

United States Postal Service®

# INDUSTRYALERT

November 20, 2020

## PRC Approves Market Dominant Prices, Mailing Promotions and the Seamless Acceptance Incentive for 2021

The Postal Regulatory Commission (PRC) approved the Market Dominant price change to take effect January 24, 2021.

The prices, approved by the PRC will raise Mailing Services product prices approximately 1.8 percent for First-Class Mail and 1.5 percent for other categories. The Postal Service has some of the lowest letter-mail postage rates in the industrialized world and continues to offer a great value in shipping.

The Postal Service is pleased to announce that the 2021 Mailing Promotions Calendar has also been approved. As in prior years, promotions provide incentives and discounts to commercial mailers who use specific techniques and technologies in their mailings that can increase customer engagement and drive response rates. The techniques highlighted in the promotions include the use dynamic color, new print techniques, mobile technology, omnichannel experiences and the integration of emerging technologies. The 2021 Promotions are as follows:

- Tactile, Sensory & Integrative Mailpiece Engagement
- Emerging and Advanced Technology
- Mobile Shopping
- Earned Value Reply Mail
- Personalized Color Transpromo
- Informed Delivery

The 2021 promotion calendar is posted on the [PostalPro](https://postalpro.usps.com/promotions) website at: <https://postalpro.usps.com/promotions>. All promotion requirements and further information are expected to be posted by the end of next week. Questions about the promotions calendar can be directed to the Mailing Services Program Office at [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov).

The Seamless Acceptance Incentive has also been approved to begin on January 24, 2021 and will be ongoing. The program provides an incentive to the Electronic Documentation (eDoc) submitters (with a qualified Seamless CRID and an Enterprise Payment System Account) for adoption of the Seamless Acceptance program.

Frequently Asked Questions regarding this incentive may be reviewed at: <https://postalpro.usps.com/seamless-incentive/faqs>. For questions about the Seamless Acceptance program, please contact Mike Filipksi at [Michael.V.Filipksi@usps.gov](mailto:Michael.V.Filipksi@usps.gov).

The final order approving the market-dominant prices, mailing promotions and the Seamless Acceptance incentive can be found here: <http://www.prc.gov/docs/115/115120/Order%20No.%205757.pdf>.

The price change tables are also available on the Postal Service's Postal Explorer website at [pe.usps.com/PriceChange/Index](https://pe.usps.com/PriceChange/Index).

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