BUSINESS REPLY LABELS (BRL)

I. POLICY

The following current regulations apply to the use of Business Reply Labels. Call Mail Services, x-41164, for approval to use BRL and to obtain proper postal guidelines and regulations.

A. Description

Business Reply Labels (BRL) works like business reply Mail, but is reserved for printed labels only that are attached to packages. BRL must not be used on standard size BRM cards or envelopes. BRL's do not qualify for a BRMAS discount.

B. Special Services

Special services (e.g. insurance, registration, certified, C.O.D., return receipts) cannot be used with BRL.

C. Availability

Domestic mail only; not for Canada, Mexico, or other foreign countries.

D. Dimensions

Minimum 2" high x 3" long.

E. Ink and Paper Reflectance

1. Background Contrast

A print reflectance difference (envelope reflectance minus print reflectance) of at least .3 (30% percent) is required between the background material of the mailpiece and the barcode when measured in the red portion of the spectrum at 650 nanometers.

2. Printing Irregularities

Attached extraneous ink (connected to a bar) must not cause any bar to exceed the maximum height or width dimensions. Detached extraneous ink (not connected to any bar or bars) in the barcode read area must not exceed .003 inch in any dimension or cause the space-to-background print reflectance difference to exceed 10 percent. Individual bars must not contain ink voids which reduce bar width to less than .01 inch or remove more than .01 inch along the bar height.

F. Envelopes

If the Business Reply Mail envelope is made of paper with dark fibers, the print reflectance difference (PRD) between the fibers and the background should not exceed 10%.
Envelopes must not have phosphorescence exceeding 3.0 phosphory meter units (PMU) to avoid orientation problems in the facer canceller. Envelopes must have at least a 40% reflectance value.

Half tone screening of less than 200 dots per inch must not be used in the background of the address area of the envelope as they cause OCR interference.

G. Before Use

When you have the BLU LINE PRELIMINARY artwork ready for the label, the U.S. Postal Service would like to review it for final verification and approval (allow one week for this). Please send this through Mail Services to forward to the U.S. Postal Service before printing.

The name of a contact, phone extension, recharge number, and a current date should be written on the back of the mail piece sample, or send thirty (30) samples of the mail piece to Mail Services for approval.

H. Annual Update

An annual update of all Business Reply Labels is conducted each summer. Please respond to the questionnaire distributed to departments currently using Business Reply Labels to verify proper format, usage, recharge number and department contact phone number.

II. PROCEDURES

In order to use Business Reply Labels, departments must adhere to the following requirements; further information can be found in U.S. Postal Service Domestic Mail Manual DMM 917.59; DMM 125 may also apply. Contact Mail Services for review.

A. Format and Review

An illustration of the acceptable Business Reply Label format is shown in Figure 1. Spacing is critical. Postal inspection of Business Reply Labels (BRL) before printing is mandatory, and will prevent the cost of reprinting and distributing in the event of a non-mailable ruling. The departments are responsible for correcting Business Reply Label (BRL) format and ensuring that future formats meet specifications.

B. Address Format (Refer to Figure 1)

The following format must be used in preparing Business Reply Label pieces:

261 The permit number
University of California, San Diego Top line is the permit holder
Department and Mail Code 2nd line for department and mail code
3300 Miramar Road 3rd line for delivery address*
La Jolla, CA 92037-9633 4th line, NOT 92093 NOR ZIP+4

*No nonaddress printing or marks of any kind should appear on or below the delivery address line.

The bottom line of the address must be no lower than 5/8” nor higher than 2 1/4” from the bottom edge of the mail piece. A clear margin void of any extraneous matter of at least 1” is required between the left and right edges of the mail piece and the address.

There must be at least 1/2” clearance between the ZIP Code and the horizontal bars.
A company logo is permitted if it is located no lower than the top of the street address line. The logo must not interfere with any of the required business reply endorsements.

The upper left corner of the address side is available for permit holder use and the recharge number. See Figure 1.

C. **On or Below the Delivery Address Line**

No nonaddress printing or marks of any kind should appear on or below the delivery address line. This includes attention lines, account numbers, tic marks, underlines, boxes, computer punch holes, prompting words, form lines, form or envelope numbers, department names, endorsements such as "please respond immediately", colored borders, or similar nonaddress information.

If such information must be part of the address block, it should be put on the line directly above or below the department line. Otherwise, it should be relocated to the upper left corner (this area is better to use), not designated as a clear area. This area is bordered on the right by the box "NO POSTAGE NECESSARY" if mailed in the United States and is above the address. It may contain the return address, logos, distributor codes, strad marks, etc. See Figure 1.

D. **Format Elements**

1. "No Postage Necessary ****" Endorsement

The endorsement "NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES" should be printed in the upper right hand corner of the face of the piece. The endorsement must not extend further than 1 3/4" from the right edge of the mail piece. The series of horizontal bars must be at least 3/4" high.

2. Business Reply Legend

The appropriate BUSINESS REPLY LABEL legend should appear above the address in capital letters at least 3/16" in height.

3. Permit Number

Immediately below the BUSINESS REPLY legend the words "FIRST-CLASS MAIL PERMIT NO. 261 LA JOLLA CA" should be shown in capital letters.

4. "Postage Will Be Paid" Endorsement

The legend "POSTAGE WILL BE PAID BY ADDRESSEE" should appear below the "FIRST-CLASS MAIL PERMIT . . . ".

E. Recharge Numbers

The recharge number should be printed in the upper left corner of the Business Reply Label piece. This number will be charged on all returned pieces. See Figure 1.

F. Horizontal Bars (Figure 1)

To facilitate rapid recognition of BRL, a series of horizontal bars parallel to the length of the mail piece must be printed immediately below the endorsement "NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES."

1. Bars must begin below the endorsement, and must extend below the delivery address line ("3300 Miramar Rd.").

2. Bars must be uniform in length, at least 1" long and 1/16" to 3/16" thick and evenly spaced.

3. There must be at least 1/2" inch clearance between the ZIP+4 and the horizontal bars.

4. A 5/8" space must be left between the bottom horizontal bar and the bottom edge of the mail piece.

5. The series of horizontal bars must be at least 3/4" inch high.

6. ZIP+4 Barcodes (Figure 1)

Barcoding permits highly reliable sotation of mail through automated barcode sorters instead of manual or mechanized methods.

a. Official Format

Only the official U.S. Postal Service ZIP+4 barcode may be printed, and it must be printed actual size. All letters and numerals used for identification on the barcode negative/positive should not be printed.

b. Barcode Read Area

A clear zone must be left along the bottom portion of the envelope or card, extending 4 1/2 inches from the right edge, and 5/8 of an inch high when measured from the bottom edge of the mail piece. This restricted area must not contain any printed patterns or symbols. It is reserved solely for the ZIP+4 barcode, which must be positioned within the clear zone as shown in Figure 1.