UNITED STATES POSTAL SERVICE ®

BRM/QBRM Application
For ZIP+4 Code Assignment/Validation and QBRM Approval
See instructions on reverse.

1. Customer Information (To Be Completed by the Customer)

Company Name / Permit Holder	Type of Customer (Check one) ☐ New Customer ☐ Existing Customer	Permit Number (Existing customer only)

Address (Street / PO Box)	City	State	ZIP+4®

Contact Name	Contact Telephone Number	Contact E-mail

Address Information To Be Printed on the Mailpiece: (Print or Type) — Rate Category Information

Company Name Shown on Mailpiece	Rate Category Requested (Check one) ☐ BRM (Sections 5 and 6 are not applicable.) ☐ QBRM™ (All sections are applicable.)

Address (Street / PO Box)	Mailpiece Information (Check All That Apply — Use Inches for Height and Length) ☐ Postcard (QBRM only): Height_____ Length_____ ☐ 1-oz. letter (QBRM only): Height_____ Length_____ ☐ 2-oz. letter (QBRM only): Height_____ Length_____ ☐ Other (BRM only): Height_____ Length_____

City	State	BRM ZIP+4 (Existing customer only)	

Signature: By signing this form, I hereby affirm that I am not requesting any additional ZIP+4 codes for which I do not intend to distribute QBRM.

Signature of Customer or Mail Service Provider	City of Reply Office Where Submitted	State	ZIP+4

Customer: After completing Section 1, submit this form to the local Post Office™ that issues/holds the permit.

2. Issuing Permit Office Information (To Be Completed by the Post Office That Issues/Holds the Permit)

City	State	Finance Number	Cost Center Code	Permit No. Issued to Customer	PostalOne!® Office? ☐ Yes ☐ No

Employee Verifying Customer's Receipt/Fees/Letter	Employee's Title	Date	Fees Paid and Amount (Check and complete all that apply) ☐ (Ver.) Ann. Permit $_____ ☐ Qtr. High-Vol. $_____ ☐ Ann. Acct. Maint. $_____

Employee Completing This Section (Full Name)	Employee's Signature	Date

Issuing Post Office: After completing Section 2, forward this form to the local AMS office. After AMS completes and returns the form, send a copy to customer.

3. AMS Information (To Be Completed by USPS Address Management Systems)

Date Received	**AMS: Do not accept this form unless Sections 1 and 2 have been completed by the customer and the local Post Office. AMS representatives must enter the permit number and the media code in the AMS database when validating or assigning a ZIP+4. Assign multiple ZIP+4s only as needed — do not over-code.**

Assigned BRM or QBRM ZIP+4 (Check the box if the address is verified, not newly assigned) | Address Error Corrections or Other Comments

☐ Postcard: ___ ___ ___ ___ ___ – ___ ___ ___ ___

☐ 1 oz. letter: ___ ___ ___ ___ ___ – ___ ___ ___ ___

☐ 2 oz. letter: ___ ___ ___ ___ ___ – ___ ___ ___ ___

☐ Other: ___ ___ ___ ___ ___ – ___ ___ ___ ___

Employee Completing This Section (Full Name)	Employee's Signature	Date

AMS: After completing Section 3, return this form to the local Post Office that issued the permit. The local Post Office will return it to the customer.

4. Customer Instructions for Obtaining Reply Mail Artwork — a Complimentary Service From the Postal Service

Customers distributing BRM or QBRM mailpieces may obtain complimentary artwork directly from the Postal Service as follows:

1. Wait 48 hours after receiving a permit number and ZIP+4 before using the U.S. Postal Service artwork tool.
2. To create a business account, go to the Business Customer Gateway at *https://gateway.usps.com/bcg/login.htm*.
3. Use the Gateway account to request a Mailer ID (MID), which is required for obtaining reply mail artwork.
4. Select the link for "Automated Business Reply Mail (ABRM)" to design and print reply mail artwork.
5. Access the ABRM user guide at *https://ribbs.usps.gov/index.cfm?page=bmatool*.
6. For assistance with the ABRM tool, call the MDA Support Center at 855-593-6093.

5. QBRM Customer Guidelines — Application to Distribute and Receive QBRM Prices (To Be Completed by the Customer)

Materials Submitted *(Check one)*	Instructions and Information
☐ **Samples** with the corresponding Intelligent Mail® barcode printed on the pieces.	For each QBRM requested, complete this form, provide ten Business Reply Mail® (BRM) mailpieces in one of the two formats noted in the box to the left, and submit this form and the ten sample mailpieces to the Post Office that issued/holds the permit.
☐ **Paper mockups** or pre-production samples trimmed to the exact dimension of the mailpiece with the corresponding Intelligent Mail barcode printed on the pieces. Use the actual paper and ink color for the background and printing.	QBRM pieces are cards or other letter-size pieces that are prepared and distributed for return without prepayment of postage under *Mailing Standards of the United States Postal Service,* Domestic Mail Manual (DMM®) 505. The applicant is responsible for paying the QBRM prices and the additional per-piece fee on all pieces returned under this privilege. The applicant agrees to prepare pieces in accordance with DMM 201, 505, and 708, and understands that failure to comply with these requirements may result in an inability to receive QBRM prices. QBRM postcards and letter-size pieces receive reduced First-Class Mail® postage prices and per-piece fees. For more information, refer to Notice 123, *Price List*.

Customer: After completing Section 5, submit this form to the local Post Office that will issue/hold the permit.

6. QBRM Review (To Be Completed by USPS MDA)

Date Received	Mailpiece Approved for QBRM? ☐ Yes ☐ No	Remedy Ticket Number

MDA Completing This Section (Full Name)	MDA's Signature	Date

Dear Customer:

Based on your application, the Postal Service has made the following determination regarding your request for entry into the Qualified Business Reply Mail (QBRM) program at the _____ Post Office:

☐ Approved for participation in the Qualified Business Reply Mail program. Attached is a sample BRM piece approved for the QBRM First-Class Mail service reduced price plus the applicable per-piece fee.	☐ Disapproved. The attached sample did not meet the following DMM requirements: ☐ DMM 201 Sections: _____ ☐ DMM 505 Sections: _____ ☐ DMM 708 Sections: _____

If the QBRM application is disapproved, the MDA uses this space to note comments on unmet DMM requirements and necessary corrective action.

MDA: After completing Section 6, process this form as follows: Send the original to the local Post Office that issued the permit; send one copy directly to the customer; retain one copy for office records.

Instructions for Completing This Form

For BRM applications, the parties must complete Sections 1, 2, and 3. Sections 5 and 6 are not applicable. (Section 4 is for informational purposes only.)

For QBRM applications, the parties must complete the entire form — Sections 1, 2, 3, 5, and 6. (Section 4 is for informational purposes only.)

Section 1: The customer completes Section 1 and submits the form to the local Post Office that issues/holds the permit.

Section 2: The local Post Office completes Section 2 and submits the form to the AMS.

Section 3: The AMS completes Section 3 and returns the form to the local Post Office that issues/holds the permit. The local Post Office returns the form to the customer.

Section 4: Section 4 provides information on how BRM and QBRM customers can obtain mailpiece artwork at no charge from the Postal Service. A BRM or QBRM customer may obtain mailpiece artwork from another source, but the artwork must meet all USPS requirements.

Section 5: The customer completes Section 5 and submits the form and the ten sample BRM mailpieces to the local Post Office that will issue/hold the permit. The local Post Office forwards the form and the ten samples to the MDA.

Section 6: The MDA completes Section 6 and processes the form as follows: Send the original to the local Post Office that issued the permit; send one copy directly to the customer; retain one copy for office records.

Privacy Notice: For information regarding our privacy policies, visit *www.usps.com/privacypolicy*.