



## United States Postal Service

# 2024 promotion and discount 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
 <b>Tactile, sensory and interactive</b>													
	Dec 15		Feb 1					Jul 31					
 <b>Personalized color transpromo</b>													
	Dec 15		Feb 1					Jul 31					
 <b>Emerging technology</b> (now includes Mobile Shopping)	 <b>6 Months</b>												
 <b>Reply mail IMbA™</b>													
						May 15		Jul 1					Dec 31
 <b>Informed delivery®</b>													
							Jun 15	Aug 1					Dec 31
 <b>Retargeting</b>													
								Jul 15	Sep 1			Nov 30	



## 2024 Promotions – what’s new

### Tactile, sensory, interactive

- + **Discount:**  
Increase
- + **New eligibility:**  
Scent on the outside of the envelope

5%

Discount



### Personalized color transpromo

- + **Timeframe:**  
Moved from Jul – Dec to Feb – Jul
- + **Eligibility:**  
Add CRM/BRM inclusion incentive
- + **Discount:**  
Add tier for reply mail inclusion

3% or 4%

Discount



### Emerging technology (Now includes mobile shopping)

- + Combined promotions
- + **Timeframe:**  
6 consecutive months
- + **Discount:**  
Increase tier pricing

Start and end dates are linked to a mailer’s Customer Registration ID (CRID) and will be tracked so all credits claiming a discount can only be used during the eligible 6-month maximum campaign period.

3% or 4%

Discount



### Reply mail IMbA™

- + Encourage reply mail customers to adopt IMbA static or serialized barcodes.

3% or 6%

Discount

(on inbound reply mailpiece scanned)



### Informed delivery®

- + Incentive for eDoc submitters

4%

Discount Mailers

0.5%

eDoc Submitter



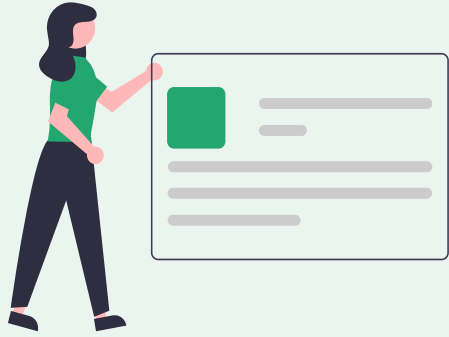
### Retargeting

- + Incentivizes marketers to send out a postcard to a recent website or mobile app visitor that didn’t convert.

5%

Discount





# 2024 Mailing promotions

## Technical information

Promotions	Promotion period	Eligible mail class/processing category	Discount calculation
Personalized color transpromo	February 1 - July 31, 2024	First-Class Mail® presort & automation letters	<b>Color Ink:</b> 3% Discount off at Postage Statement line level
		First-Class Mail® presort & automation letters	<b>Color Ink w/Reply Mail:</b> 4% Discount off at Postage Statement line level
Tactile, sensory and interactive	February 1 - July 31, 2024	First-Class Mail® & Marketing Mail®	5% Discount off at Postage Statement line level
Emerging technology (now includes Mobile Shopping)	6 Months Period  Start date begins on the first mail date claiming the discount and must run for up to 6 consecutive months during the January 1 - December 31, 2024 calendar year.	First-Class Mail® & Marketing Mail®	<b>Emerging Technology:</b> 3% Discount off at Postage Statement line level
		First-Class Mail® & Marketing Mail®	<b>Enhanced Emerging Technology:</b> 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	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	First-Class Mail® Postcards	5% Discount off at Postage Statement line level