

United States Postal Service®

INDUSTRYALERT

July 7, 2023

Marriage Mail 2 oz Price Incentive

Marriage Mail is a form of marketing mail in which marketing service companies combine advertisements from multiple businesses into a single mailpiece to reduce the cost of the mailing for individual customers.

As part of the July 9, 2023, price change implementation, the US Postal Service will provide marriage mailers an incentive price on Saturation USPS Marketing Mail letters and flats including EDDM (not EDDM Retail) that weigh 2 ounces or less, if they meet certain requirements.

Among the requirements to be eligible to claim the incentive price are that qualifying Marriage Mail pieces must include at least 4 advertisers and must be mailed at minimum 10 times every 12 months (starting with the month of first claiming the incentive price).

Also, the Marriage Mail Incentive must be identified as the mail type on postage statements and eDoc submission is required. This Incentive is to be claimed by Mail Owners, and compliance with this Incentive's requirements will be tracked by Mail Owner CRID.

Information on the requirements to claim the Marriage Mail Incentive price including a Fact Sheet and FAQs have been posted on PostalPro at [Marriage Mail Price Incentive | PostalPro \(usps.com\)](#)

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