



USPS PROMOTIONS CALENDAR



2026

PROMO NAME	REGISTRATION PERIOD						PROMO PERIOD						MAXIMUM SAVINGS*
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
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 Promo Period: APR 1 – DEC 31												UP TO 5% DISCOUNT
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! ***

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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.

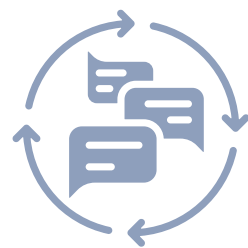
- **Discount: up to 5%**



TACTILE, SENSORY & INTERACTIVE PROMOTION

Promotes mailpieces that incorporate specialty inks, textures, scents, and interactive elements to create a multi-sensory experience.

- **Discount: 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.

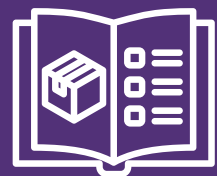
- **Discount: up to 5%**



FIRST-CLASS MAIL ADVERTISING PROMOTION

Encourages the use of First-Class Mail® for advertising.

- **Discount: 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 that contains 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.

- **Discount: up to 10%**



ADD-ON PROMOTIONS

Need to be combined with a main promotion (Mail Growth Incentive excluded). Both add-ons can be combined with the same mailing, provided 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.

OPTIMIZE YOUR DIRECT MAIL PROGRAM WITH OUR COMPLIMENTARY ASSESSMENT



Scan Me!

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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.
- ◆ Don't forget: Registration is required to participate each year, and pre-approval is required for each eligible treatment. With discounts increasing, you can't afford not take advantage of the promotions!

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.

