



STATE MAIL SERVICES (SMS)

DEPARTMENT OF GENERAL SERVICES

Serving Government. Serving Virginians.

Business Reply Mail

***Pay Only
If Returned***

Benefits:

- Only pay for postage if the item is returned
- Increase response rates
- Save on permit fees
- Get free design services

SMS maintains an inventory of generic business reply envelopes that can be economically used for small or last minute BRM projects. Contact SMS for details.

Business Reply Mail (BRM) makes it easier for customers to respond to inquiries. BRM is a service from the United States Postal Service that allows you to send any number of reply pieces (envelopes, cards or self-mailers) and pay only for those that are returned to you. You provide your

customers with specially designed business reply envelopes, cards, or labels. Your customers can return these items to you with their responses quickly and easily because they do not have to address an envelope or affix any postage.



How You Can Use:

State Mail Services maintains an advance account with the USPS for business reply mail and handles all the associated fees and accounting. SMS will provide agencies with free design of BRM envelopes. The design requirements are very exact for business reply mail so please contact SMS before planning your campaign or printing any mailing pieces. SMS will work with your agency and the Virginia Correctional Enterprises dur-

ing the proofing process to ensure that there are no costly reprints for not conforming to postal regulations.

Return mail is consolidated at SMS and delivered directly to your agency on a daily basis. Charges for use of the BRM service will appear on your agency's monthly SMS bill.

Postal regulations change frequently so please do not use old envelopes or previous designs without approval from SMS.

(804) 236-3592

<http://sms.dgs.virginia.gov>

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