Available

ALL YEAR LONG



USPS 2025 MAILING PROMOTIONS & INCENTIVES

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
- Reply Mail IMbA™
- 5. First-Class Mail® Advertising

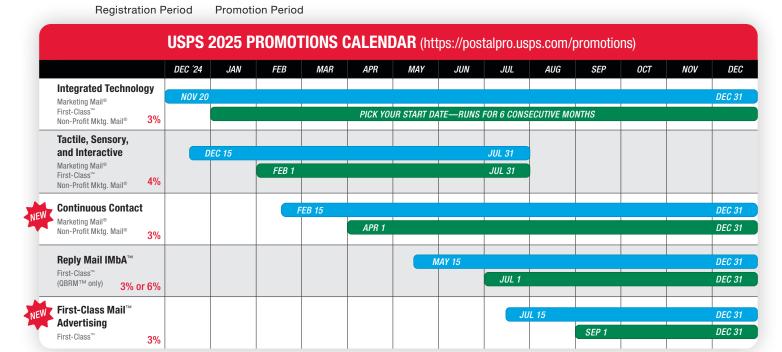
Plus, Two Optional Add-On* Incentives!



AND / OR



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





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

CONTINUOUS CONTACT

Increase engagement with iterative or complementary content in multiple mailings.

DISCOUNT: 3% **PERIOD:** Apr. 1 – Dec. 31

(on all subsequent mailings)

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

FIRST-CLASS MAIL™ ADVERTISING

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

DISCOUNT: 3% PERIOD: Sep. 1 – Dec. 31

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.

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.

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



