

2021 Mailing Promotions

USPS® Mailing Promotions and Incentive Programs are designed to help marketers, printers, and mailers increase customer engagement and response rates with their mailpieces. New technology and print techniques can enhance the traditional benefits of a physical mailpiece and give higher response rates and increase in overall return on investment.

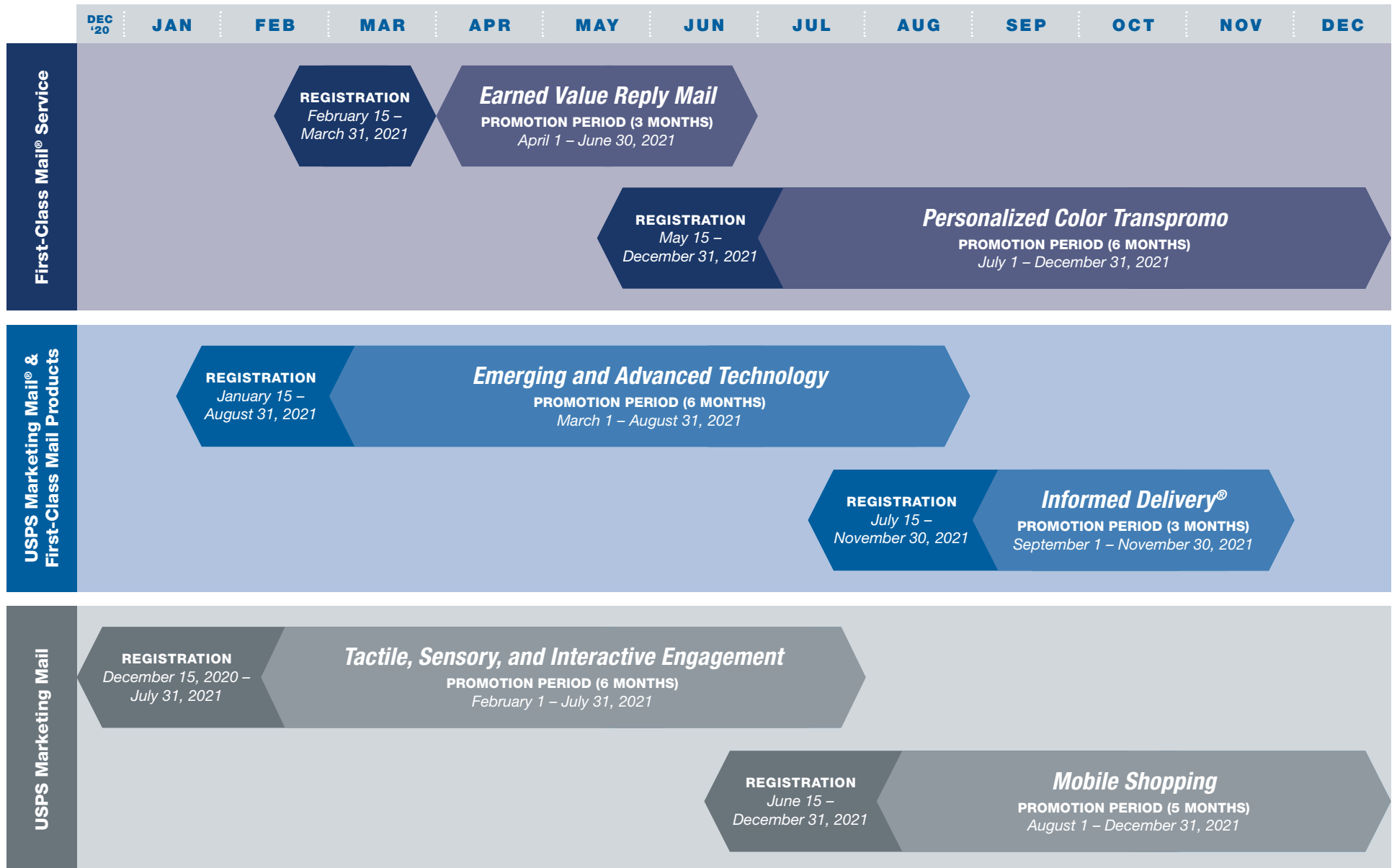
Technologies Integrated in Mail

Informed Delivery® Notifications • Enhanced Augmented Reality • Virtual Reality
Near Field Communication • Shoppable Video • Video-in-Print • Programmatic and
Retargeting Mail • Mobile and Social Media Shopping • Tactile, Sensory, and
Interactive Print • Transpromotional Messaging



2021 Mailing Promotions Calendar

Full promotion requirements and details at postalpro.usps.com/promotions



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Tactile, Sensory, and Interactive Mailpiece Engagement

REGISTRATION PERIOD:
December 15, 2020 – July 31, 2021

PROMOTION PERIOD:
February 1 – July 31, 2021

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 USPS Marketing Mail® letters and flats that meet the promotion requirements may be eligible for an upfront 2% postage discount during the promotion period. Mailpieces must be authorized by the promotion office prior to mail date to receive the discount.

Emerging and Advanced Technology

REGISTRATION PERIOD:
January 15 – August 31, 2021

PROMOTION PERIOD:
March 1 – August 31, 2021

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 USPS Marketing Mail letters and flats, and First-Class Mail® 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, 2021

PROMOTION PERIOD:
April 1 – June 30, 2021

EXPIRATION DATE FOR CREDITS:
December 31, 2021

Keep First-Class Mail relevant and earn credits by using Business Reply Mail® (BRM), Courtesy Reply Mail™ (CRM), and Share Mail® pieces. Eligible mailers must register their Mailer ID (MID) and permit(s), and use eligible Intelligent Mail® barcodes (IMbs) on their BRM, CRM, and Share Mail pieces to receive a \$0.02 postage credit for each mailpiece placed in the mailstream by the recipient and scanned during the promotion period. Credits can be applied to future mailings of First-Class Mail presort and automation cards, letters and flats, and USPS Marketing Mail letters and flats before expiration.

2021 Mailing Promotions & Incentive Programs (con't)

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Personalized Color Transpromo

REGISTRATION PERIOD:
May 15 – December 31, 2021

PROMOTION PERIOD:
July 1 – December 31, 2021

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 both the dynamic color print and the 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, 2021

PROMOTION PERIOD:
August 1 – December 31, 2021

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 USPS 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® Campaigns

REGISTRATION PERIOD:
July 15 – November 30, 2021

PROMOTION PERIOD:
September 1 – November 30, 2021

Adopt the use of the Informed Delivery omni-channel tool. Participants may create Informed Delivery campaigns through the Portal or submit elements through their eDoc submission. Regular and nonprofit USPS Marketing Mail letters and flats, and First-Class Mail presort or automation letters, cards, and flats that meet the promotion requirements may be eligible for an upfront 2% postage discount during the promotion period. Mailpieces must be authorized by the promotion office prior to mail date to receive the discount.