

# 2023 USPS Mailing Promotions Calendar and Descriptions

## Personalized Color Transpromo

New print technologies are primed to deliver unique and engaging experiences that can't be created with digital channels alone. The Personalized Color Transpromo Promotion encourages mailers to highlight marketing messages by color, dynamic variable print, and personalization. Use a reply mechanism (BRM/CRM) to further engage with customers and collect these responses.

### 3% Discount — Personalized Color Transpromo

Personalized full-color marketing and consumer messages—share exciting offers with a personal touch!

### 4% Discount — With Reply Mechanism NEW!

Meet personalized color transpromo requirements and include a reply mechanism. Improve connection to and response from recipients with Courtesy Reply Mail or Business Reply Mail.

- ▶ **ELIGIBILITY** Qualifying First-Class Mail® presort and automation letters; additional discount for Courtesy Reply Mail or Business Reply Mail inclusion (all reply pieces must include a valid IMb)
- ▶ **INCENTIVE** 3% discount at the time of mailing or 4% with a reply
- ▶ **REGISTRATION PERIOD**  
January 9–July 31, 2023
- ▶ **PROMOTION PERIOD**  
February 1–July 31, 2023

## Tactile, Sensory & Interactive

The Tactile, Sensory & Interactive (TSI) Promotion encourages mailers to excite their customers' senses by incorporating innovative techniques into their First-Class Mail and USPS Marketing Mail®. New developments in papers and paper stocks, substrates, finishing techniques, and inks can be incorporated into mailpieces to create a multisensory experience through special visual effects, sound, scent, texture, and even taste! Features such as pop-ups, infinite folds, and other dimensional treatments encourage interaction and drive customer engagement.

### 5% Discount

- **Specialty Inks** — Catch your customer's eye with unexpected sheens, special effects, or reactive colors.
- **Sensory Treatments** — Use unique treatments and paper substrates to trigger memorable experiences.
- **Interactive Elements** — Expand the experiential dimensions of your pieces through consumer interactions.

- ▶ **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats
- ▶ **INCENTIVE** 5% discount at the time of mailing
- ▶ **REGISTRATION PERIOD**  
January 9–July 31, 2023
- ▶ **PROMOTION PERIOD**  
February 1–July 31, 2023

## Emerging & Advanced Technology

Find eight ways to create a new mail experience—at a 3 or 4% discount! Use the latest technologies to boost your brand awareness, show off product features, highlight key information, send an irresistible offer, or engage recipients in new ways.

### 3% Discount — Emerging and Advanced Technologies

- "Enhanced" Augmented Reality shows real-world objects using 3D digital images.
- Basic Integration with Voice Assistant uses basic voice commands to guide exploration.
- Mobile Shopping makes your direct mail a catalyst for consumer purchases.

### 4% Discount — Enhanced Emerging Technologies

- Advanced Integration with Voice Assistant guides an engaging experience through advanced voice commands.
- Video in Print technology creates a mailable, interactive video experience.
- Near Field Communication uses a chip-enabled mailpiece.
- Mixed Reality blends physical and virtual spaces.
- Virtual Reality crafts experiences that take place in the "artificial" world.

- ▶ **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats
- ▶ **INCENTIVE** 3% using emerging and advanced technologies or 4% using enhanced emerging technologies
- ▶ **REGISTRATION PERIOD**  
March 15–November 30, 2023
- ▶ **PROMOTION PERIOD**  
May 1–November 30, 2023

**Reply Mail IMbA** NEW!  
Take advantage of this newly introduced automated accounting system for Business Reply Mail (BRM). The promotion encourages reply mail customers to adopt IMbA static or serialized barcodes.

### 3% Discount — Business Reply Mailers with Static IMbA

### 6% Discount — Business Reply Mailers with Serialized IMbA

- ▶ **ELIGIBILITY** First-Class presort and automation letters
- ▶ **INCENTIVE** 3% discount for static IMbA on the BRM and a 6% discount for serialized IMbA
- ▶ **REGISTRATION PERIOD**  
May 15–December 31, 2023
- ▶ **PROMOTION PERIOD**  
July 1–December 31, 2023

**Informed Delivery**  
Discover and explore what's coming in the mail before it even arrives! Invite your customers to engage with your mail campaign through previewed, interactive digital images. This promotion enables business mailers, mail owners, ad agencies, and Mail Service Providers to use integrated marketing features to conduct interactive and color campaigns that have been shown to increase brand awareness, result in higher CTA conversion rates, and offer an elevated direct marketing customer journey.

### 4% Discount — Eligible Mailers

### 0.5% Discount — eDoc Submitters

- ▶ **ELIGIBILITY** Qualifying automation Marketing Mail letters and flats; qualifying automation First-Class Mail letters, cards, and flats
- ▶ **INCENTIVE** 4% discount at the time of mailing and 0.5% for eDoc submitters
- ▶ **REGISTRATION PERIOD**  
June 15–December 31, 2023
- ▶ **PROMOTION PERIOD**  
August 1–December 31, 2023

**Retargeting Promotion** NEW!  
This promotion incentivizes marketers to send out a First-Class Mail automation postcard to recent website or mobile app visitors who did not convert. Qualifying postcards are those mailed in connection with website or app behavior during the established program period.

### 5% Discount

- ▶ **ELIGIBILITY** Qualifying automation First-Class postcards
- ▶ **INCENTIVE** 5% discount at the time of mailing
- ▶ **REGISTRATION PERIOD**  
July 15–November 30, 2023
- ▶ **PROMOTION PERIOD**  
September 1–November 30, 2023

## Registration and Promotion Dates

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023
<b>Registration Period</b>	▶											
<b>Promotion Period</b>	▶											
<b>Personalized Color Transpromo</b>	Jan 9	Feb 1					Jul 1	Jul 31				
<b>Tactile, Sensory &amp; Interactive</b>	Jan 9	Feb 1					Jul 1	Jul 31				
<b>Emerging &amp; Advanced Technology</b>			Mar 15		May 1						Nov 30	Nov 30
<b>Reply Mail IMbA</b>					May 15		Jul 1					Dec 31
<b>Informed Delivery</b>						Jun 15	Aug 1					Dec 31
<b>Retargeting Promotion</b>							Jul 15	Sep 1			Nov 30	Nov 30