

## Business/Courtesy Reply Mail

Business reply mail is a service by which correctly formatted mail can be forwarded back to the original sender free of cost to the party responding. All fees are assessed to the permit holder for actual mail received, and thereafter internally charged to the initiating department.

The permit holder for the University of Cincinnati is the Mail Services Department. Our number, 1185, can be used by all University departments as well as bonafide student or faculty organizations.

Various postal fees have been paid in order for the University to gain maximum discounts if the business reply envelope or postcard format is correctly prepared. A correct format includes a valid nine-digit ZIP, FIM markings and bar code reflecting the ZIP, as well as acceptable placement of the address. The University has been assigned a specific address (below) to use with business reply mail. In order to verify that you are using a valid number as well as following the other requirements, it is necessary that you review them with Mail Services before presenting your order to the printer.

If your business reply mailing needs are small, you may be able to be served by buying already prepared envelopes from Central Stores. These envelopes require some additional information to be added by the department, but otherwise are formatted correctly using a generic ZIP and barcode.

The following address format and zip code assignment must be used on any printings of business reply mail associated with the University of Cincinnati. Our permit number for business reply mail is 1185.

The format includes a PO Box in lieu of a street address (which is now required in automation discount) and a zip code.

For designing a postcard, use the following information, adding your specific department name and/or person's name:

### POSTCARD

|                                 |                   |
|---------------------------------|-------------------|
| <b>NAME</b>                     | <b>(OPTIONAL)</b> |
| <b>DEPARTMENT NAME</b>          | <b>(OPTIONAL)</b> |
| <b>ACCT.NO.</b> _____           | <b>ML</b> _____   |
| <b>UNIVERSITY OF CINCINNATI</b> |                   |
| <b>PO BOX 193713</b>            |                   |
| <b>CINCINNATI OH 45219-9904</b> |                   |

Postcards must be rectangular in shape, not less than 3 1/2 by 5 inches or greater than 4 1/4 by 6 inches and of uniform thickness not less than 0.007 inches. Cards larger than those dimensions are mailable but are charged at the letter rate. (RECOMMENDATION: Try not to just use the minimum for thickness, a heavy weight paper moves easier through USPS equipment.)

When selecting a printing company to handle your order, make sure that the bar code printed on the mail piece reflects an appropriate assigned ZIP + 4 per example. Each size category has a different + 4 ZIP add on.

Also, it would be helpful if a proof of your next business reply mail piece was reviewed by the Mail Operations Manager at 556-3987.

Account number – You may use the number directly under the barcode from your Postage Card. It will be in the following format: (as an example) ML – 0192 – 01

If your business reply mail will be utilizing an envelope, the following standards apply for a 1-oz. letter: The size of the envelope cannot be smaller than 3 1/2 by 5 or greater than 6 1/8 by 11 1/2 inches. The thickness cannot exceed 1/4 inch.

**1-OZ. LETTER**

**NAME** (OPTIONAL)  
**DEPARTMENT NAME** (OPTIONAL)  
**ACCT.NO.** \_\_\_\_\_ **ML** \_\_\_\_\_  
**UNIVERSITY OF CINCINNATI**  
**PO BOX 193713**  
**CINCINNATI OH 45219-9902**

Please apply the following for the use of either a 2-oz. letter or a "flat" size mail piece for Business Reply Mail. Dimensions for a 2-oz. letter are the same as a 1-oz. letter. A "flat" is a mail piece not less than 6 1/8 by 11 1/2 inches or greater than 12 by 15 inches and not exceeding 3/4 inches in thickness.

**2-OZ. LETTER OR FLAT SIZE**

**NAME** (OPTIONAL)  
**DEPARTMENT NAME** (OPTIONAL)  
**ACCT.NO.** \_\_\_\_\_ **ML** \_\_\_\_\_  
**UNIVERSITY OF CINCINNATI**  
**PO BOX 193713**  
**CINCINNATI OH 45219-9903**

The image shows a template for a Business Reply Mail envelope. It includes a box for the sender's name and department, a field for the account number and ML number, and the university's address. There are also fields for postage and a barcode. A box on the right side of the envelope states "NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES".

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 1185 CINCINNATI, OH  
POSTAGE WILL BE PAID BY ADDRESSEE

DEPT. \_\_\_\_\_  
ACCT. NO. \_\_\_\_\_ ML \_\_\_\_\_  
UNIVERSITY OF CINCINNATI  
PO BOX 193713  
CINCINNATI OH 45219-9902

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

The address format for a BUSINESS REPLY MAIL piece has a different PO Box number and Zip Code than our standard university address format. This is due to the USPS requirement that our BUSINESS REPLY MAIL be directed to the USPS Corryville Branch Station for assessment of fees as outlined in the USPS Domestic Mail Manual. The University of Cincinnati picks this mail up from the Corryville Branch daily.

### **Courtesy Reply Mail (CRM)**

Courtesy reply mail (CRM) is advisable when responses are more or less assured, such as invoices for payment sent by mail. With CRM, you (the sender) provide your customer (the respondent) with a pre-printed return envelope or card. The respondent, however, pays the return postage. Making your CRM machine readable and using barcodes can lead to more efficient service through processing on automated equipment. For large billings, more efficient service means significant amount of revenue received earlier. Make sure that the format of CRM envelopes and cards is correct before you print them. Mail Services can determine whether your CRM piece meets certain requirements.