



PRINT, MARKETING, & MAIL SOLUTIONS

# INTELLIGENT MAIL BARCODE

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## WHAT IS THE INTELLIGENT MAIL BARCODE?

The “IMB” is the USPS barcode used to sort and track letters and flats. It has replaced the POSTNET™ barcode. The IMB expands the ability for the Post Office to monitor mail pieces as they flow through their facilities. This provides the Post Office with feedback as to where delays may be occurring.

The Intelligent Mail barcode can also be used for Confirm Service, referred to OneCode Confirm™ and Address Change Service called OneCode ACS™. OneCode Confirm™ provides information so when the Post Office sorts a mail piece on mail processing equipment, it tracks it. OneCode ACS™ provides mailers with automated address corrections when a mail piece cannot be delivered. It saves addressing lines because the ACS participant code is built into the IMB. Mailers must register for ACS and Confirm Services to receive an IMB Service Code which gets encoded into the Intelligent Mail Barcode during automation processing.

## HOW DOES IT WORK?

The Intelligent Mail barcode combines the data of the previous POSTNET™ and the PLANET Code® barcodes, as well as other data, into a single barcode. The IMB is a type of height-modulated barcode, that uses four distinct vertical bar types (Full, Tracker, Ascender and Descender) as shown below.

## AM I REQUIRED TO USE THE INTELLIGENT MAIL BARCODE IN LIEU OF POSTNET AND PLANET CODES?

Yes. As of January 28, 2013. It offers significant advantages over POSTNET and PLANET Code barcodes (including using less mail piece “real estate” and offers more overall data capacity). It is also required on reply mail pieces.



**NOTE:** *If you are a ACS user you will need to apply for a special mailer id by calling the ACS Helpline at 1-877-640-0724 to set up for "ACS OneCode – Basic Service". You will be asked if you'd like your ACS updates returned to you manually or electronically and get assigned an appropriate Service Type Code. Badger's CASS certification software creates the IMB based on the unique mailer ID and Service Type Code assigned.*

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## INTELLIGENT MAIL BARCODE BASICS:

The Intelligent Mail barcode consists of a 20-digit Tracking Code (Barcode ID, Service Type ID, Mailer Identifier (MID), and Serial Number) and up to 11-digit Routing Code (Delivery Point ZIP Code). Depending on mail volume and services selected, the Intelligent Mail barcode construct will change as seen in the figures below.

**FIGURE 1: Large mailer with 6-digit Mailer ID**

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]												

**FIGURE 2: Small mailer with 9-digit Mailer ID**

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]													

The following fields are embedded within the Intelligent Mail barcode:

- **BARCODE ID** identifies the presort makeup in conjunction with an Optional Endorsement Line.
- **SERVICE TYPE ID** identifies special services requested (OneCode Confirm™ and/or OneCode ACS™) or Mail Class when used for automation rate discount without any services.
- **MAILER ID** is a 6-digit or 9-digit number that uniquely identifies the mail owner or mailing agent.
- **SERIAL NUMBER** can uniquely identify the mailpiece or mailing.
- **ROUTING CODE** must contain Delivery Point ZIP Code from CASS (Coding Accuracy Support System) certified software in order to obtain automation rate discount.