

**Related QSGs** [201c, Courtesy Reply Mail \(CRM\)](#)  
[604e, Meter Reply Mail \(MRM\)](#)

**Overview** For an annual permit fee, a Business Reply Mail (BRM) permit is available for distributing business reply cards, envelopes, self-mailers, cartons, and labels. BRM allows the permit holder to receive First-Class Mail and Priority Mail back from customers by paying postage only on the mail returned. The BRM permit holder guarantees payment of First-Class Mail postage plus a per piece charge for pieces returned by the USPS (see payment options below).

When designing a BRM mailpiece or label, mailers must consult with their local Post Office. The piece must conform to a specific format to qualify as BRM, including a unique ZIP+4 Code, or equivalent Intelligent Mail or POSTNET barcodes assigned by the USPS. Proofs for regular BRM should be approved by the USPS before printing. Proofs for Qualified Business Reply Mail (QBRM) must be approved by the USPS. On page two is a layout example for a BRM envelope. For reusable envelopes using BRM with two-way indicia, see [601.6.6.4](#) for requirements.

BRM pieces distributed in automation mailings are required to meet automation compatibility standards. BRM templates are available on the Postal Explorer Web site at [pe.usps.com](http://pe.usps.com) by selecting "Mailpiece Design" in the left frame.

**Payment Options** For a complete listing of Business Reply Mail prices, see [Notice 123–Price List](#).

**(505.1.0)**

**Basic BRM**—Annual permit fee applies.

Per piece charge in addition to the First-Class Mail or Priority Mail postage. Paid through an advance deposit account or by cash/check on delivery.

**High-Volume BRM**—Annual permit fee plus a BRM annual account maintenance fee for each account at each delivery unit.

Per piece charge in addition to the First-Class Mail or Priority Mail postage. Paid through an advance deposit account.

Best suited if return volume for letters is approximately 899 pieces or more per year.

**Basic Qualified Business Reply Mail (QBRM)**—Annual permit fee plus a BRM annual account maintenance fee.

Per piece charge in addition to QBRM automation First-Class Mail postage. Paid through an advance deposit account.

Used only on barcoded automation-compatible cards and letter-size mail weighing up to 2 ounces if design is approved for QBRM by USPS before distribution ([505.1.3](#)). A unique ZIP+4 code is assigned by the USPS for each price category of QBRM to be returned (one for card-price pieces, one for letter-size pieces weighing 1 ounce or less, and one for letter-size pieces weighing over 1 ounce up to 2 ounces).

Best suited if return volume is approximately 834 pieces or more annually.

**High-Volume QBRM**—Annual permit fee, a BRM annual account maintenance fee, and a separate quarterly fee. Mailers can pay quarterly fee for any consecutive 3-calendar-month period.

Per piece charge in addition to QBRM automation First-Class Mail postage. Paid through an advanced deposit account.

Best suited if return volume is approximately 11,247 pieces or more quarterly.

**Other Post Offices** A BRM permit holder can allow its authorized representatives or agents to use that permit number to receive BRM at any Post Office. The original permit holder must supply the representative with a letter authorizing the use of the BRM permit and a copy of the USPS receipt showing the annual fee payment for that permit. See [505.1.11](#) for additional requirements.

**Official Mail** Authorized users of official mail may distribute BRM, subject to [703.7.11](#) and [505.1.0](#).

### Business Reply Mail Layout Guidelines (505.1.8)

**Permit Holder Space:** May contain information such as return address, logos, distribution codes, and form numbers.

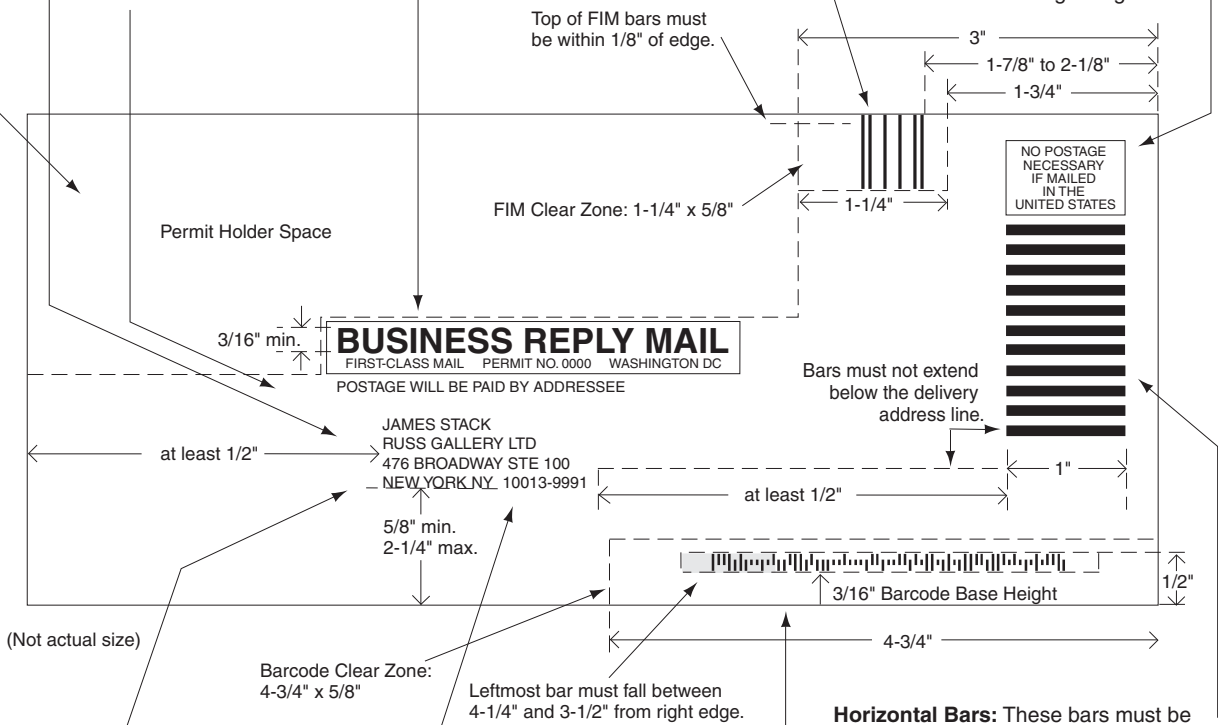
**Company Logo:** For barcoded pieces, a company logo is permitted in the address block if it is placed no lower than 5/8 inch from the bottom edge of the mailpiece and does not interfere with the barcode clear zone.

**Postage Paid Line:** Place the endorsement "POSTAGE WILL BE PAID BY ADDRESSEE" (in capital letters) under the business reply legend box.

**Business Reply Legend:** The words "BUSINESS REPLY MAIL" are required above the address in capital (uppercase) letters. Immediately below, place the words "FIRST-CLASS MAIL PERMIT NO." followed by the permit number and the name of the issuing Post Office (city and state) in capital letters.

**Facing Identification Mark (FIM):** A FIM pattern (specifically FIM B without barcode or FIM C with barcode) is required on all BRM postcards and letter-size mailpieces. The FIM clear zone must contain no printed matter other than the FIM pattern. FIM bars must be between 1/2 and 3/4 inch high and 0.03125 inch (1/32 inch) ( $\pm 0.008$  inch) wide.

**Postage Imprint:** "NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES" must appear in the upper right corner of the mailpiece and must not extend more than 1-3/4 inches from the right edge.



**Address Format:** The complete address, including the name of the permit holder (company or individual), must be printed on the mailpiece.

**ZIP Code:** A unique ZIP+4 code is assigned to each piece.

**Horizontal Bars:** These bars must be uniform in length, at least 1 inch long and 1/16 to 3/16 inch thick, and evenly spaced. The bars may not extend below the delivery address line, which is located directly above the line containing the city, state, and ZIP Code.

Before printing, submit proofs of BRM samples to your local Post Office for advice and approval. Take advantage of this service—it could save you money. Qualified Business Reply Mail pieces must be approved by the USPS before printing.

**Barcode Location:** The POSTNET or Intelligent Mail barcode may be located here or in the address block. The barcode must be a ZIP+4 barcode (delivery point barcodes are not permitted). This area must be free of any printing other than the barcode. A free camera-ready barcode positive may be obtained from your local Post Office.

**Dimensions:** Between 3-1/2 by 5 inches and 6-1/8 by 11-1/2 inches. To qualify for the card price, cards must be between 3-1/2 by 5 inches and 4-1/4 by 6 inches and between 0.007 and 0.016 inch thick. Larger card sizes are available, but they are charged at First-Class Mail letter price.

Barcoded pieces measuring more than 4-1/4 inches high or 6 inches long must be at least 0.009 inch thick.

- Additional standards apply to QBRM pieces (505.1.3).
- A surcharge is assessed for nonmachinable letters (101.1.2).

**Ink/paper Colors and Type Styles:** Not all colors of paper and/or ink and type styles are compatible with automated equipment. Contact your local Post Office for guidance.

All letter-size reply cards and envelopes (Business Reply Mail, Courtesy Reply Mail, and meter reply mail) provided as enclosures in automation First-Class Mail, Periodicals, and Standard Mail must meet the standards in 201.3.18.