



2026 USPS Promotions Power Hour

December 18, 2025



Welcome

Your Presenter



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Associate Director of Postal Affairs

Webinar info

- This session is recorded, recording and presentation link will be sent 24 hours after the webinar.
- Ask questions in the chat and we will answer them as we go.
- Our goal = 50-55 min presentation leaving time for additional questions.

USPS Promotions & Incentive Program

USPS Promotions & Incentive Program

- ✓ USPS wants to enhance the value of mail with technology & new print techniques
- ✓ Offers valuable opportunity to reduce mailing costs and help promote attention-grabbing formats
- ✓ Updates each year encouraging mailers to make the most of how customers interact and engage with mail

How much can you save?

2024 Savings

| INFORMED DELIVERY PROMO | TACTILE, SENSORY & INTERACTIVE PROMO | INTEGRATED TECHNOLOGY PROMO | REPLY MAIL IMBA PROMO | MAIL VOLUME GROWTH INCENTIVE |
|------------------------------------|---|------------------------------------|----------------------------------|--|
| 67 clients participated, saving | 36 clients participated, saving | 39 clients participated, saving | 1 client participated, saving | 17 clients participated, earning credits of |
| \$1,700,000 | \$367,000 | \$325,000 | \$4,453 | \$1,100,000 |

2024 Total: \$3,496,453

2025 YTD: \$2,421,031

Saved Through USPS Promotions!

(Mail Growth Incentive savings won't be determined until the end of January 2026)

New in 2026 – MINOR CHANGES

- ✓ **ALL PROMOTIONS** – Main discount amounts increase to at least 5%!!
- ✓ **(NEW) Catalog Insights Promotion** – Started Oct 1, 2025! Up to 10% Promotion discount!
- ✓ **Integrated Technology Promotion** – *Two new eligible AI techniques! Lock in your 6-mo's at enrollment*
- ✓ **Tactile, Sensory, and Interactive Promotion** – Promotion timing moving one month earlier. Starts January 1!
- ✓ **Continuous Contact, and both Add-on Promotions** – *BACK for 2026! Same rules as 2025*
- ✓ **Mail Growth Incentive** – *BACK for 2026!*
- ✓ **Reply Mail IMbA Promotion** – *REMOVED for 2026*
- ✓ **First Class Mail Advertising Promotion** – *BACK for 2026! Same rules as 2025*



USPS PROMOTIONS CALENDAR

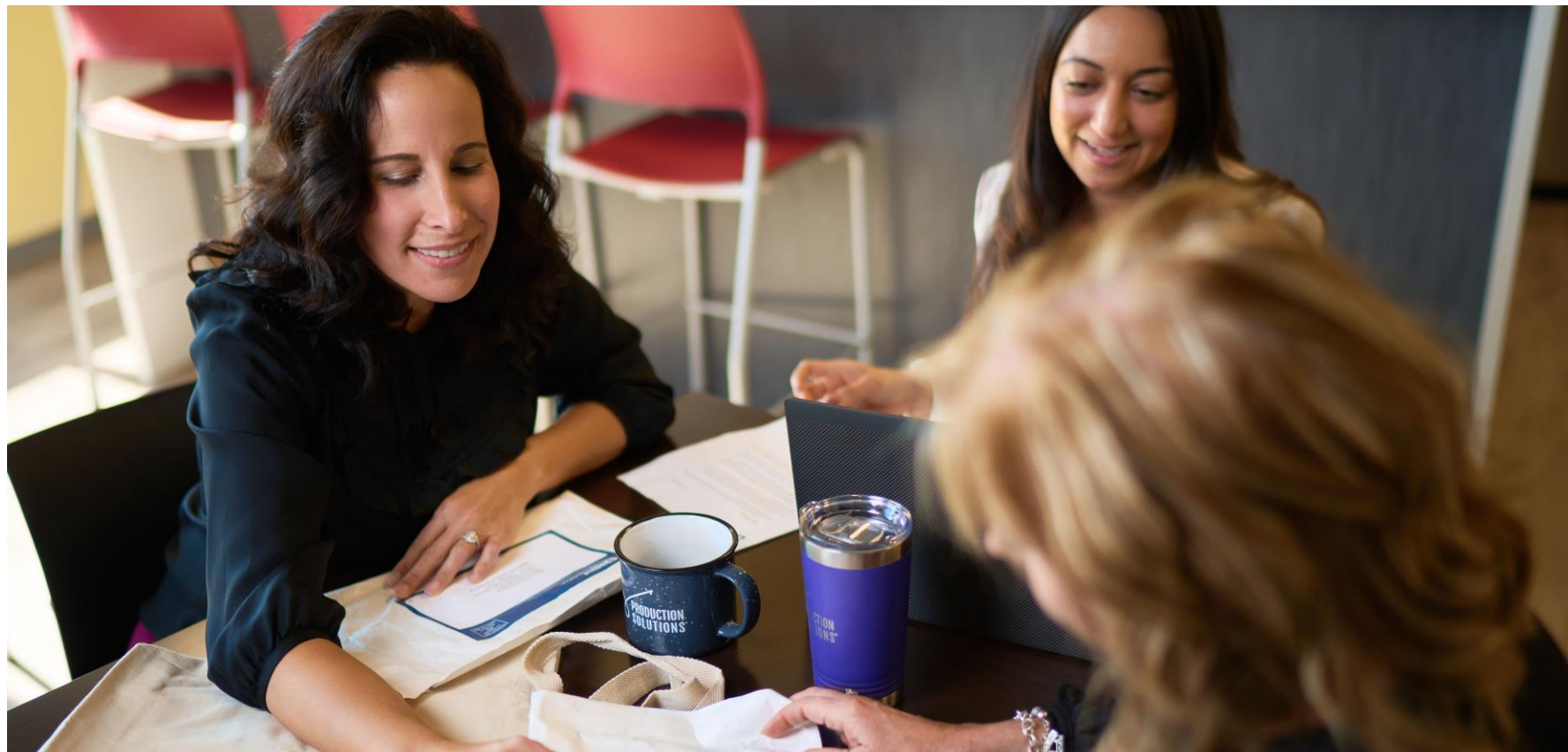


2026

| | | | | | | | | | | | | | |
|----------------------------------|--|-----|-------------------------------|-----|--------------|--|-------------------------------|-----|---|------------------------------|-----|-------------------|--------------------|
| | REGISTRATION PERIOD | | | | PROMO PERIOD | | | | SOLUTIONS A MOORE COMPANY 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 | | | | | Promo Period: JAN 1 – JUN 30 | | | | | | | UP TO 5% DISCOUNT |
| | | | | | | | | | | | | | |
| CONTINUOUS CONTACT | | | Registration: FEB 15 – DEC 31 | | | | | | | | | UP TO 5% DISCOUNT | |
| | | | Promo Period: APR 1 – DEC 31 | | | | | | | | | | |
| FIRST CLASS MAIL ADVERTISING | | | | | | | Registration: JUL 15 – DEC 31 | | | Promo Period: SEP 1 – DEC 31 | | | UP TO 5% DISCOUNT |
| | | | | | | | | | | | | | |
| CATALOG INSIGHTS** (NEW) | Registration: AUG 15, 2025 – JUN 30, 2026 | | | | | Promo Period: OCT 1, 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! ***



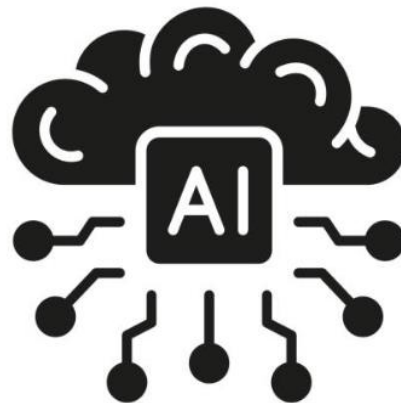
2026 Promotions



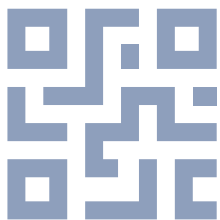
Integrated Technology Promotion

What to Know:

- > **Enrollment starts:** "Year-Round" (Registration Nov 2025)
- > **Promotion runs:** Any consecutive 6-month period in 2026
 - NEW! We can now specify the exact 6-month period, so it doesn't accidentally start early.
- > **Discount:** up to 5%
- > **Eligible Mail Classes:**
 - ✓ First Class letters, cards, and flats
 - ✓ Marketing Mail letters and flats
 - ✓ Non-profit letters and flats



Integrated Technology Promotion



> Promotion Requirements:

- ✓ This promotion encourages mailers to incorporate technologies such as Augmented Reality, Virtual Reality, Voice Assistant technology, etc.

> Recommended Eligible Treatments:

- ✓ Augmented Reality, Voice Assistant Integration
- ✓ **NEW options for Artificial Intelligence!**
 - ✓ Option 1: Create copy using AI tools (min. one sentence or CTA)
 - ✓ Option 2: Create related images using AI tools
 - ✓ Option 3: Mailpiece design or reformatting
 - ✓ Option 4: Launch AI Chatbot (include a call to action!)
- ✓ **MOBILE SHOPPING** (add QR code to **non-reply component** of mailpiece and include directional copy)



Tactile, Sensory & Interactive Promotion



TACTILE



SENSORY



INTERACTIVE

What to Know:

- > **Enrollment starts:** October 15, 2025
 - > *Physical Samples needed for pre-approval*
- > **Promotion runs:** January 1 – June 30, 2026
 - > **NEW!** *Starts/ends one month sooner!*
- > **Discount:** Up to 5%
- > **Eligible Mail Classes:**
 - ✓ First Class letters, cards, and flats
 - ✓ Marketing Mail letters and flats
 - ✓ Non-profit letters and flats

Qualifies:

- ✓ Embossed paper stock (recommended)
- ✓ Zipper Pull on Carrier (recommended)
- ✓ Clean Release Cards/affixed cards
- ✓ Inks that react to temperature
- ✓ UV light exposure or water/liquids
- ✓ Scented paper
- ✓ Paper that includes sound chips or speakers
- ✓ Holographics
- ✓ Textured paper stocks
- ✓ 3-D elements (pop-ups, infinite folding)
- ✓ Trailing Edge Die-cut (TED-C) Envelopes

Does Not Qualify:

- X **GLOSS STOCK**
- X **Stickers/Labels** (unless they use metallic or holographic printing)
- X Linen Embossed stocks
- X Laminated Postcards
- X Simple folds (half, tri-fold, gate-fold, Iron Cross, Accordion fold, etc.)
- X **Reply Envelopes/Reply Devices**
- X **Order Forms**
- X Snap Packs, tear stubs and perforated stubs

Maybe: Matte/Silk Stock?
Case-by-Case Basis



Continuous Contact Promotion

What to Know:

- > **Enrollment starts:** Feb. 15, 2026
- > **Promotion runs:** April 1 – December 31, 2026
- > **Discount:** up to 5%
- > **Eligible Mail Classes:**
 - ✓ Marketing Mail letters and flats
 - ✓ Non-profit letters and flats





Continuous Contact Promotion

> Promotion Requirements:

- ✓ This promotion encourages reaching out to the same audience multiple times.
- ✓ Initial and Follow Up must both be mailed within the promotion period.
- ✓ Discount is received ONLY on the Follow Up mailing.
- ✓ Follow Up content must be “related, but not identical to” the initial content
 - ✓ *NOTE: Just asking for a donation on both mailings satisfies this requirement!*
- ✓ We CAN have multiple Follow Up mailings to the same Initial
- ✓ We CANNOT claim a different promotion on the initial mailing
- ✓ Art for the initial mailing AND at least one follow-up should be presented for approval at the same time – even if it is after the Initial Mailing.

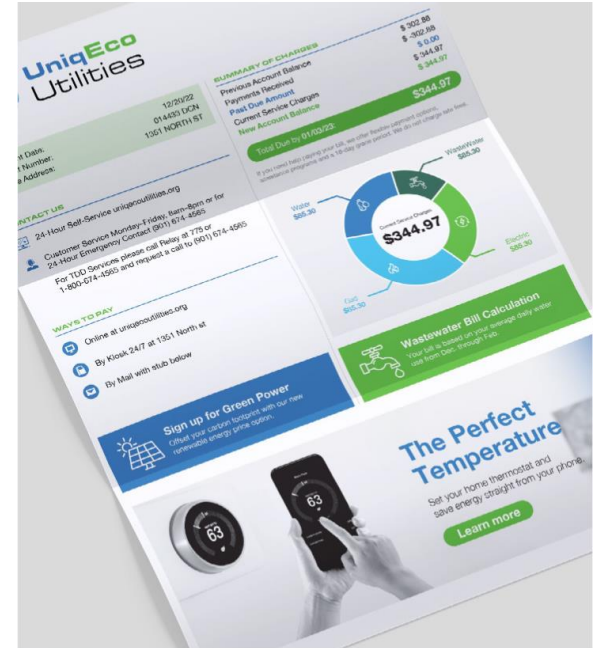
OTHER USPS Promotions & Incentives for 2026

First Class Mail Advertising

- > **Enrollment Starts:** July 15, 2026
- > **Promotion runs:** Sept. 1- Dec. 31, 2026
- > **Discount:** up to 5%
- > **Eligible Mail Class:** First Class ONLY

Promotion Requirements

- Marketing message within First-Class mailpiece
- Standalone advertisements using First-Class mailpieces
- Example: Discount offers, new product intros, customer loyalty, event invitations



OTHER USPS Promotions & Incentives for 2026, Cont'd

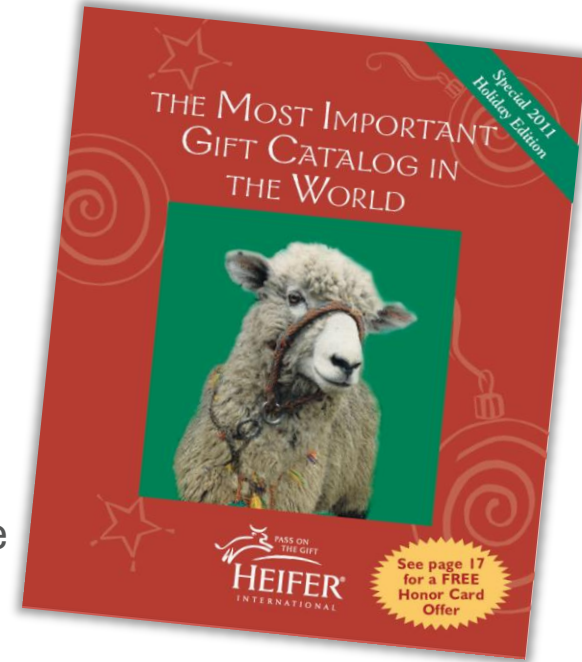
Catalog Insights

- > **Enrollment Starts:** Aug. 15, 2025-June 30, 2026
- > **Promotion runs:** Oct. 1, 2025-June 30, 2026
- > **Discount:** up to 10% postage discount

Promotion Requirements

For bound 12+ page booklets with a listing of products/services for sale. Can be in an envelope or self-mailed. Must include images, description of product/service and price or alternate method, with way to place order.

Non-Profits need to be evaluated on a case-by-case basis.



2026 Mailing Promotions Overview

BASE PROMOTIONS

Discount: 5%



**INTEGRATED
TECHNOLOGY**

Discount: 5%



**TACTILE, SENSORY,
AND INTERACTIVE**

Discount: 5%



**CONTINUOUS
CONTACT**

Discount: 5%



**1ST CLASS MAIL
ADVERTISING**

Discount: 5%



**CATALOG
INSIGHTS**

ADD-ON OPTIONS



INFORMED DELIVERY®

Discount: 1%
eDoc Submitter: 0.5%

**AND/
OR**



SUSTAINABILITY

Discount: 1%

Add-ons for 2026

How do they work?

Rolled out in 2025, add-on promotions can increase your Promotion discount by pairing your qualified mailpiece with features that enhance mail's reach and ROI.

- Add-On discounts are added to the Promotion discount percentage on eligible mailpieces.
- Add-Ons must be paired to a MAIN Promotion (Integrated Tech, Tactile/Sensory, or Continuous Contact) and cannot be claimed alone.
- Mailers who qualify **may leverage one or both Add-Ons**
- Available all year, Jan 1 – Dec 31, 2026

Add-ons for 2026

Informed Delivery – up to 1% additional postage savings

Have an **active** ID campaign submitted at the time of mail entry

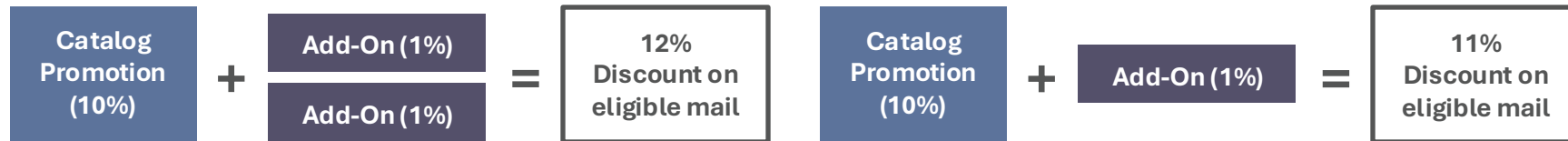
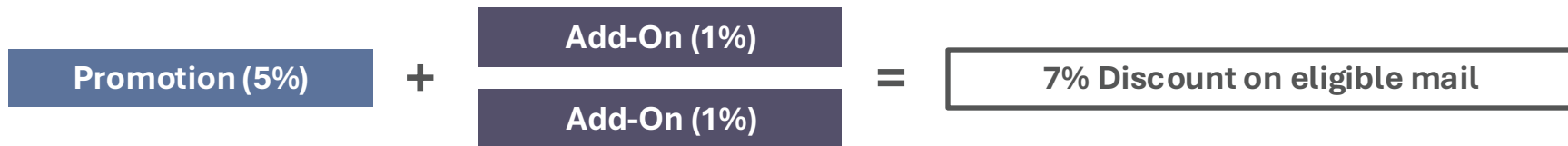
Sustainability – up to 1% additional postage savings

Demonstrate the paper used in your mailings is responsibly sourced and sustainability produced by exhibiting an eligible certifications (SFI, FSC, etc.)

- Verification for the USPS Pre-Approval (only need to show one):
 - Certificate from Paper vendor or printer
 - Sustainable Certification Logo printed on the piece
 - Invoice from the printer who purchased the paper
- Only needs to be ONE component in the package!

Add-Ons: Stack on to Base Promotions

Incorporating Add-Ons to a Base Promotion can boost your savings by an additional 1 - 2%.



2026 Volume Growth Incentive

Growth Incentive Description: Provides a 30% postage CREDIT on volume mailed that exceeds:

- 1MM total volume
- 2025 Baseline Volume (calendar year 2025)

NOTE: These thresholds are the same for both the FC and MM growth incentive programs

Enrollment: February 1 – May 31, 2026

Credits: Awarded July 2026, October 2026, February 2027

Process: Can be very lengthy! Recommend starting at latest by end of March '26

- Access through client's BCG
- Need list of CRIDs used by all current mailshops



2026 Strategy

- ✓ **Overall Discounts should improve** – 2025 has so far been on par with previous years. With 2026 offering discount amounts to at least up to 5%, it could increase your overall savings and discounts!
- ✓ **TSI Treatments** – *Explore embossed/carnival groove carrier stocks or zip-strips on carriers.*
- ✓ **USE ADD-ONS with EVERYTHING** – *Informed Delivery definitely, and Sustainability too if you can secure the paper at a reasonable cost!*

2026 Strategy, continued

- ✓ **New Feature** –Ability to now set your six-month date range in USPS Business Getaway
- ✓ **TIMING IS EVERYTHING** – Recommend using Tactile/Sensory Jan-Jun, and Integrated Tech (QR code) in 2nd half of 2026 for higher volumes, and pair with Informed Delivery. This will equate to a 6% discount with minor effort. If you can add SFI/FSC paper too – you will have up to a 7% discount!
- ✓ **Register Every Year** - Registration is required to participate every year, along with pre-approval submissions for each eligible treatment.

Resources / Q&A

2026 USPS Promotions Guidebook

<https://postalpro.usps.com/promotions/2026guidebooks>

PS Postal Rate Chart & Promos Calendar

<https://www.productionsolutions.com/resources/postal-rate-chart/>

Complimentary PS Production & Promotions Audit

<https://www.productionsolutions.com/production-audit/>

PS Webinars – upcoming and on-demand webinars

<https://www.productionsolutions.com/resources/webinars/>



Thank
You!

