**Q: How to create quotes & estimates for EDDM / Saturation for Chris:**

All our prices can be found here on our price list: https://pe.usps.com/text/dmm300/Notice123.htm

You can also calculate rates using the attached postage statement, PS 3602-N.

When mailing with EDDM, you don't choose individual addresses to mail to, you have to deliver to all of the addresses for a specific route. You use a non-address-specific simplified address format for the mailpiece, and then every customer on the routes that you select receive the exact same delivery. This tool here will automatically give you a breakdown of the total deliveries on a route, the cost for an EDDM for that route, and a few other bits of info such as age range and average income: https://eddm.usps.com/eddm/customer/routeSearch.action

**Q: Difference between Saturation mail and EDDM for Chris:**

Quick Service Guide, marketing mail flats - https://pe.usps.com/text/qsg300/Q240g.htm#ep1027582
Domestic Mail Manual, addressing - https://pe.usps.com/text/dmm300/602.htm
Letters or Flats – Saturation mail with addresses can be mailed as saturation letters or saturation flats. Saturation mail without addresses (EDDM) may be letters or flats if mailed to rural routes, must be flats when mailed to city routes, may be letters or flats when mailed by a government municipality to city routes. DMM 602.3.2
Preparation – Saturation flats are sacked or palletized. EDDM can show up in any reasonable container, but each bundle has its own facing slip.
Bundle size – Saturation flats have a minimum of a 10-piece bundle size. EDDM requires 100 pieces, as long as the total bundle height does not exceed 6 inches.
Addressing – Saturation flats can have normal addressing or "simplified" addressing (e.g. Postal Customer, Olympia, WA). EDDM must use simplified addressing
Piece Dimensions – Saturation mail has normal dimension requirements. EDDM must be greater than 10.5" long OR 6.125" high OR 0.25" thick and must be less than 15" long AND 12" high AND .75" thick. However, because a county is a government municipality, they may mail saturation letter-size pieces (including EDDM) to city routes. DMM 602.3.2.2
Price – Marketing Mail Nonprofit Saturation Letters range from $0.086 to $0.111 per piece. Marketing Mail Nonprofit Saturation flats ranges from $0.073 to $0.136 per piece. Nonprofit EDDM ranges from $0.74 to $0.137 per piece if entered as a commercial mailing, and $0.187 per piece if entered as a retail mailing.
Minimum Deliveries per Route - Saturation can go as low as 90% of the residential deliveries on the route or 75% of the total active deliveries on the route. EDDM must hit every address on the route, but it can exclude all businesses.
Entry Point – Saturation mail needs to be entered at the BMEU. EDDM can also be entered at a retail unit. The EDDM website will print out a postage statement, and the required facing slips. Maximum of 5000 pieces a day with retail.

**Q: Difference in setup between the BRM categories:**

BRM info can be found here: https://pe.usps.com/text/qsg300/q505.htm

BRM needs a completed PS Form 6805 (BRM application) and a PS Form 3615 (Permit application). For county elections, these forms should be provided to our office here in Seattle (normally they go to the local office). We send the 6805 off to Address Management to receive a unique zip +4 for the BRM. We usually have it back within a couple days. Once the customer has their zip+4, they can create the artwork using either the online ABRM tool on the Business Customer Gateway website, or for elections, they probably want to go through our MDA Helpdesk at MDA@usps.gov. The total cost is $235 for the BRM permit fee.

High Volume BRM needs nothing additional, it just costs an extra $710 "Account Maintenance Fee" for the better per-piece rates.

QBRM takes more time to be approved. It needs all the same forms as above. In addition, 10 accurate samples of the QBRM envelope or card needs to be sent to our office after the zip+4 is assigned. We submit everything to the MDA. It usually takes a few weeks to get these applications approved by the MDAs. The discounted QBRM rate applies to only the sample return envelope or card that was sent to the MDA. QBRM requires the same $710 "account maintenance fee" as High Volume BRM. The specific piece approved by the MDA also has its own unique zip+4, different than the normal BRM for the customer.

High Volume QBRM is the same as QBRM, it just costs an additional $2405 "Quarterly Fee" to get a better per-piece rate. The breakeven point for going from basic QBRM to High Volume QBRM is 42,947 pieces per quarter renewal fee.

**Q: Changing from BRM to QBRM:**

To make a basic BRM ballot eligible for QBRM, it would need to go through the MDA. It would require sending us a new PS Form 6805 and obtaining a new, unique zip+4, then the IMB on the ballot would need to be updated with the new zip+4, and then the 10 sample letters would need to be sent to our office. We would send the package in to the MDAs and an MDA would need to approve the mail piece.

**Q: BRM Rates:**

The BRM / QBRM rates can be found here: https://pe.usps.com/text/dmm300/Notice123.htm

## Business Reply Mail

| | High Volume | Basic |
|---|---|---|
| Annual permit fee (letters and flats) | $235.00 | $235.00 |
| Annual permit fee (parcels only) | 0.00 | 0.00 |
| Annual account maintenance fee | 710.00 | none |
| 1-ounce letter price + per piece[1] | 0.55 + 0.091 | 0.55 + 0.83 |
| 1-ounce flat price + per piece[1] | 1.00 + 0.091 | 1.00 + 0.83 |
| Parcels per piece fee[2,3] | 0.091 | 0.83 |
| Card price + per piece[1] | 0.35 + 0.091 | 0.35 + 0.83 |

## Qualified Business Reply Mail (QBRM)

| | High Volume | Basic |
|---|---|---|
| Annual permit fee | $0.00 | $0.00 |
| Annual account maintenance fee | 710.00 | 710.00 |
| Quarterly Fee | 2405.00 | none |
| 1-ounce letter price + per piece | 0.535 + 0.014 | 0.535 + 0.070 |
| 2-ounce letter price + per piece | 0.685 + 0.014 | 0.685 + 0.070 |
| Card price + per piece | 0.335 + 0.014 | 0.335 + 0.070 |

**Q: Does an old BRM piece need to be updated through an MDA for the IMB changes?**

Basic BRM does not need to be reviewed by the MDAs.  IMBs are highly recommended for basic BRM, but not required.  You can update the IMB by making sure your mail house is aware of the changes.  When your barcode is updated, you can also send our office a sample piece with the new barcode and we can verify that everything is ok.

IMBs are required for QBRM, but if the *only* thing being changed is the barcode, and no other design is being altered, it does not need to go through an MDA again.  Send our office a sample piece with the new barcode and we will verify that the barcode is good.

**Q: How does the quarter by quarter activation for High Volume QBRM work?**

You can pay the 3-month fee right before a big election to activate the better rates, and then let the fee expire until you need it again.  "Mailers can pay quarterly fee for any consecutive 3-calendar-month period."

You can also take care of all your BRM fees with a couple button clicks through EPS. This screen is 3 button clicks into the Business Customer Gateway. All you have to do is check the "Pay with EPS" box, then another button will populate underneath that says Pay with EPS. Click it and your fee is paid and you are set for 3 months of the best rates.



**Q: EPS ideas:**

This is the home screen in EPS. You could have all counties draw down from one account, and separate the expenses of each county through our reports screen. You can also create multiple EPS accounts.

You can filter the report by date range, export it to Excel, and then sort it by Permit Number and city/state of permit to segregate the charges for each county:



If one person oversees multiple EPS accounts, they can also transfer funds between the accounts with a button click (could have one master funds account, then dole out funds to the individual EPS accounts of the counties):