



USPS PROMOTIONS CALENDAR



2024

		REGISTRATION PERIOD					PROMO PERIOD					PRODUCTION SOLUTIONS®		2022	
PROMO NAME		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	MAXIMUM SAVINGS*	
TACTILE, SENSORY AND INTERACTIVE MAIL PIECE ENGAGEMENT		Registration: Dec 15, 2022 – JUL 31												UP TO 5% DISCOUNT	
		Promo Period: FEB 1 – JUL 31													
PERSONALIZED COLOR TRANSPROMO		Registration: Dec 15, 2022 – JUL 31												UP TO 3-4% DISCOUNT	
		Promo Period: FEB 1 – JUL 31													
EMERGING TECHNOLOGY & MOBILE SHOPPING (UPDATED)		Any Consecutive 6-Month Period, Starting with the First Maildate and Continuing for 6 Months or Until the End of the Year													UP TO 3-4% DISCOUNT
REPLY MAIL IMBA							Registration: MAY 15 – DEC 31							UP TO 3-6% DISCOUNT	
							Promo Period: JUL 1 – DEC 31								
INFORMED DELIVERY							Registration: JUN 15 – DEC 31							UP TO 4% DISCOUNT	
							Promo Period: AUG 1 – DEC 31								
RETARGET								Registration: JUL 15 – NOV 30					UP TO 5% DISCOUNT		
								Promo Period: SEP 1 – NOV 30							