

2025 PROMOTIONS CALENDAR



Registration Period



Promotion Period

PROMOTIONS

DEC

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEPT

OCT

NOV

DEC

INTEGRATED TECHNOLOGY

3% Discount

Marketing Mail First Class Mail

PICK YOUR START DATE FOR 6 CONSECUTIVE MONTHS



TACTILE, SENSORY & INTERACTIVE

4% Discount

Marketing Mail First Class Mail

Registration Period DEC 15 JUL 31

Promotion Period FEB 1 JUL 31

CONTINUOUS CONTACT

3% Discount

Marketing Mail

Registration Period FEB 15 DEC 31

Promotion Period APR 1 DEC 31

REPLY MAIL IMbA™

3% OR 6% Discount

First Class Mail (2B1M only)

Registration Period MAY 15 DEC 31

Promotion Period JUL 1 DEC 31

FIRST-CLASS MAIL ADVERTISING

3% Discount

First Class Mail

Registration Period JUL 15 DEC 31

Promotion Period SEPT 1 DEC 31

Add-Ons | Additional discount to a promotion. Available all year long.








INFORMED DELIVERY

- + 1% to mailer
- + 0.5% credit to eDoc submitter

SUSTAINABILITY

+ 1%

2025 MAILING PROMOTIONS TECHNICAL INFORMATION

PROMOTION	PROMOTION PERIOD	CCR INCENTIVE CODE	ELIGIBLE MAIL CLASS/ PROCESSING CATEGORY	DISCOUNT CALCULATION
 INTEGRATED TECHNOLOGY	Pick your start date for 6 consecutive months	IT	First-Class Mail® & Marketing Mail®	3% Discount off at Postage Statement line level
 TACTILE, SENSORY, AND INTERACTIVE	February 1 – July 31	SS	First-Class Mail® & Marketing Mail®	4% Discount off at Postage Statement line level
 CONTINUOUS CONTACT	April 1 – December 31	CC	Marketing Mail®	3% Discount off at Postage Statement line level
 REPLY MAIL IMbA	July 1 – December 31	-	First-Class Mail® (QBRM only)	3% Discount off Static IMbA 6% Discount off Serialized IMbA
 FIRST-CLASS MAIL ADVERTISING	September 1 – December 31	FA	First-Class Mail®	3% Discount off at Postage Statement line level
ADD-ONS – In order to claim an Add-On, you must be eligible for and claim a Promotion (e.g., Integrated Technology). When claiming an Add-On utilize the correct Type I (Incentive) two letter characteristic code				
 SUSTAINABILITY – ADD ON	Available all year long	ST	First-Class Mail® & Marketing Mail®	1% Discount off at Postage Statement line level
 INFORMED DELIVERY – ADD ON	Available all year long	PI	First-Class Mail® & Marketing Mail®	1% Discount off for mailers at Postage Statement line level 0.5% credit to eDoc submitter