

The **Intelligent Mail® barcode** is a new 65-bar Postal Service™ barcode used to sort and track letters and flats. It allows mailers to use a single barcode to participate in multiple Postal Service programs, expands their ability to track individual mailpieces, and provides greater mailstream visibility.

The **Intelligent Mail barcode** can be applied on automation-rate First-Class Mail®, Standard Mail®,

Information on OneCode ACS is available in *Publication 8b, Address Change Service-OneCode ACS*. Information on OneCode Confirm is available in *Publication 197 - Confirm Service User Guide*. These documents can be downloaded from the RIBBS Web site at: <http://ribbs.usps.gov/OneCodeSolution/>.

Periodicals, and Bound Printed Matter **letters** and **flats** for rate eligibility in lieu of the POSTNET™ barcode. The Intelligent Mail barcode can also be used for Confirm® Service, referred to as OneCode Confirm™ and a version of Address Change Service (ACS™) called OneCode ACS™. **OneCode Confirm™** provides information on when the Postal Service sorts a mailpiece on mail processing equipment. **OneCode ACS™** provides mailers with automated address corrections when a mailpiece cannot be delivered.

STEP 1: Download and Install Encoder and Font

1 The Intelligent Mail barcode consists of a 20-digit Tracking Code (Barcode Identifier, Service Type Identifier, Mailer Identifier, and Serial Number) and up to an 11-digit Routing Code (Destination delivery point ZIP Code™). An encoder is required to convert the Tracking Code and Routing Code into a 65-character string and; a font is required to convert the 65-character string into the barcode itself. To download a library of encoding software and fonts from the Rapid Information Bulletin Board (RIBBS) Web site, users must first request a user ID and password from the National Customer Support Center (NCSC) at: (877) 640-0724 or <https://ribbs.usps.gov/OneCodeSolution/contact.html>.

Once the encoder and font are installed, verify the print quality by producing samples, as instructed in the encoder package. The Intelligent Mail barcode Specification USPS-B-3200 and Technical Resource Guide with the physical characteristics are available at <http://ribbs.usps.gov/OneCodeSolution/>.

STEP 2: Apply for a Mailer Identifier

2 A Mailer Identifier (Mailer ID or MID) is required and if there are no plans to subscribe to OneCode Confirm or OneCode ACS, the MID should be obtained from the local Mailpiece Design Analyst (MDA). MDAs can be contacted via the http://pe.usps.gov/mpdesign/mpdfr_mda_intro.asp online tool. Mail owners and mail preparers will be assigned a 6-digit or 9-digit Mailer Identifier based on criteria established by the Postal Service. All 6-digit Mailer Identifiers will begin with '0' through '8'; all 9-digit Mailer Identifiers will begin with '9'.

Current or new Confirm subscribers should contact Confirm Customer Assistance at 800-238-3150, visit <https://mailtracking.usps.com>, or refer to Publication 197 for details on converting their existing Subscriber ID or for obtaining new Mailer Identifier. Current or new ACS subscribers should contact the ACS department at the NCSC at 877-640-0724 for assistance on converting their previously-assigned ACS seven-character participant code or for obtaining new Mailer Identifier.

STEP 3: Populate the Barcode Fields

3 **Barcode Identifier** defines the presort makeup in conjunction with an Optional Endorsement Line (OEL). The Barcode ID generally should be left as "00". The exception is for flat mail bundles with an optional endorsement line, where the Intelligent Mail barcode must contain OEL coding corresponding to the correct sortation level.

Service Type Identifier defines the mail class and any services requested (e.g., OneCode Confirm, OneCode ACS). Mailers printing the Intelligent Mail barcode solely to qualify for automation discount must populate the Service Type Identifier field with one of the following values: 700 for First-Class Mail, 702 for Standard Mail, 704 for Periodicals, or 706 for Bound Printed Matter.

Mailer Identifier is a 6-digit or 9-digit number that uniquely identifies the mail owner or mailing agent. This number is assigned by MDAs, OneCode ACS or OneCode Confirm (refer to STEP 2 above).

Serial Number can uniquely identify the mailpiece. The mailer determines the uniqueness method using a variety of techniques such as: serializing the mailpieces, embedding Julian date, embedding mailing event, using recipient identifier, using database or mailing record ID. Serial Number uniqueness is not required when qualifying for basic automation prices. Depending on the Mailer Identifier, the Intelligent Mail barcode construct is as follows:

6-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 [none,5,9, or 11N]													

9-digit Mailer Identifier

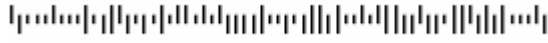
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Barcode ID [2N]		Service Type ID [3N]			Mailer ID [9N]						Serial Number [6N]						Routing Code [none, 5, 9 or 11N]													

Routing Code is used to encode the destination ZIP Code of the mailpiece. Mailers may opt to encode a 5, 9 or 11-digit ZIP Code within this field. To obtain automation discount, however, a Delivery Point ZIP Code is required. In certain situations the mailer may opt not to provide a Routing Code; however, mailers should adhere to program-specific guidance. The ZIP Code must never be padded with zeroes, spaces or nulls that are not part of the valid ZIP Code.

STEP 4: Put Everything Together

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Once mailers have selected service(s), received their Mailer Identifier, and devised a unique Serial Number strategy, they are ready to: 1) put all the data together along with routing information and the barcode ID to form the digit string; 2) encode it and; 3) apply the font to form the 65 bar Intelligent Mail barcode. On letters, the Intelligent Mail barcode can be placed in the address block or in the barcode clear zone. On flats, it can be placed on the address side at least 1/8 inch from the edge of the piece.

EXAMPLE: First-Class Mail letter with Destination Confirm service (Service Type ID of 040), belonging to Mailer ID 123456, uniquely identified by Serial Number 200800001, going to ZIP Code 98765-4321, will look like:
Digit String: 00040123456200800001987654321
 → *Intelligent Mail barcode encoder* →
Encoded string: ADTTTATTTFTDFADTDTFTAATATADDDFTTDTDFDFTTATAFFDDADDTFFADFDFTTTAD
 → *Intelligent Mail barcode font* →
Intelligent Mail barcode: 

To learn more about the Intelligent Mail barcode including the full specifications, visit the RIBBS Web site at <http://ribbs.usps.gov/OneCodeSolution/>.