



USPS PROMOTIONS CALENDAR



2027

PROMO NAME	REGISTRATION PERIOD						PROMO PERIOD						MAXIMUM SAVINGS*
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
INTEGRATED TECHNOLOGY MARKETING MAIL • FIRST-CLASS	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, 2026.												UP TO 5% DISCOUNT
TACTILE, SENSORY AND INTERACTIVE MARKETING MAIL • FIRST-CLASS	Registration: OCT 15, 2026 - JUN 30						Promo Period: JAN 1 - JUN 30						UP TO 3-5% DISCOUNT
NEW DIRECT MAIL DISCOVERY MARKETING MAIL	Registration: FEB 15 - SEP 30						Promo Period: APR 1 - SEP 30						UP TO 40% ON FIRST 5K PIECES
NEW IMPACT MESSAGING MARKETING MAIL • FIRST-CLASS	Registration: MAR 15 - SEP 30						Promo Period: MAY 1 - SEP 30						UP TO 5% DISCOUNT
FIRST CLASS MAIL ADVERTISING FIRST-CLASS	Registration: FEB 15 - DEC 31						Promo Period: APR 1 - DEC 31						UP TO 5% DISCOUNT

ADD-ON DISCOUNTS AVAILABLE ALL YEAR TO STACK WITH A BASE PROMOTION: INFORMED DELIVERY: 1% | SUSTAINABILITY: 1% 2027 Add-On registration begins Nov 15, 2026

2027 MAIL GROWTH INCENTIVE: ENROLL BEFORE JUNE 2027 FOR A 30% POSTAGE CREDIT ON ANYTHING OVER 2026 ANNUAL VOLUME! **

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.

- **Eligible Mail Classes: First-Class and Marketing Mail**
- **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. Embossed paper will qualify as a “complex” treatment.

- **Eligible Mail Classes: First-Class and Marketing Mail**
- **Discount: up to 3% for “simple” treatments and 5% for “complex” treatments**



FIRST-CLASS MAIL ADVERTISING PROMOTION

Encourages the use of First-Class Mail® for advertising. Soliciting a donation qualifies as advertising.

- **Eligible Mail Classes: First-Class Mail**
- **Discount: up to 5%**



DIRECT MAIL DISCOVERY PROMOTION

Incentivizes new mailers to try direct mail marketing for the first time.

- **Eligible Mail Classes: Marketing Mail Letters**
- **Discount: up to 40% on 5k pieces of 100k total**



IMPACT MESSAGING PROMOTION

Get readers to act with high-impact messaging demonstrating the power of mail.

- **Eligible Mail Classes: First-Class Mail and Marketing Mail Letters and Flats**
- **Discount: up to 5%**



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.



2027 MAIL GROWTH INCENTIVE

Provides a **30% postage credit** to any volume that exceeds a mail owner’s 2026 volume. Also needs to exceed 1MM pieces. The enrollment process can be lengthy! Ideally, mailers should initiate the enrollment by the end of April 2027 and complete it by the end of June 2027.

OPTIMIZE YOUR DIRECT MAIL PROGRAM WITH OUR COMPLIMENTARY ASSESSMENT



Scan Me!

PRODUCTIONSOLUTIONS.COM/PRODUCTION-AUDIT

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 results 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, Sensory & 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 postage 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.

