



USPS PROMOTIONS CALENDAR



2024

REGISTRATION PERIOD

PROMO PERIOD

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, 2023 - JUL 31												UP TO 5% DISCOUNT
	Promo Period: FEB 1 - JUL 31												
PERSONALIZED COLOR TRANSPROMO	Registration: Dec 15, 2023 - 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. Further details forthcoming from USPS.												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												