A pre-addressed reply piece to which respondents affix postage.

YES → **USE METER REPLY MAIL**
A pre-addressed reply piece to which the mailer pre-pays postage with a meter.

YES → **USE BUSINESS REPLY MAIL (BRM)**
A First-Class delivery service in which the distributor pays for responses.

The U.S. Postal Service offers several options for mailers wishing to supply their customers with a response card or envelope. These options are not inexpensive. There are a number of factors to be considered when deciding which program, if any, best fits your needs, including:

1. Annual fees and per piece cost
2. Convenience to respondent
3.Response time desired
4.Anticipated annual volume

Is it anticipated that over 926 pieces will be returned to you in a 12-month period?

NO → **PAY BASIC BRM PERMIT FEE ONLY**
$ 160.00 fee per 12-month period.

→ **BASIC BRM**
Cost per piece
First-Class Postage + .65
Card Rate .24 + .65 = .89
Letter (1-oz) .39 + .65 = $1.04
Letter (2-oz) .39 + $.24 + .65 = $1.28

YES → **PAY A BUSINESS REPLY PERMIT FEE = $160. AND ACCOUNTING FEE = $500**

*NOTE: When using an **out-of-town permit**, you **MUST** pay the $500.00 Accounting Fee and have a Letter of Authorization on file in order to receive the lower rate.*

→ **MUST DEPOSIT FUNDS TO AN ADVANCE DEPOSIT ACCOUNT**

Is it anticipated that over 975 pieces will be returned in a 12-month period? Want to enhance response time or further simplify/reduce postage payment?

NO → **HIGH VOLUME BRM + BUSINESS REPLY ACCOUNT**
Cost per piece
First-Class Postage + $.11
Card Rate .24 + .11 = .35
Letter (up to 1-oz) .39 + .11 = .50
Letter (2-oz) .39 + .24 + .11 = .74

YES → ***BASIC QBRM**
Cost per piece
QBRM First-Class Postage + .06
Card Rate 0.211 + 0.06 = 27.1
Letter (1-oz) 0.358 + 0.06 = 41.8
Letter (2-oz) 0.358 + 0.24 + 0.06 = 65.8

***HIGH VOLUME QBRM (expect 15,000 pieces back each quarter)**
Cost per piece
QBRM First-Class Postage + .008
Card Rate 0.211 + 0.008 = 21.9
Letter (1-oz) 0.358 + 0.008 = 36.6
Letter (2-oz) 0.358 + 0.24 + $.008 = 60.6
Requires $1,900 Quarterly Fee

Submit post-production samples for testing to:
Joe Lockery
Mailpiece Design Analyst,
50 Brewery St
New Haven CT 06511-9632
ph 203-782-7054, fx -7140
to see if your mail meets QBRM qualifying specifications.
Joe.w.lockery@usps.gov

For more info on BRM go to the Domestic Mail Manual 300-Section 507.8.0 You can find the DMM on the web @ http://pe.usps.gov Click on the Domestic Mail Manual