

United States Postal Service®

# INDUSTRYALERT

September 22, 2023

## 2024 USPS Mailing Promotions Guidebooks

### 2024 Promotions Update

We are excited to announce that we have received **PRC approval** for the 2024 Mailing Promotions. The mailing promotion guidebooks currently published for 2024 can be found on the “Promotions” PostalPro page at <https://postalpro.usps.com/promotions>.

The promotion guidebooks provide a fast and convenient way for users to access content for each promotion. Essential information regarding discounts, important dates, enrollment, eligibility, and other information are accessible through clickable links. If you are looking for a specific guidebook containing promotion requirements, please click on the relevant PostalPro link below.

- [Emerging and Advanced Technology Promotion \(draft\)](#)
- [Tactile, Sensory & Interactive Promotion](#)
- [Personalized Color Transpromo Promotion](#)
- [Reply Mail IMbA Promotion](#)
- [Informed Delivery Promotion](#)
- [Retargeted Mail Promotion](#)

Note: The 2024 Emerging and Advanced Technology Promotion Guidebook is currently in draft form pending system development to the “choose your start date” offering and will be finalized soon. Please check for updates on PostalPro at <https://postalpro.usps.com/promotions>.

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