



# 2020 Mailing Promotions & Incentive Program

For full promotion requirements, go to [postalpro.usps.com/promotions](https://postalpro.usps.com/promotions)

## *Tactile, Sensory, and Interactive Mailpiece Engagement*

**REGISTRATION PERIOD:**  
December 15, 2019 – July 31, 2020

**PROMOTION PERIOD:**  
February 1 – July 31, 2020

Enhance customer engagement with the mail through the use of advanced print innovations in paper stock, inks, interactive elements, and finishing techniques. Regular and nonprofit Marketing Mail letters and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.

## *Emerging and Advanced Technology*

**REGISTRATION PERIOD:**  
January 15 – August 31, 2020

**PROMOTION PERIOD:**  
March 1 – August 31, 2020

Incorporate emerging technologies such as AR, VR/MR, NFC, Video-in-Print, multichannel mail integration with voice assistants into your direct mailpieces. Regular and nonprofit Marketing Mail letters and flats, and First-Class Mail® presort or automation letters, cards, and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.

## *Earned Value Reply Mail*

**REGISTRATION PERIOD:**  
February 15 – March 31, 2020

**PROMOTION PERIOD:**  
April 1 – June 30, 2020

Continue to distribute Business Reply Mail® (BRM), Courtesy Reply Mail™ (CRM) and Share Mail® envelopes and cards and receive a financial benefit when your customers put those pieces back in the mail. New Participants will earn a 2-cent credit per counted reply piece between April-June of 2020. Repeat participants meeting between 93-100% of their volumes counted during the same period in 2019 will earn the 2-cent per piece credit, while repeat participants exceeding their 2019 volumes will earn a 4-cent per piece credit. Credits may be applied to postage for First-Class Mail® presort & automation cards, letters and flats and Marketing Mail letters & flats, and must be used by December 31, 2020.

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## *Personalized Color Transpromo*

**REGISTRATION PERIOD:**

May 15 – December 31, 2020

**PROMOTION PERIOD:**

July 1 – December 31, 2020

Enhance the value of First-Class Mail® bills and statements by incorporating color messaging to foster a better connection and response from your customers. First-Class Mail presort and automation letters—bills and statements only—that meet the dynamic print and personalization requirements will be eligible for an upfront 2% postage discount during the promotion period. First-time participants must meet only the dynamic color print requirements.

## *Mobile Shopping*

**REGISTRATION PERIOD:**

June 15 – December 31, 2020

**PROMOTION PERIOD:**

August 1 – December 31, 2020

Integrate your direct mail pieces with mobile technologies that facilitate a convenient online shopping experience for consumers during the holiday season. Many new mobile barcode formats can be leveraged to qualify for this promotion, including the use of Payment QRs, to facilitate a seamless shopping/purchase experience. Regular and nonprofit Marketing Mail letters and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.

## *Informed Delivery®*

**REGISTRATION PERIOD:**

July 15 – November 30, 2020

**PROMOTION PERIOD:**

September 1 – November 30, 2020

Adopt the use of the USPS' omnichannel tool, Informed Delivery. Participants may create Informed Delivery campaigns through the Portal or submit elements through their eDoc submission. Regular and nonprofit Marketing Mail letters and flats, and First-Class Mail® presort or automation letters, cards, and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion.