

2024 PROMOTIONS CALENDAR

USPS Marketing Mail® and First-Class® Mail Products
 First-Class® Mail Service
 ✍️ Registration Period
 🗣️ Promotion Period

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	
TACTILE, SENSORY AND INTERACTIVE	✍️ DEC 15		🗣️ FEB 1				JUL 31							
PERSONALIZED COLOR TRANSPROMO	✍️ DEC 15		🗣️ FEB 1				JUL 31							
EMERGING TECHNOLOGY					← 6 MONTHS →									
REPLY MAIL IMbA™						✍️ MAY 15		🗣️ JUL 1		DEC 31				
INFORMED DELIVERY®								✍️ JUN 15		🗣️ AUG 1		DEC 31		
RETARGETING								✍️ JUL 15		🗣️ SEPT 1		NOV 30		

2024 PROMOTIONS WHAT'S NEW



EMERGING AND ADVANCED TECHNOLOGY

- Timeframe: Choose your start date (maximum 6 consecutive months in CY 2024)
- Voice Assistant: Audio File Required
- Mobile Shopping will change in 2025

DISCOUNT: 3% OR 4%



TACTILE, SENSORY, INTERACTIVE

- MDA review process (new address for physical samples)
- Peel and Reveal now eligible
- Buckslips no longer qualify
- Gloss stock will qualify in 2024, but not in the future

DISCOUNT: 5%



PERSONALIZED COLOR TRANSPROMO

- Make bills and statements more fun and impactful by using color and marketing to highlight your message

DISCOUNT: 3% OR 4%



REPLY MAIL IMBA™

- Encourages Qualified Business Reply mail (QBRM) and High volume QBRM customers to adopt IMbA™

DISCOUNT: 3% OR 6%



INFORMED DELIVERY®

- Digital mailpiece will be required for each submission

DISCOUNT MAILERS: 4%

eDoc SUBMITTER: 0.5%









RETARGETING

- Retargeting Technology Solution authorization letter will now be automated using the Mailing Promotions Portal

DISCOUNT: 5%

2024 MAILING PROMOTIONS TECHNICAL INFORMATION

PROMOTION	PROMOTION PERIOD	CCR INCENTIVE CODE	ELIGIBLE MAIL CLASS/ PROCESSING CATEGORY	DISCOUNT CALCULATION
 PERSONALIZED COLOR TRANSPROMO	FEBRUARY 1 - JULY 31, 2024	CP	First-Class Mail® presort & automation letters	Color Ink: 3% Discount off at Postage Statement line level
		CR	First-Class Mail® presort & automation letters	Color Ink w/Reply Mail: 4% Discount off at Postage Statement line level
 TACTILE, SENSORY AND INTERACTIVE	FEBRUARY 1 - JULY 31, 2024	SS	First-Class Mail® & Marketing Mail®	5% Discount off at Postage Statement line level
 EMERGING TECHNOLOGY	6 MONTHS (CONSECUTIVE)	ME	First-Class Mail® & Marketing Mail®	Emerging Technology: 3% Discount off at Postage Statement line level
		1X	First-Class Mail® & Marketing Mail®	Enhanced Emerging Technology: 4% Discount off at Postage Statement line level
 REPLY MAIL IMbA	JULY 1 - DECEMBER 31, 2024	—	First-Class Mail®	3% Discount off Static IMbA 6% Discount off Serialized IMbA
 INFORMED DELIVERY	AUGUST 1 - DECEMBER 31, 2024	PI	First-Class Mail® & Marketing Mail®	4% Discount for mailers at Postage Statement line level 0.5% Incentive for eDoc submitter
 RETARGETING	SEPTEMBER 1 - NOVEMBER 30, 2024	RG	First-Class Mail® Postcards	5% Discount off at Postage Statement line level