

# BUSINESS REPLY MAIL

## EXISTING

1. Contact local USPS (Susan for Helena)  
*-Verify that account **is funded** and up to date with **correct Zip Plus 4***
2. If there are any changes, fill out a new ps 6805 form
3. Edit artwork on line at <https://gateway.usps.com/eAdmin/view/signin>
4. Send artwork to Print & Mail

## NEW / UPDATED ACCOUNT

1. Contact local USPS (Susan for Helena)  
*-Verify that account **is funded** and up to date with **correct Zip Plus 4***
2. Go to [MDA@usps.gov](mailto:MDA@usps.gov) -----or call 1855 593 6093
3. Pick Quality BRM or Basic  
*-Based on how many you expect to send out and get back*
4. Fill out form ps 6805
5. Create artwork on line at <https://gateway.usps.com/eAdmin/view/signin>
6. Send artwork to Print & Mail



# BRM/QBRM Application

For ZIP+4 Code Assignment/Validation and QBRM Approval

See instructions on reverse.

## 1. Customer Information (To Be Completed by the Customer)

Company Name / Permit Holder		Type of Customer (Check one) <input type="checkbox"/> New Customer <input type="checkbox"/> Existing Customer	Permit Number (Existing customer only)	
Address (Street / PO Box)		City	State	ZIP+4®
Contact Name	Contact Telephone Number		Contact E-mail	

### Address Information To Be Printed on the Mailpiece: (Print or Type)      Rate Category Information

Company Name Shown on Mailpiece			Rate Category Requested (Check one) <input type="checkbox"/> BRM (Sections 5 and 6 are not applicable.) <input type="checkbox"/> QBRM™ (All sections are applicable.)	
Address (Street / PO Box)			Mailpiece Information (Check All That Apply — Use Inches for Height and Length)	
City	State	BRM ZIP+4 (Existing customer only)	<input type="checkbox"/> Postcard (QBRM only): Height _____ Length _____	
			<input type="checkbox"/> 1-oz. letter (QBRM only): Height _____ Length _____	
			<input type="checkbox"/> 2-oz. letter (QBRM only): Height _____ Length _____	
			<input type="checkbox"/> Other (BRM only): Height _____ Length _____	

### Signature: By signing this form, I hereby affirm that I am not requesting any additional ZIP+4 codes for which I do not intend to distribute QBRM.

Signature of Customer or Mail Service Provider		City of Reply Office Where Submitted	State	ZIP+4
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Customer: After completing Section 1, submit this form to the local Post Office™ that issues/holds the permit.

## 2. Issuing Permit Office Information (To Be Completed by the Post Office That Issues/Holds the Permit)

City	State	Finance Number	Cost Center Code	Permit No. Issued to Customer	PostalOne® Office? <input type="checkbox"/> Yes <input type="checkbox"/> No
Employee Verifying Customer's Receipt/Fees/Letter		Employee's Title	Date	Fees Paid and Amount (Check and complete all that apply) <input type="checkbox"/> (Ver.) Ann. Permit \$ _____ <input type="checkbox"/> Qtr. High-Vol. \$ _____ <input type="checkbox"/> Ann. Acct. Maint. \$ _____	
Employee Completing This Section (Full Name)			Employee's Signature		Date

Issuing Post Office: After completing Section 2, forward this form to the local AMS office. After AMS completes and returns the form, send a copy to customer.

## 3. AMS Information (To Be Completed by USPS Address Management Systems)

Date Received	<b>AMS: Do not accept this form unless Sections 1 and 2 have been completed by the customer and the local Post Office. AMS representatives must enter the permit number and the media code in the AMS database when validating or assigning a ZIP+4. Assign multiple ZIP+4s only as needed — do not over-code.</b>				
Assigned BRM or QBRM ZIP+4 (Check the box if the address is verified, not newly assigned)	Address Error Corrections or Other Comments				
<input type="checkbox"/> Postcard: _____ - _____					
<input type="checkbox"/> 1 oz. letter: _____ - _____					
<input type="checkbox"/> 2 oz. letter: _____ - _____					
<input type="checkbox"/> Other: _____ - _____					
Employee Completing This Section (Full Name)	Employee's Signature			Date	

AMS: After completing Section 3, return this form to the local Post Office that issued the permit. The local Post Office will return it to the customer.

## 4. Customer Instructions for Obtaining Reply Mail Artwork — a Complimentary Service From the Postal Service

Customers distributing BRM or QBRM mailpieces may obtain complimentary artwork directly from the Postal Service as follows:

1. Wait 48 hours after receiving a permit number and ZIP+4 before using the U.S. Postal Service artwork tool.
2. To create a business account, go to the Business Customer Gateway at <https://gateway.usps.com/bcg/login.htm>.
3. Use the Gateway account to request a Mailer ID (MID), which is required for obtaining reply mail artwork.
4. Select the link for "Automated Business Reply Mail (ABRM)" to design and print reply mail artwork.
5. Access the ABRM user guide at <https://ribbs.usps.gov/index.cfm?page=bmatool>.
6. For assistance with the ABRM tool, call the MDA Support Center at 855-593-6093.

**5. QBRM Customer Guidelines — Application to Distribute and Receive QBRM Prices (To Be Completed by the Customer)**

<p>Materials Submitted (<i>Check one</i>)</p> <p><input type="checkbox"/> <b>Samples</b> with the corresponding Intelligent Mail® barcode printed on the pieces.</p> <p><input type="checkbox"/> <b>Paper mockups</b> or pre-production samples trimmed to the exact dimension of the mailpiece with the corresponding Intelligent Mail barcode printed on the pieces. Use the actual paper and ink color for the background and printing.</p>	<p>Instructions and Information</p> <p>For each QBRM requested, complete this form, provide ten Business Reply Mail® (BRM) mailpieces in one of the two formats noted in the box to the left, and submit this form and the ten sample mailpieces to the Post Office that issued/holds the permit.</p> <p>QBRM pieces are cards or other letter-size pieces that are prepared and distributed for return without prepayment of postage under <i>Mailing Standards of the United States Postal Service, Domestic Mail Manual (DMM®) 505</i>. The applicant is responsible for paying the QBRM prices and the additional per-piece fee on all pieces returned under this privilege. The applicant agrees to prepare pieces in accordance with DMM 201, 505, and 708, and understands that failure to comply with these requirements may result in an inability to receive QBRM prices. QBRM postcards and letter-size pieces receive reduced First-Class Mail® postage prices and per-piece fees. For more information, refer to Notice 123, <i>Price List</i>.</p>
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*Customer: After completing Section 5, submit this form to the local Post Office that will issue/hold the permit.*

**6. QBRM Review (To Be Completed by USPS MDA)**

Date Received	Mailpiece Approved for QBRM? <input type="checkbox"/> Yes <input type="checkbox"/> No	Remedy Ticket Number
MDA Completing This Section (Full Name)		MDA's Signature
		Date

**Dear Customer:**

**Based on your application, the Postal Service has made the following determination regarding your request for entry into the Qualified Business Reply Mail (QBRM) program at the \_\_\_\_\_ Post Office:**

<p><input type="checkbox"/> Approved for participation in the Qualified Business Reply Mail program.</p> <p>Attached is a sample BRM piece approved for the QBRM First-Class Mail service reduced price plus the applicable per-piece fee.</p>	<p><input type="checkbox"/> Disapproved. The attached sample did not meet the following DMM requirements:</p> <p><input type="checkbox"/> DMM 201 Sections: _____</p> <p><input type="checkbox"/> DMM 505 Sections: _____</p> <p><input type="checkbox"/> DMM 708 Sections: _____</p>
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If the QBRM application is disapproved, the MDA uses this space to note comments on unmet DMM requirements and necessary corrective action.

*MDA: After completing Section 6, process this form as follows: Send the original to the local Post Office that issued the permit; send one copy directly to the customer; retain one copy for office records.*

**Instructions for Completing This Form**

- For BRM applications**, the parties must complete Sections 1, 2, and 3. Sections 5 and 6 are not applicable. (Section 4 is for informational purposes only.)
- For QBRM applications**, the parties must complete the entire form — Sections 1, 2, 3, 5, and 6. (Section 4 is for informational purposes only.)
- Section 1:** The customer completes Section 1 and submits the form to the local Post Office that issues/holds the permit.
- Section 2:** The local Post Office completes Section 2 and submits the form to the AMS.
- Section 3:** The AMS completes Section 3 and returns the form to the local Post Office that issues/holds the permit. The local Post Office returns the form to the customer.
- Section 4:** Section 4 provides information on how BRM and QBRM customers can obtain mailpiece artwork at no charge from the Postal Service. A BRM or QBRM customer may obtain mailpiece artwork from another source, but the artwork must meet all USPS requirements.
- Section 5:** The customer completes Section 5 and submits the form and the ten sample BRM mailpieces to the local Post Office that will issue/hold the permit. The local Post Office forwards the form and the ten samples to the MDA.
- Section 6:** The MDA completes Section 6 and processes the form as follows: Send the original to the local Post Office that issued the permit; send one copy directly to the customer; retain one copy for office records.

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