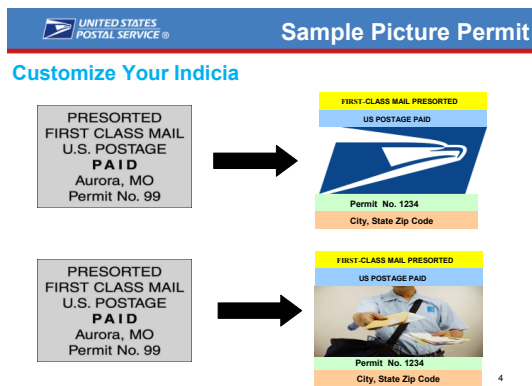


Fact Sheet for Picture Permit Imprint Indicia

Overview

Picture Permit Imprint Indicia (referred to as “Picture Permit”) provides an opportunity for commercial mailers to customize the permit imprint indicia on their First-Class Mail® and Standard Mail® letters and cards with a company logo, picture, product, or graphic. Picture Permit may be used to raise brand awareness and market a company’s products and services.

Picture Permit Sample:



The unique nature of the Picture Permit will help...

- Boost the mailpiece’s visual impact
- Potentially increase open rate
- Afford immediate recognition of a business’s logos, brands images for awareness and product promotion
- Corroborate the message of direct mailpieces and other advertisements

Highlights

- May be used with commercial presort permit imprint First-Class Mail and Standard Mail letters and cards.
- All mailpieces must include the Full-Service Intelligent Mail® barcode.
- Mail owner is responsible for the image.
- Picture Permit images must be in **color**.

- Customized portions of the proposed indicia design must be in color (eg, images, logos, and messages).
- Required elements of the indicia must be in black and white (eg, class of mail, “US Postage Paid”, permit, etc.).

Pricing

- First-Class Mail letters and cards – 1-cent fee per mailpiece (plus applicable postage)
- Standard Mail (Standard Carrier Route letters, High Density, and Saturation letters) – 2-cent fee per mailpiece (plus applicable postage)

Mailer Participation

Commercial mailers and mail service providers (MSPs) may apply to use Picture Permit Imprint Indicia at www.usps.com/picturepermit.

The website provides the following information:

- Program Overview
- Fact Sheet
- FAQs
- Picture Permit Imprint Indicia Requirements
- Registration Link
- Program Management Office (PMO) email address

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Customer Application Process

Step 1: From www.usps.com/picturepermit mailers can complete the online registration process.

Step 2: Once registered, the mailer will receive a link to complete the online Picture Permit application, (PS Form 3615-A), which requires permit indicia and other information. Mailer submits the signed copy of the application to picturepermit@usps.gov.

Step 3: Once the mailer has received confirmation that the application has been approved by the PMO, the mailer submits a PDF copy of the proposed indicia design online to picturepermit@usps.gov.

Step 4: When the PDF copy of the proposed design passes USPS® review, the mailer will receive directions to develop and submit 500 hard copy mailpieces containing the approved design. These mailpieces must be **exactly** the same as the mailpieces that the mailer intends to induct into the mailstream. USPS® Engineering, Operations and Acceptance will then test the designed mailpieces.

The tests take approximately 30–45 days.

Once the mailer passes these tests, USPS will request a mailing schedule, including dates and volumes.

Mail Service Providers (MSPs) Acting on Behalf of the Mail Owner

Mail owners are responsible for images appearing on the Picture Permit Imprint Indicia space. Mail owners may give their permission to an MSP to apply for Picture Permit Imprint on the mail owner's behalf.

Upon request, the MSP must produce authorization to the Program Management Office (PMO) when acting on behalf of the Mail Owner.

This authorization may be requested as determined necessary by the U.S. Postal Service®, the U.S. Postal Inspection Service, or their agents.

PMO Contact Information

By Mail:

U.S. POSTAL SERVICE
ATTN: PICTURE PERMIT PMO
475 L'ENFANT PLAZA, SW, RM 5621
WASHINGTON, DC 20260-5621

By E-Mail:

picturepermit@usps.gov