

International Business Reply Service — Contents

Publication 513, August 1999

TABLE OF CONTENTS

**ASK FOR THE WORLD — WE'LL
DELIVER**

HOW IBRS WORKS

HOW IBRS BENEFITS YOU

IBRS FEES

WHERE YOU CAN USE IBRS

NEED MORE INFORMATION?

**APPENDIX A — STATEMENT OF
INTENTION TO MAIL**

**APPENDIX B — POSTAGE DUE
STATEMENT FOR AUTOMATED
BRM**

QUICK REFERENCE INDEX

Table of Contents

Ask For the World — We'll Deliver 2

How IBRS Works 3

How IBRS Benefits You 3

IBRS Fees 4

Where You Can Use IBRS 4

How to Use IBRS 5

Need More Information? 13

Appendix A Statement of Intention to Mail 14

Appendix B Postage Due Statement for Automated BRM 15

Quick Reference Index Inside back cover

Ask For the World — We'll Deliver

The U.S. Postal Service offers the broadest array of international products and services, and we are committed to helping you succeed in the international marketplace.

Our Global Delivery Services provide one-stop shopping to fit your international mailing needs at every stage of the business cycle — from direct marketing to delivering orders to getting paid.

Our Global Delivery Services are flexible and provide value in a number of ways, including convenience, reliability, impact, speed, and savings. These are the services we offer to help you go global:

Global Delivery Services

Expedited Services

- Express Mail International Service™ (EMS)
- Global Priority Mail™ (GPM)

Volume Services

- Global Package Link™ (GPL)
- International Priority Airmail™ (IPA)
- International Surface Air Lift™ (ISAL)
- VALUEPOST™/CANADA
- International Business Reply Service™ (IBRS)
- Global Direct
- Global Direct Mailbox Service

Standard Services

- Airmail
- Parcel Post
- Surface Mail

How IBRS Works

American businesses today face new and dynamic challenges in the emerging global market. To compete in this market, use International Business Reply Service (IBRS). For your customers in this country, you probably already rely on business reply cards and envelopes; now you can expand your international marketing activities — simply and cost-effectively — with IBRS.

Your IBRS cards or envelopes — prebarcoded and postage paid — make it easy for international customers to order or inquire about your products or services. Their replies reach you in the United States by airmail. And you pay only for the actual number of replies you receive.

IBRS works the way domestic business reply mail (BRM) works, but internationally. If you already have a BRM permit number, you can also use it for IBRS. We'll issue your company unique barcodes for your return cards and envelopes. And we'll take care of the accounting — domestic and international.

Today, with IBRS, the Postal Service makes reaching your international customers easier and more profitable. IBRS gives your business just what it needs: a chance to compete and succeed in the world market.

How IBRS Benefits You

You can benefit from IBRS by its:

- **Speed.** All replies return to your designated U.S. address via airmail.
- **Economy.** The cost is only \$0.60 per card and \$1.00 per envelope up to 2 ounces, including the charge of \$0.05 for international Qualified Business Reply Mail (QBRM). And you pay only for the replies you receive.
- **Convenience.** IBRS is as simple to use as domestic business reply mail (BRM). Customers can respond easily without having to find, buy, or affix stamps for postage — they simply drop completed business reply cards or envelopes in the mail. See Appendix A for an example of the QBRM application.
- **Accounting.** We take care of the accounting by issuing your company unique barcodes and providing regular statements of your account activity. See Appendix B for an example of an account activity statement.

IBRS Fees

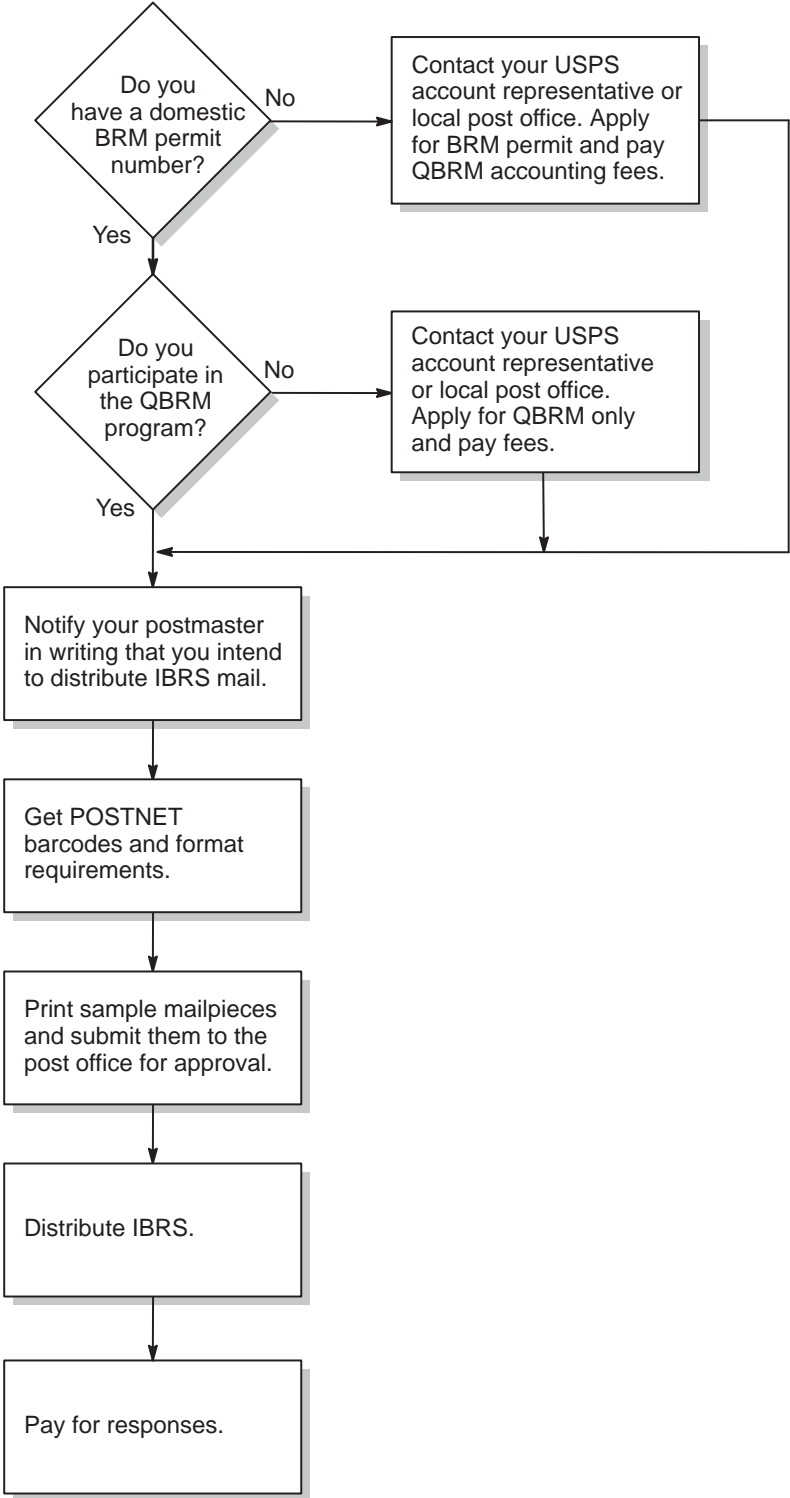
The annual IBRS permit and renewal fee is \$100.00, and the annual IBRS accounting fee is \$300.00.

Where You Can Use IBRS

IBRS is now available to virtually every country in the world, including Canada. Check with your Postal Service account representative for a complete list of countries.

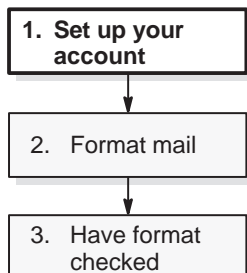
Reciprocal service for IBRS is also available — that is, mailers in foreign countries may be authorized to distribute IBRS mail in the United States. This mail, which uses a format similar to the one outlined in this guide, is accepted without prepaid postage for return by air.

How to Use IBRS



Step 1: Set Up Your Account

IBRS Mailing Steps

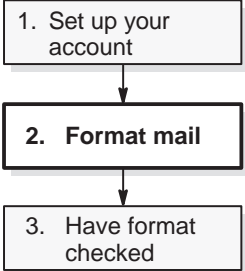


IBRS is offered through the Qualified Business Reply Mail (QBRM) program. So your first step is through QBRM, depending on whether you are new to QBRM or already participating in the program.

- **New to QBRM.** If you are not currently participating in QBRM, you need to:
 - Get a business reply mail (BRM) permit number from your post office.
 - Contact your Postal Service account representative or local post office for the necessary papers; fill them out and pay the appropriate BRM advance deposit account fee. The postmaster then assigns you unique ZIP+4 codes.
 - Receive your POSTNET barcodes and instructions for the IBRS format from your postmaster.
- **Currently in QBRM.** If you hold a business reply permit and currently participate in QBRM, you are almost ready to distribute IBRS mail. But before producing IBRS cards or envelopes:
 - Advise the postmaster of the post office where your permit is held, in writing, that you intend to distribute IBRS mail. Use the international QBRM application in Appendix A.
 - Obtain the unique POSTNET barcodes and the IBRS format instructions from the postmaster. Note that the format requirements for IBRS are somewhat different from those for domestic BRM. See page 12 for a comparison.

Step 2: Format Your Cards and Envelopes

IBRS Mailing Steps



To benefit from IBRS, your mailpieces must meet the international standards for QBRM. These standards are listed below and pictured on pages 8, 11, and 12.

Weight and Size

IBRS Cards	
Minimum size	3½ by 5½ inches
Maximum size	4¼ by 6 inches
Thickness	Between .007 and .0095 inch inclusive
IBRS Envelopes	
Minimum size	3½ by 5½ inches
Maximum size	4¾ by 9¼ inches
Thickness	Between .007 and .200 inch inclusive
Maximum weight (envelope and contents)	2 ounces

Materials

Minimum Weight of Paper	
Envelope paper	20 pounds
Card stock	Standard industry basis weight of 75 pounds (offset) with none less than 71.25 pounds for 500 sheets measuring 25 by 38 inches. Must be free of any ground wood unless stock is coated to strengthen it against an applied bending force.

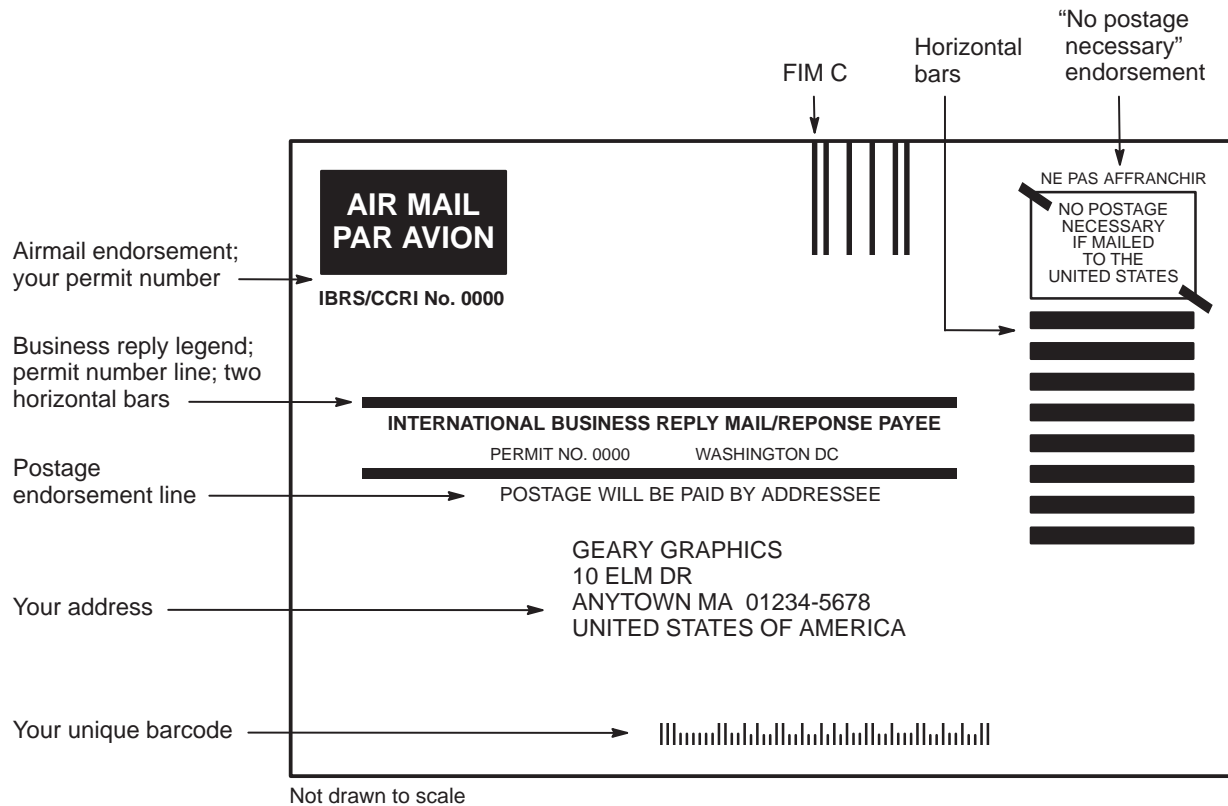
Mailpiece Color
 Preferably white. If colored, should have reflectance of at least 50% in the red portion and 45% in the green portion of the optical spectrum.

Ink Color
 Black or dark

Diagram of Elements

The following exhibit of IBRS elements represents the standards and may help you better understand these standards. It is not drawn to scale, so you should not copy it directly but use it to understand and perhaps begin designing your IBRS mail.

IBRS Elements



Format

Each International Business Reply Service mailpiece must contain:

- **“No Postage Necessary” Endorsement.** The endorsement:
 - Must read “NE PAS AFFRANCHIR, NO POSTAGE NECESSARY IF MAILED TO THE UNITED STATES.”
 - Must be printed in the upper right corner of the address side of the mailpiece and include a partial diagonal bar.
 - Must not extend farther than 1¾ inches from the right edge of the mailpiece.
- **Horizontal Bars.** For easy recognition, a series of horizontal bars parallel to the length of the mailpiece must be printed immediately below the postage endorsement. The bars must be uniform in length and evenly spaced and measure:
 - At least 1 inch long.
 - 1/16 to 3/16 inch thick.

The column of bars must not extend below the top of the delivery address line (the line above the line containing the ZIP+4 code). There must be at least $\frac{1}{2}$ inch between the ZIP+4 code and the bars.

- **FIM C.** A facing identification mark (FIM) is a vertical barcode pattern printed at the top of the address side of the mailpiece. The FIM must:
 - Be pattern C (as shown in *International Mail Manual* Exhibit 393.6 and in the exhibits in this section).
 - Be printed at the top right of the address side of each piece.
 - Begin within $\frac{1}{8}$ inch of the top edge of the mailpiece but may extend to the top edge.
 - Be 2 inches (plus or minus $\frac{1}{8}$ inch) from the right edge of the mailpiece (measuring to the rightmost bar).
 - Have bars that are $\frac{5}{8}$ inch (plus or minus $\frac{1}{8}$ inch) long.
 - Be completely inside a rectangular clear zone measuring $1\frac{1}{4}$ inches wide and $\frac{5}{8}$ inch high. The top edge of this zone is formed by the top edge of the mailpiece; the right edge begins $1\frac{3}{4}$ inches from the right edge of the mailpiece.
 - Be completely inside the FIM clear zone.
- **Airmail Endorsement and Your Permit Number.** The endorsement reads “AIR MAIL PAR AVION” and is placed in the upper left corner, in reverse printing (that is, white type). Immediately below this endorsement appear the words “IBRS/CCRI No.” and your permit number.
- **Business Reply Legend and Permit Number Line.** The legend:
 - Reads “INTERNATIONAL BUSINESS REPLY MAIL/REPONSE PAYEE.”
 - Is in capital letters at least $\frac{3}{16}$ inch high.The permit number line:
 - Reads “PERMIT NO.” followed by your permit number and the issuing post office’s name (city and state) in capital letters.
 - Is on the line immediately below the business reply legend.These two elements appear above the postage endorsement line between two horizontal bars. The bars must be:
 - At least $\frac{3}{32}$ inch thick.
 - At least $\frac{1}{2}$ inch apart.

- **Postage Endorsement Line.** The postage endorsement line:
 - Reads “POSTAGE WILL BE PAID BY ADDRESSEE.”
 - Is located above your address and immediately below the lower bar of the legend/permit number line.

- **Your Address.** The permit holder’s address must include the holder’s name, street address (and/or post office box number), city, state, and unique ZIP+4 code. The ZIP+4 code is preassigned and identifies IBRS, the applicable rate, and the permit holder. The country of destination must be written as “UNITED STATES OF AMERICA” (in capital letters). For example:

GEARY GRAPHICS
10 ELM DR
ANYTOWN MA 01234-5678
UNITED STATES OF AMERICA

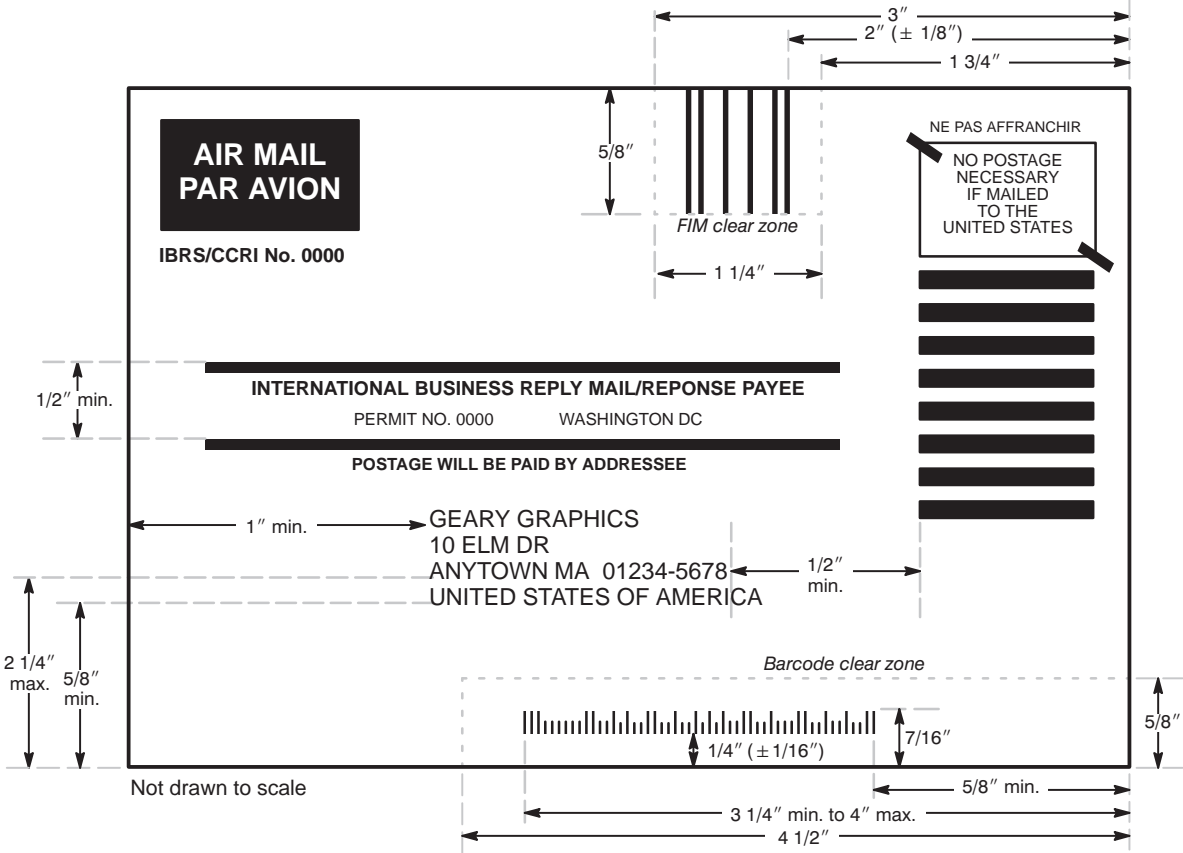
The bottom line of the address must be no less than $\frac{5}{8}$ inch and the line for city, state, and ZIP+4 code no more than $2\frac{1}{4}$ inches from the bottom edge of the card or envelope.

The side margins must be free of any extraneous matter (except for the horizontal bars specified above). These margins must measure at least 1 inch between the address and the left and right edges of the mailpiece.

- **Your Unique Barcode.** ZIP+4 POSTNET barcodes preassigned by the Postal Service must be printed on the address side of each item within the barcode read area. The barcode clear zone extends $\frac{5}{8}$ inch from the bottom and is at least $4\frac{1}{2}$ inches from the right edge of the item.
 - The barcode clear zone must have nothing but the barcode in it.
 - The bottom of the bars must be $\frac{1}{4}$ inch (plus or minus $\frac{1}{16}$ inch) from the bottom edge of the piece.
 - The leftmost bar must be between $3\frac{1}{4}$ inches and 4 inches from the right edge of the piece.
 - The top of the long bars must be no more than $\frac{7}{16}$ inch from the bottom edge of the piece.
 - The barcode must be completely inside the barcode clear zone, not in the address block. Address block barcoding is not allowed on IBRS.

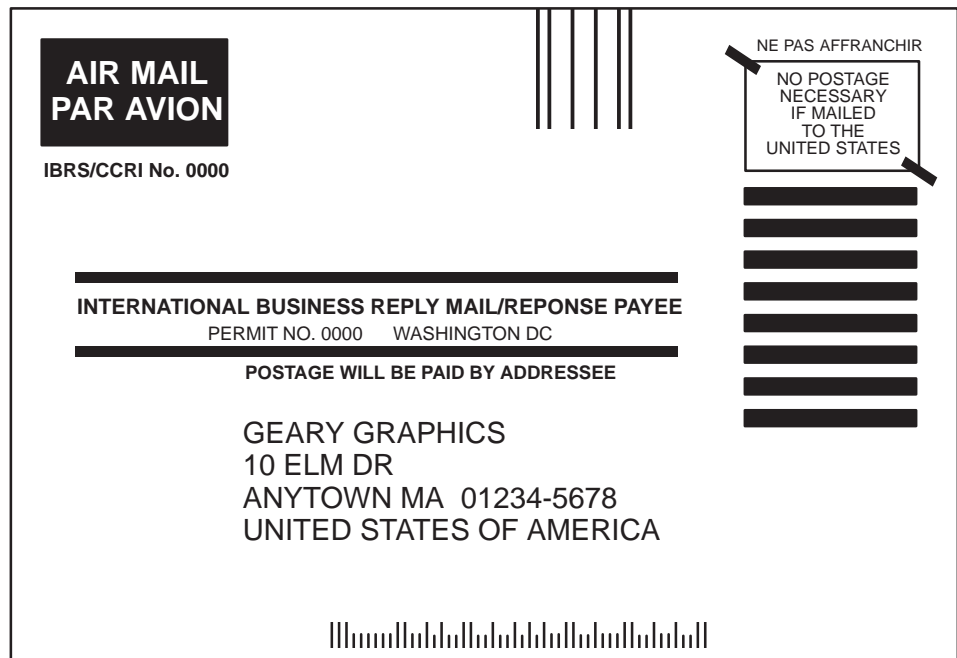
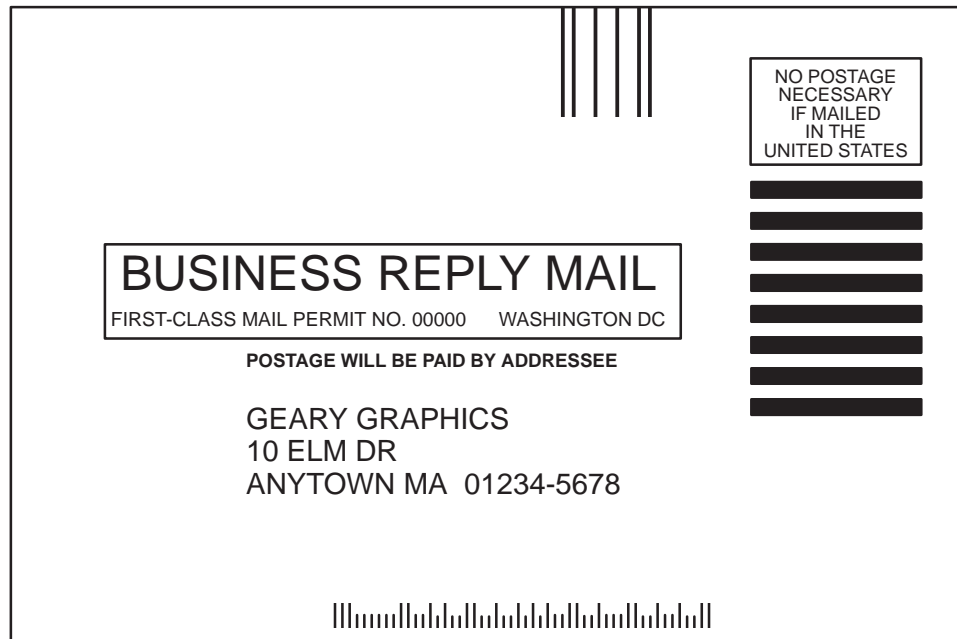
The following exhibit shows the measurements for the various elements of an IBRS mailpiece.

IBRS Measurements



The following exhibits present the formats of domestic and international business reply mailpieces for comparison.

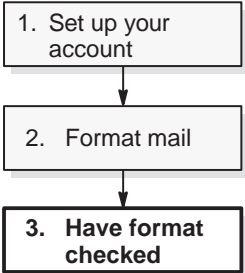
Domestic and International Formats for Comparison



Not drawn to scale

Step 3: Have Your Format Checked

IBRS Mailing Steps



Before printing your IBRS cards and envelopes, be sure to take samples to your post office, where they can be reviewed and approved. Doing this could save you time and money.

Need More Information?

If you have questions about International Business Reply Service, we'd like to answer them. Call your local Postal Service account representative. You can also write to us at:

INTERNATIONAL BUSINESS UNIT
UNITED STATES POSTAL SERVICE
475 L'ENFANT PLZ SW RM 370-IBU
WASHINGTON DC 20260-6500

Appendix A Statement of Intention to Mail

Intention to Distribute International Business Reply Mail		
To: Postmaster (city, state, ZIP Code)	Date	
I would like to use International Business Reply Service (IBRS) for:		
<input type="checkbox"/> Cards	<input type="checkbox"/> Envelopes	
I currently have a domestic Business Reply Mail (BRM) permit. # _____		
<input type="checkbox"/> I already participate in the Qualified Business Reply Mail (QBRM) program.		
<input type="checkbox"/> I want to apply for the QBRM program. I have enclosed the appropriate fees.		
I do not have a domestic BRM permit and wish to apply for both the permit and the QBRM program. I have enclosed the appropriate fees.		
<input type="checkbox"/> Annual BRM permit fee: \$100.00 <input type="checkbox"/> Annual BRM accounting fee: \$300.00		
Permit Holder (name, address)	Contact Person (name, telephone number)	
FOR USPS USE ONLY		
The above permit holder intends to distribute IBRS mail. This certifies that the intended mailing, based on samples submitted, meets all QBRM specifications, including those for:		
<input type="checkbox"/> ZIP+4 code	Amount Paid in Fees _____	
<input type="checkbox"/> Rate category		
<input type="checkbox"/> Barcode		
<input type="checkbox"/> Format		
Authorized Signature	Date	Post Office

Appendix B Postage Due Statement for Automated BRM

POSTAGE DUE STATEMENT FOR AUTOMATED BRM

Customer	Perm./Acct.	Fin. #	DATE
Company "A"	100	1234567890	99/99/99
Mr. Jones			
QBRM Test Mail			
Washington, DC 20260-1234		**Document Subject to Audit**	

Bin	ZIP Description	BRM Cat.	Count	Postage	BRM Fee	Total Due
1	606999996 Y Cards		680	394.40	13.60	408.00
2	606999997 1 oz. Envelopes		180	176.40	3.60	180.00
3	606999998 2 oz. Envelopes		120	117.60	2.40	120.00

	BRMAS Qualified	Non Qualified
Totals for CARDS:	680	0
Totals for ENVELOPES:	0	300
Automated Totals:	980	688.40
Manual Totals:		
Grand Total (automated + manual):		19.60
		708.00

PS Form 3611 Jan. 1987

Notes

Quick Reference Index

Account activity	3
Addressing	10
Cards, format	7
Countries that receive IBRS	4
Domestic and international BRM format comparison	12
Envelopes, format	7
Fees	4
Format	8, 11, 12
Getting started	6
How IBRS works	3
Intention to mail (sample, Appendix A)	14
Materials, packaging	7
Measurements of mailpieces	11
Postage due statement for automated BRM (sample, Appendix B) ...	15
QBRM	6
Weight and size	7

This publication is an aid to International Business Reply Service mailers. The legal and technical basis for this customer publication is in the *International Mail Manual*. Postal regulations and services change from time to time. If this publication contains conflicting information, the *International Mail Manual* takes precedence.