

USPS PROMOTIONS CALENDAR

2022

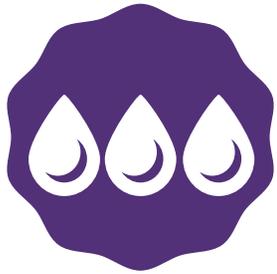
REGISTRATION PERIOD

PROMO PERIOD

| PROMO NAME | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | SAVINGS* |
|--|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|
| TACTILE, SENSORY AND INTERACTIVE MAIL PIECE ENGAGEMENT | Registration: DEC 15 - JUL 31 | | | | | | | | | | | | UP TO 4% DISCOUNT |
| | Promo Period: FEB 1 - JUL 31 | | | | | | | | | | | | |
| EMERGING AND ADVANCED TECHNOLOGY | Registration: JAN 15 - AUG 31 | | | | | | | | | | | | UP TO 3% DISCOUNT |
| | Promo Period: MAR 1 - AUG 31 | | | | | | | | | | | | |
| EARNED VALUE REPLY MAIL | Registration: FEB 15 - MAR 31 | | | | | | | | | | | | UP TO 2¢ per counted reply and/or share mail piece CREDIT |
| | Promo Period: APR 1 - JUN 30 | | | | | | | | | | | | |
| PERSONALIZED COLOR TRANSPROMO | Registration: MAY 15 - DEC 31 | | | | | | | | | | | | UP TO 3% DISCOUNT |
| | Promo Period: JUL 1 - DEC 31 | | | | | | | | | | | | |
| INFORMED DELIVERY | Registration: JUN 15 - DEC 31 | | | | | | | | | | | | UP TO 4% DISCOUNT |
| | Promo Period: AUG 1 - DEC 31 | | | | | | | | | | | | |
| MOBILE SHOPPING | Registration: JUL 15 - DEC 31 | | | | | | | | | | | | UP TO 2% DISCOUNT |
| | Promo Period: SEP 1 - DEC 31 | | | | | | | | | | | | |

*Approval and acceptance needs to be confirmed by the USPS prior to mailing. Savings percentages are estimates that will be confirmed at the time of mailing and are not guaranteed.

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 Business Reply Mail (BRM) or Courtesy Reply Mail (CRM) mail piece scanned, with an Intelligent Mail Barcode (IMb), throughout this promotional period.



INFORMED DELIVERY PROMOTION

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



MOBILE SHOPPING PROMOTION

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.

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

Up to **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.



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

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