

# 2025 PROMOTIONS CALENDAR

 Registration Period
  Promotion Period

PROMOTIONS      DEC      JAN      FEB      MAR      APR      MAY      JUN      JUL      AUG      SEPT      OCT      NOV      DEC

**INTEGRATED TECHNOLOGY**  
 3% Discount  
 Marketing Mail | First Class Mail


PICK YOUR START DATE FOR 6 CONSECUTIVE MONTHS










**TACTILE, SENSORY & INTERACTIVE**  
 4% Discount  
 Marketing Mail | First Class Mail

 DEC 15      JUL 31


 FEB 1      JUL 31


**CONTINUOUS CONTACT**  
 3% Discount  
 Marketing Mail

 FEB 15      DEC 31


 APR 1      DEC 31


**REPLY MAIL IMbA™**  
 3% OR 6% Discount  
 First Class Mail (GBFM only)

 MAY 15      DEC 31

 JUL 1      DEC 31

**FIRST-CLASS MAIL ADVERTISING**  
 3% Discount  
 First Class Mail

 JUL 15      DEC 31






 SEPT 1      DEC 31

Add-Ons | Additional discount 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

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®	3% Discount off at Postage Statement line level
 <b>TACTILE, SENSORY, AND INTERACTIVE</b>	February 1 – July 31	SS	First-Class Mail® & Marketing Mail®	4% Discount off at Postage Statement line level
 <b>CONTINUOUS CONTACT</b>	April 1 – December 31	CC	Marketing Mail®	3% Discount off at Postage Statement line level
 <b>REPLY MAIL IMbA</b>	July 1 – December 31	N/A	First-Class Mail® (QBRM only)	3% Discount off Static IMbA 6% Discount off Serialized IMbA
 <b>FIRST-CLASS MAIL ADVERTISING</b>	September 1 – December 31	FA	First-Class Mail®	3% Discount off at Postage Statement line level