



# USPS PROMOTIONS CALENDAR



2025

|                                                         |  | REGISTRATION PERIOD                                                                                                        |                               |                              |                               | PROMO PERIOD |     |                               |                                           | A MOORE COMPANY<br>PRODUCTIONSOLUTIONS.COM |     |     | 2025 |                      |                       |  |
|---------------------------------------------------------|--|----------------------------------------------------------------------------------------------------------------------------|-------------------------------|------------------------------|-------------------------------|--------------|-----|-------------------------------|-------------------------------------------|--------------------------------------------|-----|-----|------|----------------------|-----------------------|--|
| PROMO NAME                                              |  | JAN                                                                                                                        | FEB                           | MAR                          | APR                           | MAY          | JUN | JUL                           | AUG                                       | SEP                                        | OCT | NOV | DEC  | MAXIMUM SAVINGS*     |                       |  |
| INTEGRATED TECHNOLOGY<br>(FORMERLY EMERGING TECHNOLOGY) |  | 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%<br>DISCOUNT |                       |  |
| TACTILE, SENSORY<br>AND INTERACTIVE                     |  | Registration: DEC 15, 2024 - JUL 31                                                                                        |                               |                              |                               |              |     |                               |                                           |                                            |     |     |      | UP TO 4%<br>DISCOUNT |                       |  |
|                                                         |  |                                                                                                                            | Promo Period: FEB 1 - JUL 31  |                              |                               |              |     |                               |                                           |                                            |     |     |      |                      |                       |  |
| CONTINUOUS CONTACT<br>(NEW!)                            |  |                                                                                                                            | Registration: FEB 15 - DEC 31 |                              |                               |              |     |                               |                                           |                                            |     |     |      |                      | UP TO 3%<br>DISCOUNT  |  |
|                                                         |  |                                                                                                                            |                               | Promo Period: APR 1 - DEC 31 |                               |              |     |                               |                                           |                                            |     |     |      |                      |                       |  |
| REPLY MAIL IMBA                                         |  |                                                                                                                            |                               |                              | Registration: MAY 15 - DEC 31 |              |     |                               |                                           |                                            |     |     |      |                      | 3-6%<br>DISCOUNT      |  |
|                                                         |  |                                                                                                                            |                               |                              |                               |              |     | Promo Period: JUL 1 - DEC 31  |                                           |                                            |     |     |      |                      |                       |  |
| FIRST CLASS MAIL<br>ADVERTISING (NEW!)                  |  |                                                                                                                            |                               |                              |                               |              |     | Registration: JUL 15 - DEC 31 |                                           |                                            |     |     |      | UP TO 3%<br>DISCOUNT |                       |  |
|                                                         |  |                                                                                                                            |                               |                              |                               |              |     |                               | Promo Period: SEP 1 - DEC 31              |                                            |     |     |      |                      |                       |  |
| CATALOG INSIGHTS**<br>(NEW)                             |  |                                                                                                                            |                               |                              |                               |              |     |                               | Registration: AUG 15, 2025 - JUN 30, 2026 |                                            |     |     |      |                      | UP TO 10%<br>DISCOUNT |  |
|                                                         |  |                                                                                                                            |                               |                              |                               |              |     |                               |                                           | Promo Period: OCT1, 2025 - JUN 30, 2026    |     |     |      |                      |                       |  |

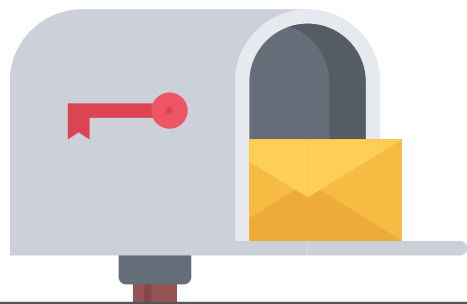
ADD-ON DISCOUNTS AVAILABLE ALL YEAR LONG TO STACK WITH A BASE PROMOTION

INFORMED DELIVERY: 1% | SUSTAINABILITY (NEW): 1%

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\*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.

\*\*Must meet definition/characteristics of a catalog.



# USPS PROMOTIONS CALENDAR



2026

|                                                                                  |                                                                                                                                                              |     |     |     |     |              |     |     |     |     |                                                                                                             |     |                    |
|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----|-----|-----|--------------|-----|-----|-----|-----|-------------------------------------------------------------------------------------------------------------|-----|--------------------|
|  | REGISTRATION PERIOD                                                                                                                                          |     |     |     |     | PROMO PERIOD |     |     |     |     |  PRODUCTIONSOLUTIONS.COM |     | 2026               |
| PROMO NAME                                                                       | JAN                                                                                                                                                          | FEB | MAR | APR | MAY | JUN          | JUL | AUG | SEP | OCT | NOV                                                                                                         | DEC | MAXIMUM SAVINGS*   |
| INTEGRATED TECHNOLOGY                                                            | Any Consecutive 6-Month Period, Starting with the First Maildate and Continuing for 6 Months or Until the End of the Year. Registration begins NOV 15, 2025. |     |     |     |     |              |     |     |     |     |                                                                                                             |     | UP TO 5% DISCOUNT  |
| TACTILE, SENSORY AND INTERACTIVE                                                 | Registration: OCT 15, 2025 – JUN 30                                                                                                                          |     |     |     |     |              |     |     |     |     |                                                                                                             |     | UP TO 5% DISCOUNT  |
| CONTINUOUS CONTACT                                                               | Registration: FEB 15 – DEC 31                                                                                                                                |     |     |     |     |              |     |     |     |     |                                                                                                             |     | UP TO 5% DISCOUNT  |
| FIRST CLASS MAIL ADVERTISING                                                     | Registration: JUL 15 – DEC 31                                                                                                                                |     |     |     |     |              |     |     |     |     |                                                                                                             |     | UP TO 5% DISCOUNT  |
| CATALOG INSIGHTS**<br>(NEW)                                                      | Registration: AUG 15, 2025 – JUN 30, 2026                                                                                                                    |     |     |     |     |              |     |     |     |     |                                                                                                             |     | UP TO 10% DISCOUNT |

ADD-ON DISCOUNTS AVAILABLE ALL YEAR TO STACK WITH A BASE PROMOTION: INFORMED DELIVERY: 1% | SUSTAINABILITY: 1% 2026 Add-On registration begins Nov 15, 2025

2026 MAIL GROWTH INCENTIVE: ENROLL BEFORE JUNE 2026 FOR A 30% POSTAGE CREDIT ON ANYTHING OVER 2025 ANNUAL VOLUME! \*\*\*

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\*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.

\*\*Must meet definition/characteristics of a catalog. \*\*\*Mail volume must exceed 1 million pieces to qualify.

# PROMOTION AND INCENTIVE DETAILS



## INTEGRATED TECHNOLOGY PROMOTION

Encourages the use of advanced technologies, such as augmented reality (AR), virtual reality (VR), artificial intelligence (AI) and near-field communication (NFC), in mailpieces to enhance customer engagement, offering a postage discount of up to 3%.

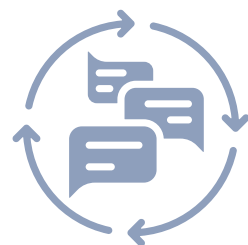
- **2025:** QR Codes leading to a shopping or donation page can be added to the mailing; however, they cannot be on the reply envelope or reply device.
- **2026:** Early reports are that QR codes will be eligible for this promotion in 2026, but the final decision is pending. Discount increases to up to 5%.



## TACTILE, SENSORY & INTERACTIVE PROMOTION

Promotes mailpieces that incorporate specialty inks, textures, scents, and interactive elements to create a multi-sensory experience, providing a postage discount of up to 4%.

- **2025:** Promotion ends July 31.
- **2026:** Discount increases to up to 5%.



## CONTINUOUS CONTACT PROMOTION

Rewards marketers who send sequential, complementary mailings to the same recipients, fostering ongoing engagement. The first mailing in the series does not receive the discount, but it must be mailed during the promotion period. Second (and third, fourth, etc) can receive the discount. Requesting a donation is considered a “complimentary” theme in the follow-up mailings.

- **2025:** Up to 3% discount.
- **2026:** Discount increases to up to 5%.



## REPLY MAIL IMBA™ PROMOTION

Incentivizes the adoption of Intelligent Mail® barcode Accounting (IMbA®) for Qualified Business Reply Mail™, offering a 3% discount for static barcodes and 6% for serialized barcodes.

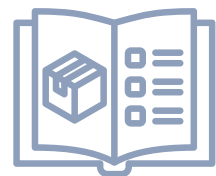
- **2025:** Runs until the end of December but will not be renewed for 2026.



## FIRST-CLASS MAIL ADVERTISING PROMOTION

Encourages the use of First-Class Mail® for advertising purposes, providing a 3% postage discount on eligible mailings.

- **2025:** Include a marketing message on First Class mail to receive the discount.
- **2026:** Discount increase to up to 5%



## CATALOG INSIGHTS PROMOTION

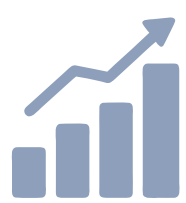
Designed to encourage catalog mailers to use content-rich catalogs to drive customer engagement. Eligible mailings will receive a discount of up to 10% on Marketing Mail catalogs, defined as a 12-page booklet (front and back are considered two pages) or more, containing a listing of products or services for sale. Enrollment will begin in August 2025, with the promotion starting for mailings in October 2025 and continuing through June 2026.



## ADD-ON PROMOTIONS

Need to be combined with a main promotion (Reply Mail IMbA and Mail Growth Incentive excluded). Both add-ons can be combined with the same mailing, as long as they are part of a main promotion.

- **Informed Delivery® Add-On:** Offers a 1% discount on mailpieces that integrate digital campaign elements via Informed Delivery®, with an additional 0.5% credit for electronic documentation submitters.
- **Sustainability Add-On:** Provides a 1% discount for mailings that utilize paper from certified, responsible sources, promoting environmentally conscious practices.



## 2026 MAIL GROWTH INCENTIVE

Provides a 30% postage credit to any volume that exceeds a mail owner's 2025 volume. Also needs to exceed 1MM pieces. The enrollment process can be lengthy! Ideally, mailers should initiate the enrollment by the end of April and complete it by the end of June, 2026.

# USPS PROMOS STRATEGY

## RECOMMENDATIONS

- ◆ If you are running mail with multiple partners, make sure all of your direct mail teams are aware of when you want to run promotions.
- ◆ The USPS offers these promotions to promote the mail. If you add language that discourages the mail ("Go Paperless," for example), it will be denied the discount.
- ◆ A few of the promotions are a great way to integrate your direct mail and digital programs. However, if you are not seeing digital gifts come in, these promotions are still a win as they bring postage savings.
- ◆ Embossed envelope stocks or zip strips on your carrier can be a cost effective way to take advantage of the Tactile/Interactive promotion.
- ◆ When selecting promotions, consider both the content of your mailings and how to maximize discounts during peak volume. Look for easily repeatable techniques that will qualify for the discount and can be applied to multiple mailings.
- ◆ Planning to try a new eligible technique in 2026? See if you can still test it in 2025 to understand if response rates are affected before rolling it out.

## ROADMAP

- 1 Evaluate your mail plan and identify the mailings that will qualify for the promotions.
- 2 Use our handy USPS Promotions Calendar.
- 3 Allow time in your schedule to change art & produce samples to send to the USPS for approvals.
- 4 Maximize savings by participating at times of peak mail volume.

