



RDS Advantage®

Intelligent Mail

Barcode Overview

Mailers with large quantities of bulk mail can save by barcoding their mail. For smaller quantities, barcoding may cost more than it saves, since the discounts for barcoding are small (often less than a penny per piece) and there are some costs for barcoding.

There is NO requirement to barcode in order to get bulk mail discounts. Even with the new requirement to use Intelligent Mail Barcodes if you are using barcodes, you are still not required to use barcodes to send presorted mail and get postage discounts.

To get barcoding discounts in addition to the regular discounts for bulk mail, your mail must be able to pass through automated sorting equipment. Mail that is thick, irregularly shaped or too stiff to bend is not eligible for barcoding discounts since it cannot be sorted on automatic machines. Check with your postmaster if you think your mail might not be eligible.

CASS certification is the process of matching your address list to the USPS master list of zip+4 codes. This makes sure you have the latest zip+4 codes, which can change when postal delivery routes change. Also, the master list provides an extra two digits, called a "delivery point code", that is necessary to create an accurate barcode.

There's no point in adding a barcode if it's wrong, so USPS will allow you to take discounts for barcoding ONLY if you can show that your list was CASS-certified in the previous 6 months.

Unless you are sending large quantities of mail, or sending a bulk mailing at least every week, it's not practical to CASS-certify your own lists in house, since the software to do this ("Cass-certified software") is too expensive to be worthwhile for smaller mailers.

Some CASS certifiers are: (RDS has recommended List Cleanup for many years)

[ListCleanup](#)
[SmartyStreets](#)

It is still necessary to CASS and NCOA certify your mailing list. If you have enough volume to need CASS, or wish to use NCOA, it is less expensive to send your mailing lists out to a list processing company (as above) for these services.

Use the existing application in RDS to CASS and NCOA your mailing list. Once your list has been certified, Postage\$aver Pro will do the rest.

To use the new barcodes, you will need a "mailer ID" number from USPS. This is **not** the same as your permit number or your nonprofit authorization number, but a new ID number that will be encoded into the barcodes you create.

To apply for a USPS Business Customer Gateway, see <https://ribbs.usps.gov/index.cfm?page=intelligentmail>

When processing Intelligent Mail Barcodes using Postage\$aver, all reports for the post office, tray labels and tray instructions, mailing costs and mail preparation instructions can be printed.

Intelligent Barcodes for USPS Bulk Mail

RDS uses Postage\$aver to get the Intelligent Mail Barcodes, and print the mailings for the post office.

Go to Member Records Mailings, MR302M. Click on the Intelligent Barcodes option.

When RDS Connect Cloud users process data and export it to Postage\$aver, the following is displayed:



The Intelligent Mail Barcodes will not fit on standard 3-up labels. Use Avery #5161, 1 inch by 4 inch, for example.

All clients (RDS Connect Cloud and RDS Advantage) need to purchase Postage \$aver Pro (\$59.50). Install Postage \$aver Pro - complete postal presort package for Standard Class letters, flats, parcels and nfms, First Class automation letters and cards, and Periodical Class letters and flats. This package includes a registered copy of Smart Barcoder and SmartBars12, and all updates for a full year!). See <http://savepostage.com/psinfo.html>.

Non-cloud users install this program and use it through RDS seamlessly on version 9.17.01 of RDS. RDS will run the Postage\$aver program and then print the labels with the Intelligent Mail Barcodes

Postage\$aver program cannot be installed on the cloud (Postage\$aver defaults to the last information used - so there would be no security).

When you select to print using Intelligent Mail Barcodes from the cloud, RDS will export a file to your local workstation drive (C:\RDSExportedFiles\ folder). Then run the Postage\$aver to print the reports and assign the barcodes.

Use Microsoft Word, iWord or Excel etc to print labels. Put the "barcode" line at the top of the labels and use the "SmartBars12" font on the barcode line.

See more information by the USPS for instructions on how to do this at:

<https://ribbs.usps.gov/onecodesolution/download.cfm>

(Instructions for Mac iWork are also there)

Postage Saver Pro Intelligent Barcode Features

Postage Saver Pro Intelligent Barcode Application	
Price (Includes Delivery via Internet Download - Add \$10 for CD)	\$59.50
Updates Included Free for a Full Year (Renew for just \$25 after that.)	√
USPS PAVE-GOLD Certified and ZAP Certified	√
Sorts Mailing Lists to USPS Standards	√
Adds Endorsement Lines (OELs) for Bundled Mailings	√
Regular, Nonprofit, Classroom and Science of Agriculture Rates	√
Prints Postage Statements (3602N, 3602R, 3600FCM, 3541)	√
Prints Tray or Sack Tags (choice of 2" or 1" sack tags)	√
Prints Price Qualification Reports	√
Prints Periodical Zone, Bundle and Container Reports	√
Periodical In-County Rates	√
Prepares the Following Categories of Mail:	
Standard Class Machinable and Nonmachinable Letters	√
Standard Class Nonautomation Flats	√
Standard Class Automation (Barcoded) Letters and Flats	√
First Class Automation (Barcoded) Letters and Cards	√
Periodical Class Nonbarcoded Letters and Flats	√
Periodical Class Barcoded Letters and Flats	√
Standard Class Marketing Parcels and Nonprofit Parcels	√
Mail weighing up to USPS maximum for each type of mail	√
Includes Intelligent Mail and Postnet Barcoding Software and Font	√
Available for Windows and Macintosh	√
Unlimited Replacement Downloads for Registered Users	√