

## 2022 USPS PROMOTIONS CALENDAR

USPS Promotions encourage marketers, printers, and mailers to try out new technology and print techniques that drive higher customer engagement and response rates and increase return on investment in mail. By incentivizing the use of these technologies through discounts, the Postal Service is helping to increase the value of direct mail and ensuring its continued place in the modern communications and marketing landscape.

For 2022, USPS is offering the Promotions detailed on the right.



### TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT

Encourages mailers to enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.

- **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats
- **DISCOUNT** 4%



### EMERGING AND ADVANCED TECHNOLOGY

Encourages mailers to incorporate emerging technologies such as Enhanced Augmented Reality, Mixed Reality, Virtual Reality, NFC, Video in Print, and mail integration with voice assistants (basic and advanced).

- **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats; Non-Profit Marketing Mail letters and flats
- **DISCOUNT** 2% - 3%



### EARNED VALUE REPLY MAIL

Encourages mailers to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail envelopes and cards by providing a financial benefit when customers put those pieces back into the mailstream.

- **ELIGIBILITY** Credits may be applied to postage for qualifying First-Class and Marketing Mail letters & flats, and must be used by December 31, 2022.
- **DISCOUNT** \$0.02 credit per counted reply and/or share mailpiece



### PERSONALIZED COLOR TRANSPROMO

Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging to improve connection to and response from customers.

- **ELIGIBILITY** First-Class Mail presort and automation letters (bills and statements)
- **DISCOUNT** 3%



### INFORMED DELIVERY

Encourages mailers to use USPS' Informed Delivery omni-channel feature. Participants must create Informed Delivery campaigns through the Portal or submit elements through eDoc submission and develop campaigns that meet best-practice requirements.

- **ELIGIBILITY** Qualifying automation Marketing Mail letters and flats; qualifying automation First-Class Mail letters, cards, and flats
- **DISCOUNT** 4%



### MOBILE SHOPPING







Encourages mailers to integrate mobile technologies that facilitate convenient, seamless online shopping experiences. Many new mobile technologies can be leveraged to qualify for this promotion.

- **ELIGIBILITY** Marketing Mail letters and flats
- **DISCOUNT** 2%

# 2022 MAILING PROMOTIONS CALENDAR

▶ Registration Period

▶ Promotion Period

PROMOTIONS		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
FIRST-CLASS MAIL®	 <b>PERSONALIZED COLOR TRANSPROMO</b>					▶ MAY 15							DEC 31
								▶ JUL 1					
USPS MARKETING MAIL® & FIRST-CLASS MAIL	 <b>EARNED VALUE**</b>		▶ FEB 15	▶ MAR 31									
					▶ APR 1			▶ JUN 30					
USPS MARKETING MAIL® & FIRST-CLASS MAIL	 <b>EMERGING AND ADVANCED TECHNOLOGY</b>	▶ JAN 15							▶ AUG 31				
				▶ MAR 1					▶ AUG 31				
USPS MARKETING MAIL® & FIRST-CLASS MAIL	 <b>INFORMED DELIVERY®</b>							▶ JUN 15					▶ DEC 31
									▶ AUG 1				▶ DEC 31
USPS MARKETING MAIL® & FIRST-CLASS MAIL	 <b>TACTILE, SENSORY AND INTERACTIVE</b>	▶ DEC 15						▶ JUL 31					
			▶ FEB 1					▶ JUL 31					
USPS MARKETING MAIL®	 <b>MOBILE SHOPPING</b>							▶ JUL 15					▶ DEC 31
										▶ SEPT 1			▶ DEC 31

\*\*Earned Value Credits are earned on reply mail and can be redeemed on First-Class and Marketing Mail

# 2022 MAILING PROMOTIONS TECHNICAL INFORMATION

PROMOTION	PROMOTION PERIOD	CCR INCENTIVE CODE	ELIGIBLE MAIL CLASS/ PROCESSING CATEGORY	DISCOUNT CALCULATION	EMAIL ADDRESS
 <b>TACTILE, SENSORY AND INTERACTIVE</b>	February 1 - July 31, 2022	SS	First-Class Mail & Marketing Mail	4% Discount off at Postage Statement Line Level	tactilesensorypromo@usps.gov
 <b>EMERGING AND ADVANCED TECHNOLOGY</b>	March 1 - August 31, 2022	ME	First-Class Mail & Marketing Mail	<b>Emerging Technology:</b> 2% Discount off at Postage Statement Line Level	emergingtechpromo@usps.gov
		TX	First-Class Mail & Marketing Mail	<b>Enhanced Emerging Technology:</b> 3% Discount off at Postage Statement line level	
 <b>EARNED VALUE</b>	<b>Credits Earned:</b> April 1 - June 30, 2022  <b>Credits Redeemed:</b> July 1 - December 31, 2022	RR	<b>Redeem Credits On:</b> First-Class Presort and Automation Cards, Letters and Flats, and USPS Marketing Mail Letters and Flats	\$0.02 Credit per BRM/CRM/Share Mail piece counted which can be applied to postage due***	earnedvalue@usps.gov
 <b>PERSONALIZED COLOR TRANSPROMO</b>	July 1 - December 31, 2022	CP	First-Class Mail Presort and Automation Letters	3% Discount off at Postage Statement Line Level	fcmcolorpromotion@usps.gov
 <b>INFORMED DELIVERY</b>	August 1 - December 31, 2022	PI	First-Class Mail® & Marketing Mail®	4% Discount off at Postage Statement Line Level	promotion-informeddelivery@usps.gov
 <b>MOBILE SHOPPING</b>	September 1 - December 31, 2022	MI	Marketing Mail	2% Discount off at Postage Statement Line Level	mailingpromotions@usps.gov

\*\*\*Earned Value credits can be applied on statements claiming other promotion discounts