



2026 USPS Mailing Promotions

Integrated Technology

ELIGIBLE MAIL CLASS: First-Class Mail® and Marketing Mail®

DISCOUNT CALCULATION: 5% discount

REGISTRATION PERIOD: Nov. 15, 2025–Dec. 31, 2026

PROMOTION PERIOD: Any six consecutive months in 2026

DESCRIPTION: Encourages mailers to incorporate mobile (QR codes) or AI elements, augmented, mixed, or virtual reality; video in print; voice assistants; and other advanced technologies into their mailpieces.

Tactile, Sensory, and Interactive

ELIGIBLE MAIL CLASS: First-Class Mail and Marketing Mail

DISCOUNT CALCULATION: 5% discount

REGISTRATION PERIOD: Oct. 15, 2025–June 30, 2025

PROMOTION PERIOD: Jan. 1–June 30, 2026

DESCRIPTION: Promotion encourages mailers to incorporate multisensory experiences through special inks, papers, finishes, and interactive elements that engage touch, scent, or motion. Applies to USPS Marketing Mail letters and flats and First-Class Mail presort letters and flats. Note: Gloss paper stock is not eligible for this promotion.

Continuous Contact

ELIGIBLE MAIL CLASS: Marketing Mail

DISCOUNT CALCULATION: 5% discount

REGISTRATION PERIOD: Feb. 15–Dec. 31, 2026

PROMOTION PERIOD: April 1–Dec. 31, 2026

DESCRIPTION: Rewards marketers who use multi-wave, sequential direct mail campaigns to maintain engagement with customers over time. Applies to USPS Marketing Mail letters and flats. Encourages a consistent, multi-touch approach to direct marketing. The content of each follow-up mailpiece must be iterative or complementary, not duplicative.

Catalog Insights

ELIGIBLE MAIL CLASS: Marketing Mail, Marketing Parcels, nonprofit Marketing Mail letters that meet nonprofit and catalog definitions

DISCOUNT CALCULATION: Up to 10% off eligible mail

REGISTRATION PERIOD: Aug. 15, 2025–June 30, 2026

PROMOTION PERIOD: Oct. 1 2025–June 30, 2026

DESCRIPTION: Promotion is designed to enhance the value of catalogs by encouraging creative design, data-informed personalization, and improved measurement of mail performance. Applies to USPS Marketing Mail flat-size pieces that meet catalog criteria.

First-Class Mail Advertising

ELIGIBLE MAIL CLASS: First-Class Mail letters, cards, and flats

DISCOUNT CALCULATION: 5% discount

REGISTRATION PERIOD: July 15–Dec. 31, 2026

PROMOTION PERIOD: Sept. 1–Dec. 31, 2026

DESCRIPTION: Promotion provides discounts for mailers using First-Class Mail for marketing purposes. Encourages innovative use of high-value mail formats for direct marketing and advertising. USPS Marketing Mail pieces, periodicals, bound printed matter and Media Mail pieces not eligible.

Informed Delivery Add-On

ELIGIBLE MAIL CLASS: First-Class Mail automation letters, cards, and flats and Marketing Mail automation letters and flats that meet the promotion's requirements

DISCOUNT CALCULATION: Additional 1% discount added to mailer's promotion discount on eligible pieces

REGISTRATION PERIOD: Nov. 20 2025–Dec. 31, 2026

PROMOTION PERIOD: Jan. 1–Dec. 31, 2026

DESCRIPTION: Can be used in addition to any primary promotion, except for the Reply Mail IMbA Promotion. Add-On Promotions cannot be claimed.

Sustainability Add-On

ELIGIBLE MAIL CLASS: First-Class Mail automation letters, cards, and flats and Marketing Mail automation letters and flats that meet the promotion's requirements

DISCOUNT CALCULATION: Additional 1% discount on outgoing postage for qualifying mailings

REGISTRATION PERIOD: Nov. 20, 2025–Dec. 31, 2026

PROMOTION PERIOD: Jan. 1, 2025–Dec. 31, 2026

DESCRIPTION: The Sustainability Add-On Promotion encourages mailers to adopt a higher level of use of certified paper from managed, sustainable sources (FSC® or SFI®) in their mailings. Mailers must prove that their printer is using one of the several approved certifications. Can be used in addition to any primary promotion, except for the Reply Mail IMbA Promotion. Add-On Promotions cannot be claimed alone.



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