

2022 USPS MAILING PROMOTIONS

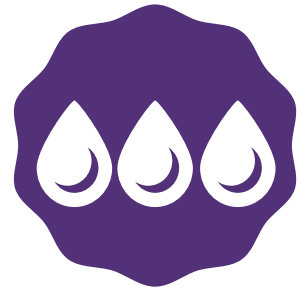
Take advantage of these promotions to realize cost saving on your 2021 mailings!

BEST FIT PROMOTIONS FOR NONPROFIT MAILERS:

TACTILE, SENSORY & INTERACTIVE MAILPIECE ENGAGEMENT PROMOTION

- Registration Period: December 15, 2021 – July 31, 2022
- Promotion Period: February 1, 2022 – July 31, 2022

This promo offers up to **4% postage discount** on mailpieces that qualify! Engage your recipients in a multi-sensory experience through special visual effects, sound, scent, texture/tactile treatments, and even taste. Interactive features (such as pop-ups, infinite folds, or other dimensional treatments) also help drive engagement!



EARNED VALUE REPLY MAIL PROMOTION

- Registration Period: February 15, 2022 – March 31, 2022
- Promotion Period: April 1, 2022 – June 30, 2022

Earn **future postage credits** for each BRM/CRM mailpiece scanned, with an Intelligent Mail Barcode (IMb), throughout this promotional period.

MOBILE SHOPPING PROMOTION

- Registration Period: June 15, 2022 – December 31, 2022
- Promotion Period: August 1, 2022 – December 31, 2022

An upfront **2% postage discount** on mailpieces that include a mobile barcode or print/mobile technology that can be read or scanned by a mobile device and leads the recipient to a mobile-optimized shopping website or the ability to complete a financial transaction. *NOTE: Charitable giving does qualify for this promotion! Be sure to mail a hard copy certificate, voucher or thank you note to the donor, or make sure your mailpieces contain a BRM or CRM enclosure.*



INFORMED DELIVERY PROMOTION

- Registration Period: July 15, 2022 – December 31, 2022
- Promotion Period: September 1, 2022 – December 31, 2022

Earn up to **4% in postage discounts** for mailings that incorporate Informed Delivery campaigns as a component of their mailings. Your PS team is prepared to get you set up to take advantage of this promotion!

Reach out to your PS team to take advantage of these promos!

