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**Informed Delivery Add-on:
Campaign Submission**

Date: December 2, 2024

Informed Delivery Add-On: Campaign Submission

If you are participating in the Informed Delivery Add-On, you must not only Enroll in the Add-On and gain approval for the images/url you plan to us, but also create and submit an ID campaign in the USPS Informed Delivery Mailer Campaign Portal.

Materials Needed:

- Representative image (Flat mail only) = jpeg of front cover of the mail piece (max 780px x 500px)
- Ride Along image = jpeg with your logo and a 'call to action' that will incent the consumer to click on it. This image will be linked by the USPS to your provided url. Keep it simple. (max 300px x 200px).
- Url = usually your home page
- Mailer ID (MID) = MID that will be in the IMb on the piece. This should have been determined prior to Data Due to Quad to assure the MID on the piece is the MID you set up the campaign for.
- Serial Numbers = usually only for Flat mail (since the Representative image will change with each mail drop). Necessary if you will do separate ID campaigns for different mailings or versions within a mailing. These are available from the vendor that appends them to your mail (usually Quad Data).
- Start date for the campaign = Quad's preferred cadence is 5 days prior to Quad Start Ship date (see Quad schedule). Minimally, this MUST be the start ship date.

Note that you should have gotten approval on the use of the images and url in the Mailing Promotions Portal.

Campaign creation and submission:

1. This should be done one week prior to Quad's Start Ship date, as we will run postage statements as soon as 5 days prior and the campaign MUST be submitted before statement submission***
2. Log into your USPS Business Customer Gateway (BCG) account at [USPS Business Customer Gateway](#). Select 'Additional Services' at the top. Scroll down to 'Informed Delivery Mailer Campaign Portal.' And click on "Go to Service."
3. Click on 'Create a Campaign' and the Describe page will open.
4. Enter Brand Display Name, Campaign Title and Campaign Code . The Brand will display in the ID notice to consumers. The Campaign Title should help you to identify the mailing.

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Please enter Quad's Job# in the Campaign Code field so we can link the ID campaign to a mailing in our system.

5. Select the type of Campaign (MID or Serial – do not select Non-Sequential). Enter the MID and Serial Numbers (if needed).
6. Enter the start and end of the campaign (end should be no less than 1 week after the target in-home window).
7. Select Flat, Letter or Card and 'Save and Continue' to go to the 'Build' page.
8. Click on the 'Insert Representative image' if you are mailing a Flat. On the left, click on 'upload' and find your Rep image on your computer. Once it appears, click on 'Insert' and it will move to the left.
9. Click on the 'Insert Ride Along image.' On the left, click on 'upload' and find your Rep image on your computer. Once it appears, click on 'Insert' and it will move to the left.
10. Enter the url under 'Link Image' in the Ride Along menu on the right. Always test the link. Note that the USPS adds tracking information (MID and serials) to the url. Sometimes this causes a problem with the url. If that occurs, check the 'NO' box under 'Add Campaign Parameters to url.'
11. If you do not want the consumer to be able to share the ID notice with others, select the 'NO' box under 'Allow Daily Digest Social Sharing.'
12. Click on 'Campaign Preview' to view the ID notice and send it to yourself and others for reference. Then 'Save and Continue' to go to the Review page.
13. Review everything you have entered and click 'Save and Continue' to submit the campaign.
14. Check the 'I have read and agreed...' box and click on 'Submit Campaign.'
15. Please go back into the campaign and take a 'snip' of the Review or Describe page. Email this to PromotionsExecutionTeam@quad.com. Please include the title of the mailing as well as the Quad Job# (or numbers) in the subject line of the email.