

# 2024 USPS Mailing Promotions Calendar and Descriptions



## Personalized Color Transpromo

Encourages mailers of bills, statements, and account summaries to enhance their marketing within bill and statement mailings through the use of color, dynamic variable print, and personalization. Designed to encourage businesses to ramp up their marketing within bill and statement mailings.

### PROMOTION FEATURES

**3% Discount** — for Full-Color Marketing / Data Visualization / Messaging / Personalization

**Additional 1% Discount** — for meeting Personalized Color Transpromo requirements plus including a reply mechanism (Courtesy Reply Mail or Business Reply Mail)

### ELIGIBILITY

Must use color messaging, dynamic variable print, and/or personalization within the bills or statements to engage customers

### ELIGIBLE MAIL OPTIONS

- First-Class Mail® presort and automation letters
- Additional discounts for Courtesy Reply Mail or Business Reply Mail inclusions with valid IMb®

### REGISTRATION PERIOD

December 15, 2023–July 31, 2024

### PROMOTION PERIOD

February 1–July 31, 2024



► For more details on the **PERSONALIZED COLOR TRANSPROMO PROMOTION**, scan the QR code or visit: [postalpro.usps.com/promotions/PCT](https://postalpro.usps.com/promotions/PCT)



## Tactile, Sensory, & Interactive

This promotion encourages mailers to produce direct mail pieces that engage recipients in unique tactile, sensory, or interactive ways that appeal to the human senses of touch and smell.

### PROMOTION FEATURES

#### 5% Discount:

- **Specialty Inks** — To enhance the engagement and perceived value of the mailpiece, the inks should be both visible and distinguishable on the substrate.
- **Sensory Treatments** — Includes scent, touch, and a variety of paper stocks that trigger sensory engagement.
- **Interactive Elements** — Mailpieces that engage recipients by using folds, pull-perfs, pop-ups, or other dimensional enhancements.

### ELIGIBLE MAIL OPTIONS

- First-Class Mail letters, cards, and flats
- USPS Marketing Mail™ letters and flats
- Nonprofit USPS Marketing Mail letters and flats

### REGISTRATION PERIOD

December 15, 2023–July 31, 2024

### PROMOTION PERIOD

February 1–July 31, 2024



► For more details on the **TACTILE, SENSORY, AND INTERACTIVE PROMOTION**, scan the QR code or visit: [postalpro.usps.com/promotions/TSI](https://postalpro.usps.com/promotions/TSI)



## Emerging & Advanced Technology

This promotion incentivizes mailers to incorporate emerging technologies, including NFC technology, Video in Print (ViP), Enhanced Augmented Reality, Virtual Reality, Mixed Reality, Integration with Voice Assistant (Basic and Advanced), and Mobile Shopping.

Customers have the flexibility to choose their promotion start date. Promotion can run up to six consecutive months during the 2024 calendar year.

### PROMOTION FEATURES

#### 3% Discount — Enhanced Augmented Reality

- Mobile Shopping
- Basic Integration with Voice Assistant
- Enhanced Augmented Reality

#### 4% Discount — Enhanced Emerging Technologies

- Advanced Integration with Voice Assistant
- Video in Print Technology
- Near Field Communication
- Mixed Reality
- Virtual Reality

### ELIGIBLE MAIL OPTIONS

- First-Class Mail presort and automation letters
- USPS Marketing Mail letters and flats
- Nonprofit USPS Marketing Mail letters and flats

### REGISTRATION PERIOD

January 1–December 31, 2024

### PROMOTION PERIOD

January 1–December 31, 2024



► For more details on the **EMERGING AND ADVANCED TECHNOLOGY PROMOTION**, scan the QR code or visit: [postalpro.usps.com/promotions/ET](https://postalpro.usps.com/promotions/ET)





### Reply Mail IMbA® (Intelligent Mail Barcode Accounting)

This program encourages businesses and organizations currently using Qualified Business Reply Mail (QBRM) and high-volume QBRM to adopt Intelligent Mail Barcode Accounting (IMbA). By adopting Intelligent Mail Barcode Accounting, Qualified Business Reply Mail and high-volume QBRM, customers can improve visibility, while also delivering easier payment methods and faster delivery speeds.

#### ► PROMOTION FEATURES

**3% Discount** — for Static IMbA

**6% Discount** — for Serialized IMbA

#### ► ELIGIBLE MAIL OPTIONS

- First-Class Mail single-piece QBRM letters and cards
- First-Class Mail single-piece high-volume QBRM letters and cards

#### ► REGISTRATION PERIOD

May 15–December 31, 2024

#### ► PROMOTION PERIOD

July 1–December 31, 2024



► For more details on the **REPLY MAIL IMbA® (INTELLIGENT MAIL BARCODE ACCOUNTING) PROMOTION**, scan the QR code or visit: [postalpro.usps.com/promotions/Replymail](https://postalpro.usps.com/promotions/Replymail)



### Informed Delivery®

This promotion is designed to enhance the mail experience of eligible residential and personal PO Box consumers. It encourages mailers to improve their campaign engagement and results by using USPS Informed Delivery to create a true omnichannel campaign that combines digital with direct mail.

#### ► PROMOTION FEATURES

**4% Discount** — for Mail

Paired with:

- A 4-color digital ride-along image with a CTA
- A digital sample of mailpiece or representative image
- A live URL that will be embedded in the ride-along image

**Additional 0.5% Discount** — for eDoc Postage Statement Submitters

#### ► ELIGIBLE MAIL OPTIONS

- First-Class Mail automation letters, postcards, and flats
- USPS Marketing Mail automation letters and flats
- USPS Marketing Mail DDU-entered carrier route saturation flats
- Nonprofit USPS Marketing Mail automation letters and flats
- Nonprofit USPS Marketing Mail DDU-entered carrier route saturation flats

#### ► REGISTRATION PERIOD

June 15–December 31, 2024

#### ► PROMOTION PERIOD

August 1–December 31, 2024



► For more details on the **INFORMED DELIVERY PROMOTION**, scan the QR code or visit: [postalpro.usps.com/promotions/ID](https://postalpro.usps.com/promotions/ID)



### Retargeting Promotion

The USPS Retargeting Mail Promotion is in response to your customers browsing your website or app but not taking the desired action. Retargeted direct mail is automated, dynamically printed with customized messaging, and sent in a timely manner to a customer's home via First-Class Mail postcard.

From abandoned shopping carts to not-downloaded free content, retargeting incentivizes marketers to mail personalized postcards to these visitors, providing a path toward completing a sale, building brand awareness, or taking advantage of unique offers that coordinate with their online visit.

#### ► PROMOTION FEATURES

**5% Discount**

#### ► ELIGIBLE MAIL OPTIONS

- First-Class USPS-qualified postcards:
- 4.25" x 6" Single-piece First-Class Mail postcard
  - 4.25" x 6" Presort First-Class Mail postcard
  - 6" x 9" Presort First-Class Mail postcard

#### ► REGISTRATION PERIOD

July 15–November 30, 2024

#### ► PROMOTION PERIOD

September 1–November 30, 2024



► For more details on the **RETARGETING MAIL PROMOTION**, scan the QR code or visit: [postalpro.usps.com/promotions/retargeting](https://postalpro.usps.com/promotions/retargeting)

# Direct Mail is a strategy, not just a channel.

At Square One, we can help you navigate the U.S. Postal System promotions, and design and deliver successful direct mail campaigns. All while pairing it with digital marketing and comprehensive tracking mechanisms.

**Square One.** Your USPS experts.

DIRECT MAIL MARKETING »



**NEW!**

## 2024 Incentives for High-Volume Mailers



### 2024 High-Volume Mailers

The U.S. Postal Service (USPS) is launching a new way for mailers to save in 2024 with new incentive programs. The two new incentives are the First-Class Mail® Growth Incentive and a Marketing Mail® Growth Incentive. Both incentives encourage mailers to increase their year-over-year mail volume to receive a 30% postage credit for eligible future mailings.

#### ► BASELINE VOLUME AND PERIOD

The mailer must meet registration requirements for these incentives, which include accepting a baseline volume for each incentive as determined by the U.S. Postal Service.

The baseline for each classification, as calculated by the USPS, is your total mail volume for that classification during the USPS fiscal year 2023 (October 1, 2022, through September 30, 2023).

- 1 If a mail owner mailed **at least one million qualifying mailpieces** in USPS FY 2023 within a mail class, then qualifying mail volume mailed in calendar year 2024 within the same mail class that **exceeds the USPS FY 2023 total** would be considered incremental volume and **eligible for a 30% postage credit**.

- 2 If a mail owner mailed **fewer than one million qualifying mailpieces** in USPS FY 2023 within a mail class, then qualifying mail volume mailed in calendar year 2024 that **exceeds one million** within the same mail class would be considered incremental volume and **eligible for a 30% postage credit**.

The USPS will calculate and award the credits at three points during the incentive:

- July 2024
- October 2024
- January 2025

#### ► PROMOTION FEATURES **30% Postage Credit on Qualifying Mail Quantities**

#### ► ELIGIBLE MAILPIECES FOR FIRST-CLASS MAIL GROWTH INCENTIVE INCLUDE:

- First-Class Mail presort letters
- First-Class Mail presort cards
- First-Class Mail presort flats

#### ► ELIGIBLE MAILPIECES FOR MARKETING MAIL GROWTH INCENTIVE INCLUDE:

- Marketing Mail letters and HD/saturation letters
- Marketing Mail flats and HD/saturation flats
- Marketing Mail carrier routes
- Marketing Mail parcels and saturation parcels

#### ► COMBINING WITH THE OTHER USPS PROMOTIONS

The First-Class Mail and Marketing Mail Growth Incentives can be combined with the other USPS promotions in 2024 for additional savings. The Mail Growth Incentive postage credits will be the final calculation after all other incentive and promotional discounts.

The incentives will run concurrently from **January 1, 2024, through December 31, 2024**. Mail Growth Incentive postage credits will **expire after December 31, 2025**.

#### ► REGISTRATION PERIOD November 2023–June 2024








#### ► PROMOTION PERIOD January–December 2024



► For more information on this **NEW PROMOTION, ELIGIBILITY, AND REQUIREMENTS**, ask your Square One sales rep, scan this QR code, or visit: [postalpro.usps.com/msi/mgip](https://postalpro.usps.com/msi/mgip)

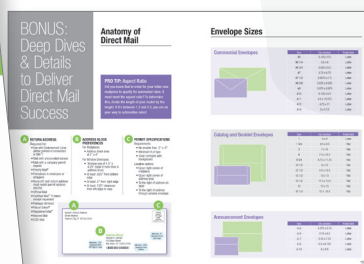


## 2024 Registration and Promotion Dates

	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
 <b>Personalized Color Transpromo</b>	Dec 15 ▶		Feb 1 ▶					Jul 31 ◀					
 <b>Tactile, Sensory, &amp; Interactive</b>	Dec 15 ▶		Feb 1 ▶					Jul 31 ◀					
 <b>Emerging &amp; Advanced Technology</b>		Jan 1 ▶											Dec 31 ◀
 <b>Reply Mail IMbA</b>		Jan 1 ▶											Dec 31 ◀
 <b>Informed Delivery</b>							Jun 15 ▶						Dec 31 ◀
 <b>Retargeting Promotion</b>								Jul 15 ▶					Nov 30 ◀
 <b>High-Volume Mailers</b>	Nov ▶	Jan 1 ▶											Dec 31 ◀

Curious about USPS postcard sizes?  
 Wondering where to place tabs on your self-mailer?  
 You've got questions and we've got answers!

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