



In 2025, USPS will inspire innovation with its **Mailing Promotions & Incentives** offerings, increasing the impact of your direct mail campaigns. With five unique promotions, and two add-on incentives offering additional discounts, these promotions **enhance customer engagement while providing postage savings.**

FIVE PROMOTIONAL OPPORTUNITIES

1. Integrated Technology
2. Tactile, Sensory, & Interactive
3. Continuous Contact
4. Reply Mail IMbA™
5. First-Class Mail® Advertising

Plus, Two Optional Add-On* Incentives!



1 Informed Delivery® Add-On
Additional 1% (plus a 0.5% credit for eDoc submitters)

AND / OR

2 Sustainability Add-On
Additional 1%

*Add-Ons can only be claimed **with** a Promotion.

Registration Period Promotion Period

USPS 2025 PROMOTIONS CALENDAR (<https://postalpro.usps.com/promotions>)

	DEC '24	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Integrated Technology Marketing Mail® First-Class™ Non-Profit Mktg. Mail® 3%	NOV 20												DEC 31
	PICK YOUR START DATE—RUNS FOR 6 CONSECUTIVE MONTHS												
Tactile, Sensory, and Interactive Marketing Mail® First-Class™ Non-Profit Mktg. Mail® 4%	DEC 15												JUL 31
			FEB 1										JUL 31
Continuous Contact Marketing Mail® Non-Profit Mktg. Mail® 3%	FEB 15												DEC 31
					APR 1								DEC 31
Reply Mail IMbA™ First-Class™ (QBRM™ only) 3% or 6%							MAY 15						DEC 31
								JUL 1					
First-Class Mail™ Advertising First-Class™ 3%									JUL 15				DEC 31
											SEP 1		

PROMOTIONS

INTEGRATED TECHNOLOGY

Enhance your mail with integrated technologies.

DISCOUNT: 3%

PERIOD: Choose Your Start Date
(Runs 6 Consecutive Months)

NextPage SOLUTIONS: Augmented Reality, Integration with Voice Assistant, Near Field Communication (NFC), Artificial Intelligence (AI), Mixed Reality (MR), Virtual Reality (VR), Video in Print, and Mobile Shopping

TACTILE, SENSORY, and INTERACTIVE

Engage recipients through sensory elements.

DISCOUNT: 4%

PERIOD: Feb. 1 – Jul. 31

NextPage SOLUTIONS: Shape-Cut envelopes, Specialty Inks, Sensory Treatments (textures, scents etc.), and Interactive Elements (interactive folds, etc.)

NOTE: Gloss stock is **no longer eligible**. Spot Gloss will remain eligible in 2025.

CONTINUOUS CONTACT

Increase engagement with iterative or complementary content in multiple mailings.

DISCOUNT: 3%

(on all *subsequent* mailings)

PERIOD: Apr. 1 – Dec. 31

NOTE: Discount applied **AFTER** initial mailing. Content must be iterative or complementary, not duplicative.

REPLY MAIL IMbA™

Enhance processing efficiency with an Intelligent Mail™ Barcode Accounting (IMbA™) for Qualified Business Reply Mail™ (QBRM™).

DISCOUNT: 3% (static IMbA)
or **6%** (serialized IMbA)

PERIOD: Jul. 1 – Dec. 31

NOTE: Reply Mail IMbA™ is **NOT** eligible for Add-Ons.

FIRST-CLASS MAIL™ ADVERTISING

Increase impact by using First-Class Mail®, creating a personalized experience.

DISCOUNT: 3%

PERIOD: Sep. 1 – Dec. 31

COMBINING DISCOUNTS



A **PROMOTION** *can pair* with up to two **ADD-ONS**.



A **PROMOTION** *cannot pair* with another **PROMOTION**.

ADD-ONS

Can only be claimed with a Promotion—never alone. Not eligible with Reply Mail IMbA™ Promotion.

INFORMED DELIVERY®

Add a digital layer to physical mail, with interactive features and digital elements.

DISCOUNT: Additional 1%

+ 0.5% credit for eDoc submitters

ELIGIBLE MAIL: First-Class™—automation letters, postcards, & flats; Marketing Mail®—automation letters & flats, and DDU-entered Carrier Routes Saturation Flats; Non-Profit Mktg. Mail®—automation letters & flats, and DDU-entered Carrier Routes Saturation Flats

SUSTAINABILITY

Use environmentally responsible materials to earn rewards.

DISCOUNT: Additional 1%

ELIGIBLE MAIL: First-Class™—letters, cards, & flats; Marketing Mail®—letters & flats; Non-Profit Mktg. Mail®—letters & flats

