

2021 USPS Promotions Overview



	Registration Window	Mailing Window	Discount	How to Participate	Class	Our Services
Earned Value	Feb 15 - Mar 31	Apr 1 - Jun 30	\$0.02 rebate/ piece	Mailers who have Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail enclosures.	BRM, CRM	Options to perf/insert BRM pieces. New mailers get rebate on 100% of scans. Previous mailers must meet 95% of 2020 scans.
Tactile, Sensory and Interactive	Dec 15, 2020 - Jul 31	Feb 1 - Jul 31	2%	Use specialty ink, specialty paper, sound chips or interactive folds to more actively engage the consumer.	Standard, Nonprofit letters and flats	Tactile coatings including dimensional, soft touch, grit, glitter, raised UV or embossing.
Emerging and Advanced Technology	Jan 15 - Aug 31	Mar 1 - Aug 31	2%	Incorporate any of the following technologies: NFC, Video in Print, Beacon, enhanced augmented reality (AR) or virtual reality.	Presort First-Class Mail®, Standard, Nonprofit letters, cards and flats	Video in print, enhanced AR, online follow-up.
Informed Delivery	Jul 15 - Nov 30	Sep 1 - Nov 30	2%	Execute a campaign that includes a representative image and a click-able call to action.	Presort First-Class Mail, Marketing Mail, Nonprofit letters and flats	Registered users receive a custom image with a click-able call to action in their email the day the piece drops.
Personalized Color Transpromo	May 15 - Dec 31	Jul 1 - Dec 31	2%	Full color variable messages onto statements or invoices. Four-color logo's, pre-printed shells, payment status are ineligible.	First-Class Mail letter part of Full Service	4-color personalization on multiple devices.* First class invoices and statements only. <small>*Please see USPS program guide for official rules and regulations</small>
Mobile Shopping	Jun 15 - Dec 31	Aug 1 - Dec 31	2%	Must have a mobile optimized website with physical products to purchase.	Standard, Nonprofit letters and flats	Can image any barcode or digital watermark on mail piece.

2021 USPS Promotions Calendar



First-Class Mail

Marketing Mail and First-Class Mail

Marketing Mail

Month	First-Class Mail	Marketing Mail and First-Class Mail	Marketing Mail
DEC '20			
JAN			Tactile, Sensory & Interactive Engagement
FEB	Earned Value	Emerging & Advanced Technology	
MAR	Registration Feb 15 - Mar 31		Registration Dec 15 - Jul 31
APR	Promotion Period (3 months) Apr 1 - Jun 30	Registration Jan 15 - Aug 31	Promotion Period (6 months) Feb 1 - Jul 31
MAY		Promotion Period (6 months) Mar 1 - Aug 31	
JUN	Personalized & Preprinted Color Transpromo		Mobile Shopping
JUL			
AUG			Registration Jun 15 - Dec 31
SEP			Promotion Period (5 months) Aug 1 - Dec 31
OCT			
NOV			
DEC			