

Intelligent Mail Barcode



Effective May 2011 the Intelligent Mail Barcode (IMB) will become the only barcode acceptable to qualify for automated prices. At that time, the Postnet barcode will no longer be acceptable. **(Plan to deplete inventory of Postnet barcodes by May 2011.)**

To qualify for your automation prices it is important to:

- Utilize the IMB on both your outgoing and reply mail pieces

To obtain your IMB you should:

- Obtain your unique Mailer ID through the Customer Gateway <https://gateway.usps.com/bcg/login.htm>
- Confirm that you have an accurate existing Zip + 4 that was obtained through the USPS
- Confirm you have an accurate and updated Permit # for your Business Reply Mail
- Forward the information to your USPS Mail Piece Design Analyst to create your IMB
- Discuss with your software or presort vendor how to incorporate the IMB on your outgoing mail pieces

IMB Compared to the Postnet Barcode

The IMB combines the data of the existing Postnet and Planet Barcodes as well as other data into a single barcode. For those who utilize the full services of the IMB, you will have the ability to track mailpieces through the mailstream. The IMB eliminates the lines used for ACS, Postnet, and Planet code services.



Components of the IMB

The following fields are embedded within the Intelligent Mail Barcode as identified in the examples below.

- **Barcode ID** identifies the presort makeup in conjunction with and Optional Endorsement Line
- **Service Type ID** identifies special services requested or Mail Class when used for automation rate discount without and services
- **Mailer ID** is a 6 or 9 digit number that uniquely identifies the mail owner or mailing agent
- **Serial Number** can uniquely identify the mailpiece or mailing
- **Routing Code** must contain Delivery Point ZIP Code from CASS (Coding Accuracy Support System) certified software in order to obtain automation rate discount

Six-digit Mailer Identifier

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID [2N]		Service Type ID [3N]			Mailer ID [6N]						Serial Number [9N]									Routing Code (ZIP) [none,5,9 or 11N]										

Nine-digit Mailer Identifier

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID [2N]		Service Type ID [3N]			Mailer ID [6N]						Serial Number [9N]						Routing Code (ZIP) [none,5,9 or 11N]													

Should you need any assistance contact your local Mail Piece Design Analyst and they can assist you or link to more information regarding the IMB at <http://ribbs.usps.gov/OneCodeSolution/>

