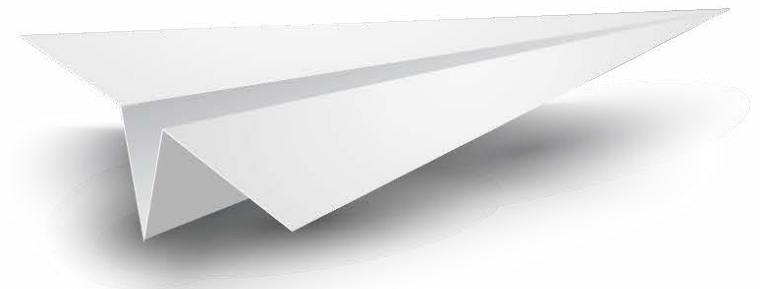
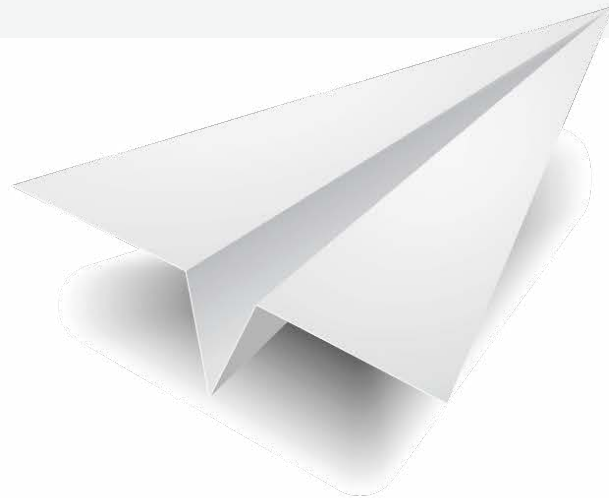
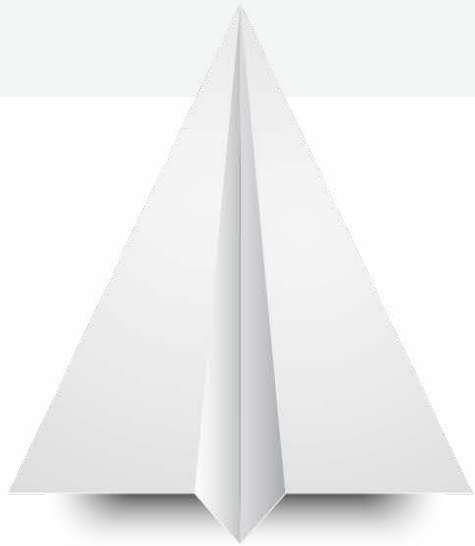




2025 Promotions Calendar


United States Postal Service



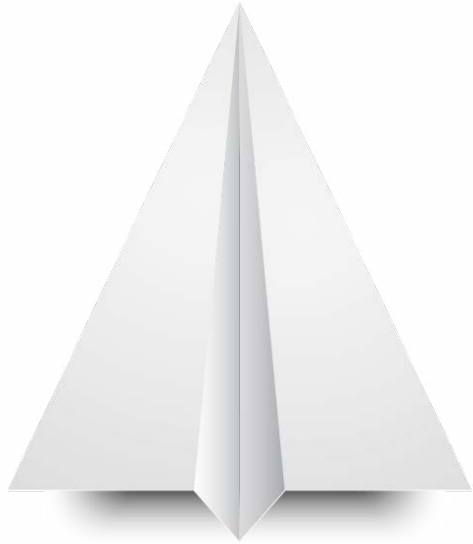
2025 Promotions calendar















 USPS Marketing Mail® and First Class® Mail Products

 First-Class® Mail Service

 Registration Period

 Promotion Period



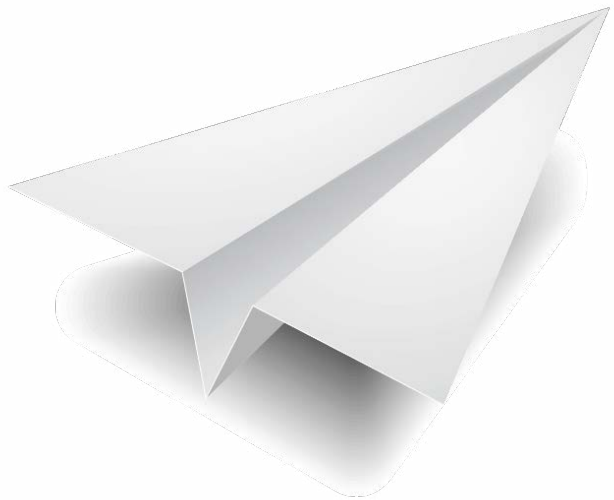
Promotions	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Integrated Technology 3% Discount  	Pick your start date for 6 consecutive months												
Tactile, sensory and Interactive 4% Discount  		<div style="background-color: #ffe4c4; padding: 5px;">Dec 15</div> <div style="background-color: #d2b48c; padding: 5px;">Jul 31</div>											
Continuous contact 3% Discount 	<div style="background-color: #ffe4c4; padding: 5px;">  Feb 15 </div> <div style="background-color: #d2b48c; padding: 5px;">  April 1 </div> <div style="background-color: #d2b48c; padding: 5px;">Dec 31</div>												
Reply mail IMbA™ 3% or 6% Discount (QBRM only) 	<div style="background-color: #ffe4c4; padding: 5px;">  May 15 </div> <div style="background-color: #d2b48c; padding: 5px;">  Jul 1 </div> <div style="background-color: #d2b48c; padding: 5px;">Dec 31</div>												
First-class mail advertising 3% Discount 	<div style="background-color: #ffe4c4; padding: 5px;">  Jul 15 </div> <div style="background-color: #d2b48c; padding: 5px;">  Sep 1 </div> <div style="background-color: #d2b48c; padding: 5px;">Dec 31</div>												

Add-ons | Additional discounts 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



Promotions	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	N/A	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