

# 2022 USPS PROMOTIONS CALENDAR

USPS Promotions encourage marketers, printers, and mailers to try out new technology and print techniques that drive higher customer engagement and response rates and increase return on investment in mail. By incentivizing the use of these technologies through discounts, the Postal Service is helping to increase the value of direct mail and ensuring its continued place in the modern communications and marketing landscape.

For 2022, USPS is offering the Promotions detailed at right.



## TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT

Encourages mailers to enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.

- **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats
- **DISCOUNT** 4%



## EMERGING AND ADVANCED TECHNOLOGY

Encourages mailers to incorporate emerging technologies such as Enhanced AR, VR/MR, NFC, Video in Print, multichannel mail integration with voice assistants.

- **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats
- **DISCOUNT** 2%-3%



## EARNED VALUE REPLY MAIL

Encourages mailers to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail envelopes and cards by providing a financial benefit when customers put those pieces back into the mailstream.

- **ELIGIBILITY** Credits may be applied to postage for qualifying First-Class and Marketing Mail letters & flats, and must be used by December 31, 2022.
- **DISCOUNT** \$0.02 credit per counted reply and/or share mail piece



## PERSONALIZED COLOR TRANSPROMO

Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging to improve connection to and response from customers.

- **ELIGIBILITY** Qualifying First-Class Mail presort and automation letters (bills and statements)
- **DISCOUNT** 3%



## INFORMED DELIVERY

Encourages mailers to use USPS' Informed Delivery omni-channel feature. Participants must create Informed Delivery campaigns through the Portal or submit elements through eDoc submission and develop campaigns that meet best-practice requirements.

- **ELIGIBILITY** Qualifying automation Marketing Mail letters and flats; qualifying automation First-Class Mail letters, cards, and flats
- **DISCOUNT** 4%



## MOBILE SHOPPING

Encourages mailers to integrate mobile technologies that facilitate convenient, seamless online shopping experiences. Many new mobile technologies can be leveraged to qualify for this promotion.

- **ELIGIBILITY** Qualifying Marketing Mail letters and flats
- **DISCOUNT** 2%

# PROMOTION AND REGISTRATION DATES

Registration Period
  Promotion Period

PROMOTIONS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
<b>TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT</b>	DEC 15 ..... JUL 31	FEB 1 ..... JUL 31										
<b>EMERGING AND ADVANCED TECHNOLOGY</b>	JAN 15 ..... AUG 31		MAR 1 ..... AUG 31									
<b>EARNED VALUE REPLY MAIL</b>		FEB 15 ..... MAR 31		APR 1 ..... JUN 30								
<b>PERSONALIZED COLOR TRANSPROMO</b>					MAY 15 ..... DEC 31		JUL 1 ..... DEC 31					
<b>INFORMED DELIVERY</b>						JUN 15 ..... DEC 31		AUG 1 ..... DEC 31				
<b>MOBILE SHOPPING</b>							JUL 15 ..... DEC 31		SEPT 1 ..... DEC 31			

For more information, visit: [postalpro.usps.com/promotions](https://postalpro.usps.com/promotions)