Automated Business Reply Mail (ABRM) Tool Instructional Process Guide

The USPS Automated Business Reply Mail® (ABRM) application is an online tool that allows mailers to create artwork with an Intelligent Mail® barcode for card, letter, and flat-size pieces of the following domestic Reply Mail options:

- **Business Reply Mail®**
- **Courtesy Reply Mail™**
- **Metered Reply Mail**

ABRM also creates artwork for card and letter-size pieces of Qualified Business Reply Mail™ (QBRM). In addition, ABRM offers a FIM and Barcode Only option for Business Reply Mail and Courtesy Reply Mail.

Primary Requirements for ABRM Tool Access: Before using the ABRM tool, obtain the following information:

1. A Mailer ID (MID) from the Business Customer Gateway
2. A Business Reply Mail *PostalOne!* Permit Number (for BRM and QBRM pieces)
3. USPS-assigned BRM/QBRM ZIP+4® Code (for BRM and QBRM pieces)
4. A **business** account in the Business Customer Gateway (BCG)

*Please review the tool's functionality limitations listed at the bottom of this guide before proceeding to create artwork

Current Reply Mail Customers

- Proceed to page 4 and begin using the ABRM Tool if you are a Reply Mail customer and have the four required elements listed above.
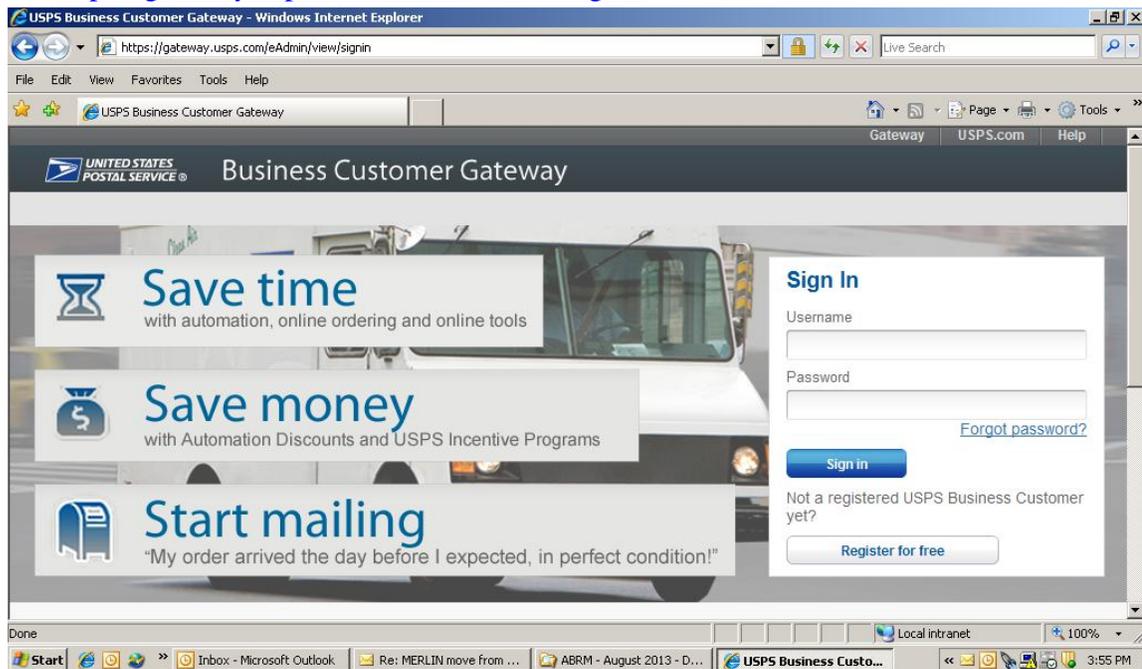
New Reply Mail Customers

- Please follow the steps outlined below if you are a new Reply Mail customer:

- **Obtain Business Reply Mail™ Permit and BRM/QBRM ZIP+4 Code**
    - Apply for a BRM Permit by completing a **PS Form 3615**, *Mailing Permit Application and Customer Profile.* Forms are available online by accessing PS Form 3615. Apply for a ZIP+4 Code by completing section 1 of **PS Form 6805**, *BRM/QBRM Application for ZIP+4 Code Assignment/Validation and QBRM Approval.* Forms are available at a local Post Office or mailing requirements office and must be returned to that location upon completion. Only permits from a *PostalOne!* office will be recognized and validated by the ABRM tool.
    - Once the application process is complete, the designated local office personnel will assign the permit number and will request the BRM ZIP+4 Code from the Address Management (AMS) office. The ZIP+4 Code will be provided to the customer upon receipt from AMS.

- **Create a business account profile through the Business Customer Gateway (BCG)**
  - o At the USPS.com access the Business Customer Gateway (BCG) on the lower right-hand corner of the web page.
  - o Establish a business account profile, include the appropriate company information and create a Username and Password.
  - o Request a MID by clicking the "Request a Mailer ID" button and following the stated application process.

Once these primary steps are complete, access the ABRM Tool either through the Business Customer Gateway (BCG).

Accessing the ABRM Tool through the Business Customer Gateway:

1. Log into the Business Customer Gateway at:
   https://gateway.usps.com/eAdmin/view/signin

2. On the left panel left panel select Mailing Services

3. Click on Automated Business Reply Mail 'Go To Service'

Creating Reply Mail artwork with ABRM Tool: To create and download Reply Mail artwork, perform the following steps:

1. Select the type of Reply Mail from the following options:
    a. Courtesy Reply Mail (CRM)™
    b. Business Reply Mail (BRM)®
    c. Qualified Business Reply Mail (QBRM)™
    d. Metered Reply Mail (MRM)™
    e. FIM and Barcode Only for Business Reply Mail (BRM)™
    f. FIM and Barcode Only for Courtesy Reply Mail (CRM)™

2. Verify the *PostalOne!* Reply Mail Permit issued by the Post Office
   a. Reply Mail Permit Numbers must be obtained before Reply Mail Artwork can be created
      I. Reference the process for obtaining Permit Numbers listed above
      II. Permit Numbers are not required for CRM
   b. Enter the Permit Number and ZIP Code™ of the issuing Post Office, or mailing requirements office
      I. Error messaging will appear for invalid Permit Numbers; if an error message is encountered, notify *PostalOne!* for assistance

3. Enter the Delivery Address that will be used on the mailpiece
   a. Delivery Address
      I. Company name and ZIP+4 Code are required fields
      II. For BRM/QBRM ZIP+4 Code must be entered in the full 9-digit format (XXXXX-XXXX)
      III. For CRM enter the 9-digit ZIP+4 Code. There is a ZIP Code Look-up tool available on the screen

4. Select Mailpiece Size
   a. You may select a fixed size for a card or letter from the drop-down list OR enter the Length and Height of the card, letter or flat of your mailpiece. Choose only one of the two available options.
      I. Fixed Size
      II. Custom Size

   b. Click Continue.

5. From the Reply Mail Creation webpage, populate the following fields:
   a. *Mailer ID (MID)(required)*
      I. Enter the assigned MID or the MID that will be attached to the individual mailpiece
         1. The ABRM system will either pre-populate the MID based on the mailer account profile through the BCG, or

the mailer can manually enter the MID which will then be
verified as valid or invalid by the system

BUSINESS REPLY MAIL
FIRST-CLASS MAIL   PERMIT NO. 78012   GLENDALE, CA

POSTAGE WILL BE PAID BY ADDRESSEE

ACME
535 ALEXANDER ST
GLENDALE CA 91203-9893

Decoded IMb: 00708071384000000000912039893
The Mailer ID 071384 is not in your user profile. Please verify you are authorized to use this Mailer ID before
selecting Continue.

< Back   Continue >

b. *Card/Letter Design (required)*
   I. Enter the Card/Letter Design information as prompted in the
      second field of the Business Reply Mail
      1. Populate the Name/Campaign field
         a. Information will be stored in the Mailpiece Library
            list, mailers will be able to select previously created
            artwork for new artwork generation
            *
      2. Input the Card/Letter Size including Font Type and Size
         a. The ABRM system will automatically re-format Font
            Type and Size to fit mailpiece dimensions
      3. Option, select the placement of the IMb on top of the
         delivery address by clicking the checkbox

2. Enter Card/Letter Design Information

* Name/Campaign acME
                 Used for Search Criteria

* Card/Letter Size 4X6 Card

* Font Type Arial

* Font Size 10 (Ten)

☑ IMB on top of delivery address?

By default, the IMB is placed below the address field. To
place the IMB above the address field, check here

c. *Return Address (optional)*
    I. Enter the Return Address information, which will appear on the upper left corner of the mailpiece, and any artwork or logos associated, if desired

        1. Artwork or logos are optional, however if used, Line 4 of the Return Address field must be left empty due to limited vertical Space.

        2. Mailers may upload .jpg, .gif or .jpeg files only

d. *Serial Number (optional)*
    I. Mailers may assign a 6-digit or 9-digit Serial Number which will become apart of the IMb. This is an optional step

5. Enter Serial Number

You may provide your own serial number. Please note: If a 6 digit MID is used, you may only enter a 9-digit serial number. If a 9-digit MID is used, you may only enter a 6-digit serial number. If you do not enter a serial number, the system will use zeros as the default

* Enter Serial Number [_____]

e. *Printing Options*
    I. Check here for Litho/Flexo Option of printing. If you do not select a print option, the system will use a default print option.

Import Artwork | View Artwork Library

Enter Additional Information [optional]

Line 1 [_____]
Line 2 [_____]
Line 3 [_____]
Line 4 [_____]

5. Enter Serial Number

You may provide your own serial number. Please note: If a 6 digit MID is used, you may only enter a 9-digit serial number. If a 9-digit MID is used, you may only enter a 6-digit serial number. If you do not enter a serial number, the system will use zeros as the default

Enter Serial Number [_____]

6. Printing Options

Check here for Litho/Flexo Option of printing. If you do not select a print option, the system will use a default print option.

☐ Litho/Flexo Printer?

Terms of Use

This Reply Mail Web site is intended solely to assist you in designing Reply Mail pieces that meet the standards of the U.S. Postal Service® for formatting and printing. The Postal Service™ is not responsible for the content of this piece, and all relevant postal standards and regulations must be met. The Postal Service is not responsible for materials, logos, or design elements submitted in connection with the use of this site.

(< Back) (Continue >)

6. Review the mailpiece image
    a. Once reviewed, select "Continue" to download or "Back" to return to the previous page in order to edit the mailpiece
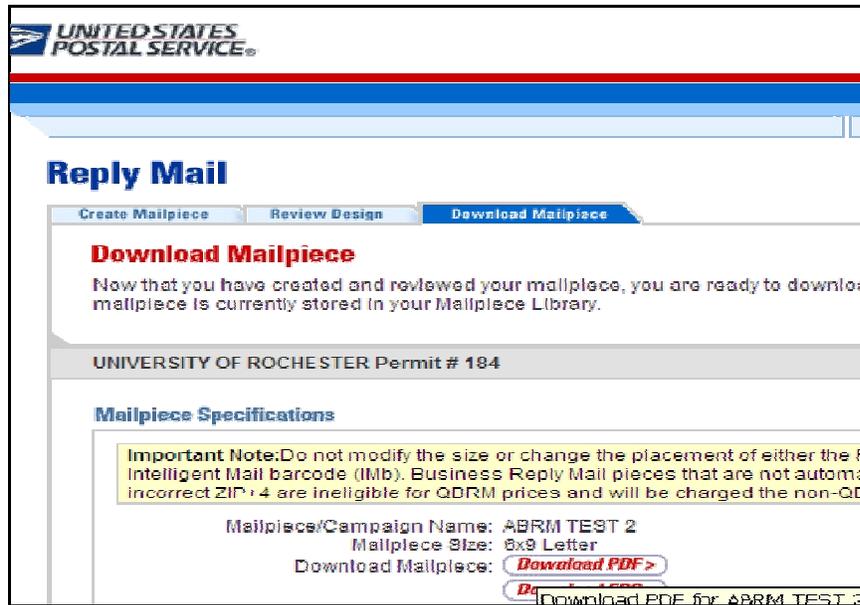
7. Once "Download Mailpiece" has been selected, the design will be automatically saved to the Mailpiece Library for future reprint or reuse
   a. The mailpiece image must be downloaded to the desktop in either PDF or EPS format

ABRM Tool – Functionality Limitations

If you would like to create artwork for one of the items listed below, please contact the MDA Customer Service Help Desk at 855-593-6093 or email your request to mda@usps.gov. Please indicate that you are requesting artwork for services not provided by ABRM.

Artwork Services Not Provided by ABRM

- **International BRM**
- **Labels**
- **Non-*PostalOne!* Permit**
  - **Only *PostalOne!* Permits can be used on ABRM**
- **Using IMb Tracing MID**
  - **Cannot be used on ABRM**
- **Using eVS MID**
  - **Cannot be used on Reply Mail**
  - **You will need to request another MID to be used on Reply Mail**
- **A company name with more than 50 characters including spaces**

Artwork Services Not Provided by ABRM or MDA – you will need to solicit the services of a vendor

- **Absentee Ballot**
- **Penalty**
- **Permit Reply Mail**
- **Any service that requires the Intelligent Mail parcel barcode (IMpb)**

Services provided by USPS Web-Tools at: http://www.usps.com/webtools

- **Merchandise Return Services Label**