



February 2008 Newsletter

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On January 7, 2008, the U.S. Postal Service published a notice of proposed rulemaking in the Federal Register on the Implementation of the Intelligent Mail Barcode (IMB).

The new barcode is more robust and is capable of encoding more information than the current barcode, while minimizing the space used on the mailpiece. It allows the mailer to place a unique identifying number on each mailpiece, which will provide information to the mailer on the actual handling of the mail. As a result, printers, marketers, and mailers will be able to develop better marketing data and improve the targeting of their mailings.

The IMB will be offered in two versions--basic and full service. The basic will be made up of the following: barcode type identifier, service type identifier, mailer identifier, routing code (zip code, zip + 4 code, and delivery point barcode).

The full service barcode brings complexity and opportunity. It will include all requirements of the basic IMB and will carry a unique mailpiece identifier that cannot be repeated within 45 days. Mailers complying with full service options will receive address correction services, if requested, and mail induction information at no additional charge. More granular information will be made available for additional charges not yet determined.

A great deal of work and analysis remains in the implementation of the IMB, which is expected to be in place in early 2009. To assist in the understanding of the IMB, the Postal Service will be conducting seminars around the country coordinated with Postal Customer Councils. The Print Council will provide regular updates on this program as well.

Cal Poly's "The Business of Green Media" Conference

Harvey Levenson, Head of the Cal Poly Graphic Communication Department, has sent an overview of Cal Poly's first annual sustainability conference held in late January. The conference covered the present state of sustainability efforts by the graphics communication industry and what can be expected in the way of future state and federal compliance mandates.

In his opening statement, Levenson pointed out that producing and delivering "graphic

communication in a sustainable way is the responsibility of every person involved in the design, preparation, production, and distribution of printing and non-print digital imaging."

The keynote speaker, Don Carli, Research Fellow with the Institute for Sustainable Communication, spoke about the key concepts, trends, myths, and issues pertaining to sustainability, climate change, lifecycle analysis, and carbon footprinting. He also explored the key legal, regulatory, and ethical framework driving major brands, government agencies, and others to change their graphic communications purchasing criteria to include sustainability metrics. A series of panels exploring these issues followed Carli.

Podcasts from the conference will be posted soon and the 2nd conference is scheduled for January 22, 2009.

The Power of the Letter

And finally, beginning in March 2008, the USPS is partnering with HBO on a series on John Adams' life that promotes the "power of the letter." Through his many pieces of correspondence, Adams left us a remarkable first-person account of our nation and his incomparable family and friends, and the leaders of our new country. The USPS and HBO are celebrating letter writing and are allowing the viewers to learn about its importance and "singular place in our American story."

Sincerely,

Ben Cooper

Print in the Mix Research Summaries

The following is a list of the five newest Research Summaries posted on Print in the Mix website. These studies and more can be found at <http://printinthemix.rit.edu>

- ◆ 2007 DMNews Survey of Direct Mail and the Environment (conducted for DMNews by Pitney Bowes)
- ◆ Audiences' Experience of Media Context and Embedded Advertising: a Comparison of 8 Media (Source: International Journal of Market Research)
- ◆ 2007 DMA Response Rate Trends Report (brief overview on Print in the Mix along with the link to the DMA Bookstore)
- ◆ Measuring Media Effectiveness: Comparing Media Contribution Throughout the Purchase Funnel (Commissioned by Magazine Publishers of America, conducted by Marketing Evolution)
- ◆ Do Measures of Media Engagement Correlate with Product Purchase Likelihood? (2007 Journal of Advertising Research)

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