











# 2026 PROMOTIONS CALENDAR

 Registration Period 
  Promotion Period

PROMOTIONS	2025	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
<b>INTEGRATED TECHNOLOGY</b> 5% Discount Marketing Mail   First Class Mail	 NOV 15, 2025 <span style="float: right;">DEC 31</span>												
	 PICK YOUR START DATE FOR 6 CONSECUTIVE MONTHS <span style="float: right;">DEC 31</span>												
<b>TACTILE, SENSORY &amp; INTERACTIVE</b> 5% Discount Marketing Mail   First Class Mail	 OCT 15, 2025 <span style="float: right;">JUN 30</span>												
	 JAN 1 <span style="float: right;">JUN 30</span>												
<b>CONTINUOUS CONTACT</b> 5% Discount Marketing Mail	 FEB 15 <span style="float: right;">DEC 31</span>												
	 APR 1 <span style="float: right;">DEC 31</span>												
<b>FIRST-CLASS MAIL ADVERTISING</b> 5% Discount First Class Mail	 JUL 15 <span style="float: right;">DEC 31</span>												
	 SEPT 1 <span style="float: right;">DEC 31</span>												
<b>CATALOG INSIGHTS</b> 10% Discount Marketing Mail	 AUG 15, 2025 <span style="float: right;">JUN 30</span>												
	 OCT 1, 2025 <span style="float: right;">JUN 30</span>												

## Add-on & Upgrade | Additional discount to base/primary promotion all year long








### INFORMED DELIVERY

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

### SUSTAINABILITY

- + 1%

# 2026 MAILING PROMOTIONS TECHNICAL INFORMATION

PROMOTION	PROMOTION PERIOD	CCR INCENTIVE CODE	ELIGIBLE MAIL CLASS/ PROCESSING CATEGORY	DISCOUNT CALCULATION
 <b>INTEGRATED TECHNOLOGY</b>	Pick your start date for 6 consecutive months	IT	First-Class Mail® & Marketing Mail®	<b>5% Discount</b> off at Postage Statement line level
 <b>TACTILE, SENSORY, AND INTERACTIVE</b>	January 1 – June 30	SS	First-Class Mail® & Marketing Mail®	<b>5% Discount</b> off at Postage Statement line level
 <b>CONTINUOUS CONTACT</b>	April 1 – December 31	CC (Type C – Initial) (Type I – Follow-Up)	Marketing Mail®	<b>5% Discount</b> off at Postage Statement line level
 <b>FIRST-CLASS MAIL ADVERTISING</b>	September 1 – December 31	FA	First-Class Mail®	<b>5% Discount</b> off at Postage Statement line level
 <b>CATALOG INSIGHTS</b>	October 1, 2025 - June 30, 2026	CT	Marketing Mail®	<b>10% Discount</b> off at Postage Statement line level
<b>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 A (Add-On) two letter characteristic code.</b>				
 <b>SUSTAINABILITY – ADD ON</b>	Available all year long	ST	First-Class Mail® & Marketing Mail®	<b>1% Discount</b> off at Postage Statement line level
 <b>INFORMED DELIVERY – ADD ON</b>	Available all year long	PI	First-Class Mail® & Marketing Mail®	<b>1% Discount</b> off for mailers at Postage Statement line level <b>0.5% credit</b> to eDoc submitter