

# 2024 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	
TACTILE, SENSORY AND INTERACTIVE	DEC 15		FEB 1					JUL 31						
PERSONALIZED COLOR TRANSPROMO	DEC 15		FEB 1					JUL 31						
EMERGING TECHNOLOGY				← 6 MONTHS →										
REPLY MAIL IMbA™						MAY 15		JUL 1					DEC 31	
INFORMED DELIVERY®							JUN 15		AUG 1				DEC 31	
RETARGETING								JUL 15		SEPT 1			NOV 30	

# 2024 PROMOTIONS WHAT'S NEW



## EMERGING AND ADVANCED TECHNOLOGY

- Timeframe: Choose your start date (maximum 6 consecutive months in CY 2024)
- Voice Assistant: Audio File Required
- Mobile Shopping will change in 2025

DISCOUNT: 3% OR 4%



## TACTILE, SENSORY, INTERACTIVE

- MDA review process (new address for physical samples)
- Peel and Reveal now eligible
- Buckslips no longer qualify
- Gloss stock will qualify in 2024, but not in the future

DISCOUNT: 5%



## PERSONALIZED COLOR TRANSPROMO

- Make bills and statements more fun and impactful by using color and marketing to highlight your message

DISCOUNT: 3% OR 4%



## REPLY MAIL IMBA™

- Encourages Qualified Business Reply mail (QBRM) and High volume QBRM customers to adopt IMbA™

DISCOUNT: 3% OR 6%



## INFORMED DELIVERY®

- Digital mailpiece will be required for each submission

DISCOUNT MAILERS: 4%

eDoc SUBMITTER: 0.5%









## RETARGETING

- Retargeting Technology Solution authorization letter will now be automated using the Mailing Promotions Portal

DISCOUNT: 5%

# 2024 MAILING PROMOTIONS TECHNICAL INFORMATION

PROMOTION	PROMOTION PERIOD	CCR INCENTIVE CODE	ELIGIBLE MAIL CLASS/ PROCESSING CATEGORY	DISCOUNT CALCULATION
 <b>PERSONALIZED COLOR TRANSPROMO</b>	FEBRUARY 1 - JULY 31, 2024	CP	First-Class Mail® presort & automation letters	<b>Color Ink:</b> 3% Discount off at Postage Statement line level
		CR	First-Class Mail® presort & automation letters	<b>Color Ink w/Reply Mail:</b> 4% Discount off at Postage Statement line level
 <b>TACTILE, SENSORY AND INTERACTIVE</b>	FEBRUARY 1 - JULY 31, 2024	SS	First-Class Mail® & Marketing Mail®	5% Discount off at Postage Statement line level
 <b>EMERGING TECHNOLOGY</b>	6 MONTHS (CONSECUTIVE)	ME	First-Class Mail® & Marketing Mail®	<b>Emerging Technology:</b> 3% Discount off at Postage Statement line level
		1X	First-Class Mail® & Marketing Mail®	<b>Enhanced Emerging Technology:</b> 4% Discount off at Postage Statement line level
 <b>REPLY MAIL IMbA</b>	JULY 1 - DECEMBER 31, 2024	—	First-Class Mail®	3% Discount off Static IMbA 6% Discount off Serialized IMbA
 <b>INFORMED DELIVERY</b>	AUGUST 1 - DECEMBER 31, 2024	PI	First-Class Mail® & Marketing Mail®	4% Discount for mailers at Postage Statement line level 0.5% Incentive for eDoc submitter
 <b>RETARGETING</b>	SEPTEMBER 1 - NOVEMBER 30, 2024	RG	First-Class Mail® Postcards	5% Discount off at Postage Statement line level