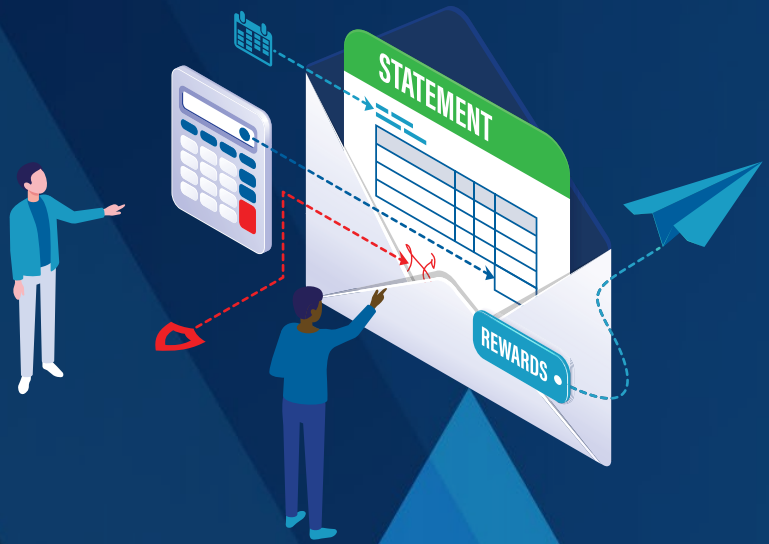


2024

PERSONALIZED COLOR TRANSPROMO PROMOTION

Brightening Up Mail.

Send vibrant, colorful mailpieces that people will notice, explore, and remember.



PROMOTION OVERVIEW

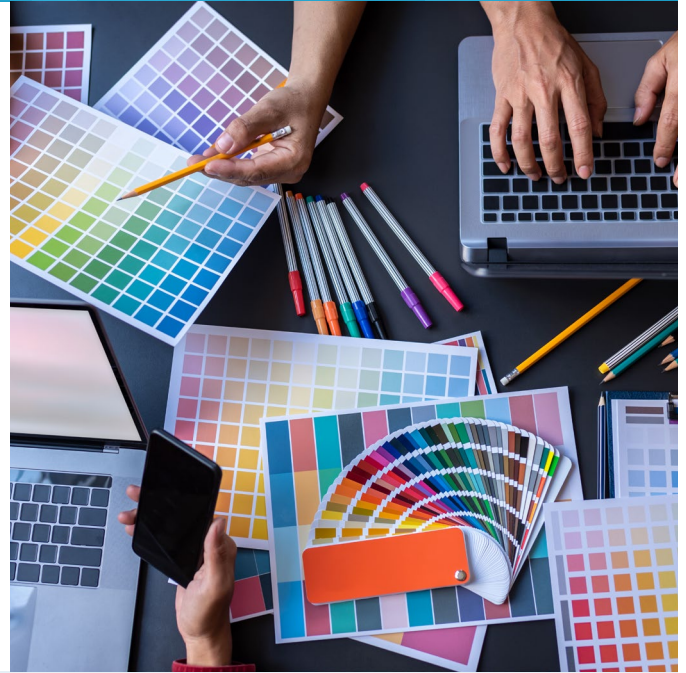
Making the Details Shine

New print technologies are primed to deliver unique, engaging, and creative experiences that cannot be created with digital channels alone.

The Personalized Color Transpromo Promotion encourages mailers to highlight marketing messages through the use of color, dynamic variable print, and personalization. Color messaging incorporated in bills and statements enhances the value of First-Class Mail® pieces by fostering a better connection and response from consumers. Utilize a reply mechanism (BRM/CRM) to further engage with customers and collect these responses.

Send mail with flying colors to receive a discount.

Explore below to review what discount is applied to the qualifying elements below.



3% DISCOUNT

Personalized Color Transpromo Promotion



4% DISCOUNT

With Reply Mechanism

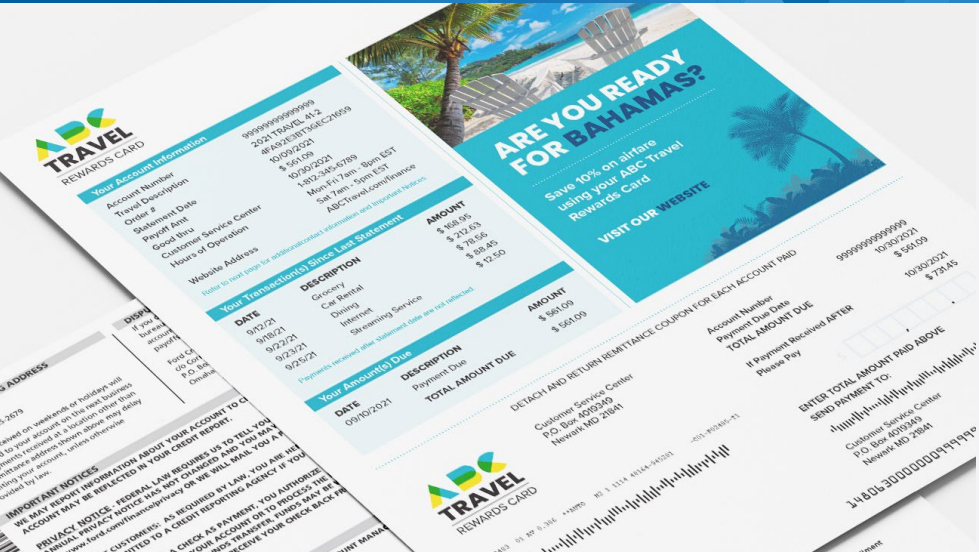
Mark Your Calendar

 Registration Period

 Promotion Period

DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
		 DEC 15		 FEB 1		JUL 31						

PROMOTION FEATURES: COLOR MARKETING AND CONSUMER MESSAGING



Colorfully Enhancing Bills and Statements

Make mailpieces more fun and impactful by using color and marketing to highlight your messages.

YOU'VE EARNED 25,988 POINTS.

Redeem today and get a free Bonus Night in the Bahamas!

[VISIT OUR WEBSITE](#)

3% DISCOUNT

BUSINESS REPLY MAIL

4% DISCOUNT

QUICK START

1 Select an Eligible Mail Option

Eligible Mail Options

- First-Class Mail® presort and automation letters
- Additional discount for Courtesy Reply Mail or Business Reply Mail® inclusion (all reply pieces must include a valid IMb)

Mailpiece Content Restrictions

- Bill, Statement, Account Summary, or Notices

Ineligible Mailpieces

- All USPS Marketing Mail pieces™
- Periodicals
- Bound Printed Matter
- Media Mail pieces®
- First-Class Mail and Marketing Mail Parcels
- First-Class Mail cards and flats



“Mail diversion” messages included on the mailpiece will make the mailing ineligible for the promotion discount, regardless of whether or not the mailing includes qualifying treatment, technique, or technology for the promotion.

2 Promotion Process at a Glance

1

Get pre-approval of mailpiece from USPS® via the Mailing Promotions Portal on the Business Customer Gateway (all reply pieces must include a valid IMb) and receive a Pre-Approval letter.



2

Register for Personalized Color Transpromo Promotion on the Business Customer Gateway via Incentive Programs.



3

Prepare and submit postage statements electronically.



4

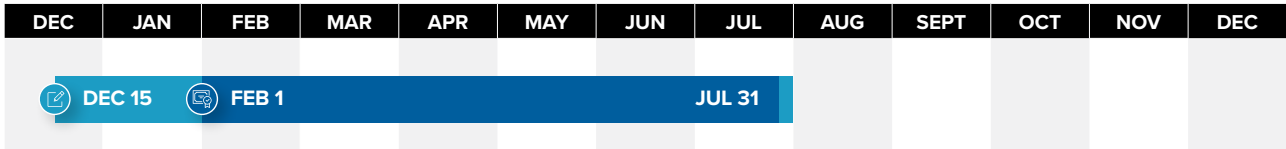
Send your mailing.



PROMOTION DETAILS

1A Program Information

 Registration Period  Promotion Period



Discount Amounts

3% DISCOUNT


Personalized Color Transpromo

4% DISCOUNT

With Reply Mechanism

The discount is calculated in PostalOne!® and applied to the postage statement at the time of mailing. The discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123): apply to the mailing and the discount is applied to those prices.

**Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying features on or within a mailpiece will not increase the discount amount. Inbound pieces for the IMbA Promotion are considered their own mailing. The outbound mailing distributing the QBRM pieces is eligible to receive a discount if it meets the requirements for one of the other promotions.*

 **“Mail diversion” messages included on the mailpiece will make the mailing ineligible for the promotion discount, regardless of whether or not the mailing includes qualifying treatment, technique, or technology for the promotion.**

1B Promotion Process

- 01** Design your **mailpiece**.
 - Select full-color messaging to integrate with your statement or bill.
 - [Ensure eligibility by following the requirements listed in Promotion Details.](#)
 - **Create an electronic sample** to send to USPS® for pre-approval.

- 02** **Submit your electronic sample** within the Mailing Promotions Portal for **approval**.
 - Request access to the **Mailing Promotions Portal** if you have not previously signed up. For instructions, visit: <https://postalpro.usps.com/promotions/portal>.
 - Log in to the Portal and select **Submit Mailpiece Preapproval**. Complete all fields and upload your electronic samples, including evidence of personalization/segmentation.
 - Wait for **USPS to review and pre-approve**. We'll respond within four business days, and we may have a few revisions to ensure that you qualify for the discount.
 - **Receive decision via email and through the Mailing Promotions Portal.**

- 03** If you haven't already registered, sign up for the **Personalized Color Transpromo Promotion** on the **Business Customer Gateway** via Incentive Programs. Make sure to do this at least two hours before sending your mail. [Visit the Business Customer Gateway for more details.](#)

PROMOTION DETAILS

04 Prepare your postage statements and submit them electronically. Remember to claim your discount when you file your mailing using the correct two-letter characteristic code or the dropdown in PostalWizard:

CP Personalized Color Transpromo (3% discount)

CR With Reply Mechanism (4% discount)

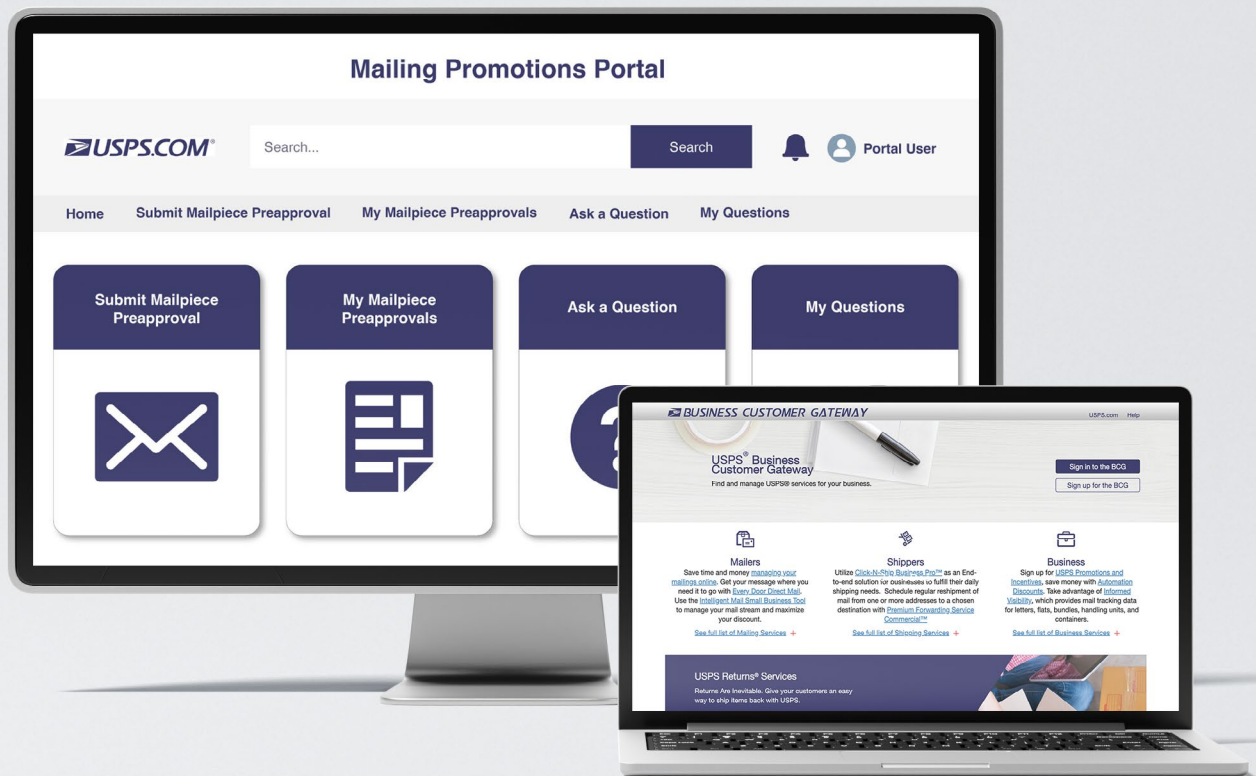
05 Send your mailing and remember to keep a hard copy for your records.

06 Watch your customer engagement rise.

As the Mailing Promotions Portal continues to evolve, please note that USPS reserves the right to adjust the sample process.

Contact the Promotions Office

Please direct questions about promotion requirements to the Mailing Promotions Portal. For questions about Portal functionality, please contact mailingpromotions@usps.gov.



PROMOTION DETAILS

3% DISCOUNT

Personalized Color Transpromo Requirements

Must Include

Eligible mailpieces must include a **full (2 or more) color marketing message or visualization of account data** in two or more colors not including black, white, or grayscale.

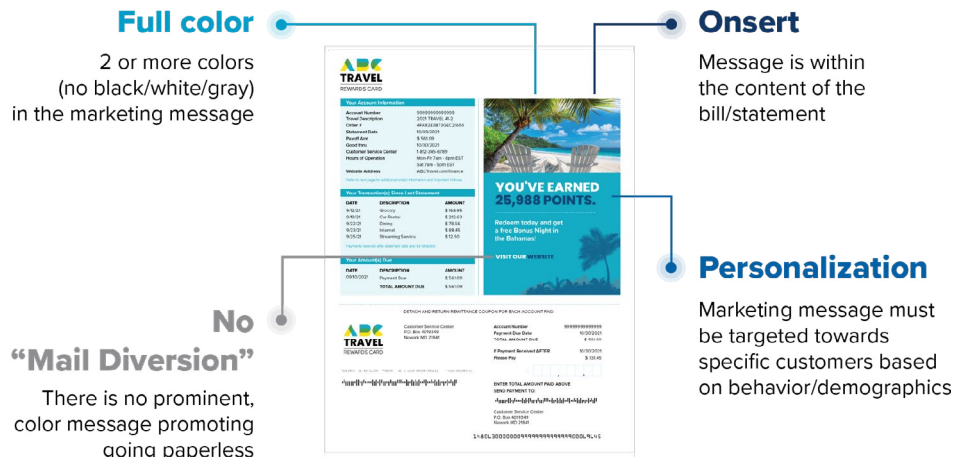
Required Message Placement

The marketing message or data visualization must be printed on the bill/statement itself as an “Onsert,” which is printed in-stream, within the content of the bill or statement. (This differs from an insert, which is included inside of an envelope).



Full Color Marketing and Data Visualization

Bring the magic to marketing messaging and account data through the use of color and personalization.



Non-Eligible Consumer Messaging

- **Content that promotes or suggests mail diversion like “going paperless” or “switching to online billing”**
- Any messaging on the outside of the envelope
- Use of color in logo alone or other parts of the bill without marketing/consumer messages
- Pre-printed color stationery/paper with general graphics or text
- Color in messages such as payment status, amount due, or contact information

PROMOTION DETAILS



Full Color Marketing and Data Visualization

Continued

Marketing Messages

Examples of **personalized** marketing or consumer messages include:

Rewards, Incentive, or Loyalty Programs

Example:

- ABC Credit Cards personalizes their marketing messages by offering 5% and 10% cash back to customers who spend at least \$5,000 and \$10,000 during the month of May.
- ABC Credit Cards offers additional rewards card offers to customers who spend a higher amount per month.

Renewal Offers

Example: ABC Credit Cards has a concierge service that card members can subscribe to. They're offering one month free to lapsed members who rejoin.

Coupons

Example: ABC Credit Cards is offering 10% off all international flights for certain card holder members.

Examples of **transpromotional** marketing or consumer messages include:

Transpromotional messaging includes upselling, which encourages purchasing higher-end versions of products, and cross-selling, which encourages buying related items.

Upselling

Example: ABC Credit Cards is offering to cut annual fees for existing customers who upgrade their credit cards.

Cross-Selling

Example: ABC Credit Cards is offering customers who spend \$5,000 a year on eating out the opportunity to apply for a dining credit card.

Data Visualization

Visualizations Displaying Account Data

Example: ABC Credit Cards sends bills with colorized visualizations of individual account data (e.g., bar graph, chart) to show how much customers have spent each month.



PROMOTION DETAILS

4% DISCOUNT

Reply Mechanism Requirements

Must Include

- All Personalized Color Transpromo requirements
- Reply mechanism (Courtesy Reply Mail, Business Reply Mail®)
- All reply pieces must contain an Intelligent Mail barcode (IMb)

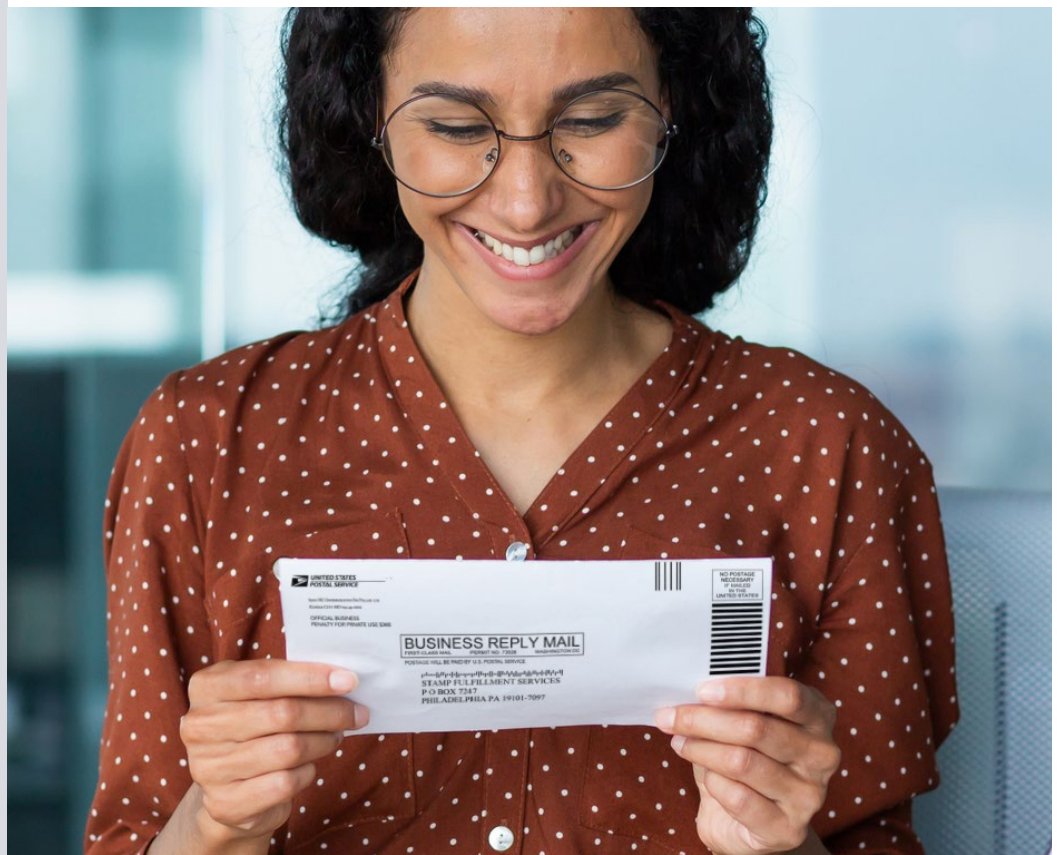
Required for Submission

- Upload the PDF of your reply piece in the Mailing Promotions Portal



Reply Mechanism

Improve connection to and response from customers by including Courtesy Reply Mail or Business Reply Mail®.



PROMOTION DETAILS

2 Reminders

Mailing Promotions Portal



Search...

Search



Portal User

Home Submit Mailpiece Preapproval My Mailpiece Preapprovals Ask a Question My Questions

Submit Mailpiece Preapproval



My Mailpiece Preapprovals



Ask a Question



My Questions



Some Final Reminders

- Information and resources will also be posted online at: <https://postalpro.usps.com/promotions>.
- Discounts must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.



Pre-Approval Reminders

- Request access to the **Mailing Promotions Portal** if you have not previously signed up. For instructions, visit: <https://postalpro.usps.com/promotions/portal>.
- Log in to the Portal and select **Submit Mailpiece Pre-approval**. Complete all fields and upload your electronic samples.
- Any final mailpieces that deviate from the prototypes, mock-ups or examples submitted for pre-verification will be subject to the loss of the discount.
- If the prototype is not approved in writing prior to entry date, the mailing will not qualify for the discount.
- Pre-approval notification from the Portal is for the marketing message and reply mechanism only. The mailpiece must also satisfy all of the remaining requirements in this document to qualify for the promotion discount.
- Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review this document to ensure that the mailpiece meets all 2024 Program Requirements.



Promotion Reminders

The discount must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.

To claim the discount for mailings submitted via mail.dat or mail.xml:

- For the 2024 **Personalized Color Transpromo Promotion**, populate the Characteristics Record (CCR) file with the two-letter characteristic CP for eligible 3% Personalized Color Transpromo or CR for eligible 4% With Reply Mechanism.
- One of the parties in the by/for of the postage statement must be registered for the promotion.

MAILING SUBMISSION AND ACCEPTANCE

MAILING SUBMISSION REQUIREMENTS

The discount must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.

*Only one promotion discount can be applied to a mailpiece or mailing. The use of technology and/or print treatments eligible for other promotion discounts will not increase the discount amount. Inbound pieces for the IMbA Promotion are considered their own mailing. The outbound mailing distributing the QBRM pieces is eligible to receive a discount if it meets the requirements for one of the other promotions.

A Documentation/Postage Statement

Mailings must be submitted electronically via Mail.dat and Mail.XML or Postal Wizard. Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID) or Permit number. Participants will be required to affirmatively claim this promotion in the "Incentive Claimed" section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, the Component Characteristics Record (CCR) file MUST be populated with the appropriate **two-letter characteristic code or it must be selected on PostalWizard in the dropdown.**

CP

Personalized Color Transpromo (3% discount)

CR

With Reply Mechanism (4% discount)

B Combined and Commingled Mailings

The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying mail must be submitted on separate postage statements or by mailpiece version.

Only one promotional discount will be applied per mailpiece version (identified by MPU Mail Piece Unit and MPU Segment ID). In a commingled mailing, which may contain multiple mail owners, a mailpiece version must be created for each mail owner. The incentive can be claimed independently for each using the CCR file. If needed, mailers may continue to use either the CSM Postage Group ID or the .mpa Customer Reference ID in order to create separate child statements for the pieces which are eligible for incentives. If a mailer is using the customer reference ID to create separate statements a unique MPA record must be created for pieces which are claiming incentive rates.

Further technical information can be found in the USPS® Mail.dat Technical Specifications

<https://postalpro.usps.com/mailing/techspecs>

If **PostalOne!**® issues arise during the promotion period and prevent the timely finalization of Postage Statements within PostalOne! system, please follow the instructions in the **PostalOne!** Contingency Plan posted on PostalPro. <https://postalpro.usps.com/node/852>

C Mailing Date

Mail must be tendered for acceptance during the promotion period. Promotion eligible mailings must be finalized in PostalOne! no earlier than 12:00:00 AM Central Time the day the promotion starts and no later than 11:59:59 PM Central Time on the last day of the promotion.

Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities 15 calendar days after the promotion end date. (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to the first day of the promotion. Any qualifying mailing that is accepted and paid for prior to start of a promotion is not eligible for the promotion discount.

MAILING SUBMISSION AND ACCEPTANCE

D Postage Payment Method

The eligible postage payments are:

- Permit imprint
- Precanceled stamp permit
- Meter permit

E Meter Mail/Precanceled Payment Option

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts. Mailers must select the appropriate Postage Affixed Method option as follows:

- If mailer is eligible for an VAR/CVAR for Meter Mail: All options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: Only “Neither” is an option
- Precanceled: Only “Neither” is an option.

Any net postage due for the mailing must be paid from an advance deposit (permit) account.

MAILING SUBMISSION AND ACCEPTANCE

REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

..... MAILER MUST **RETAIN**

A HARD COPY SAMPLE MAILPIECE

FOR 90 DAYS

POST-THE END OF THE PROMOTION PERIOD

A Using the Self Service Terminal (SST)

Mailers participating in the promotion and presenting mail using the Self Service Terminal (SST) will see the message below on the screen and must certify the agreement on the screen and postage statement to the BMEU clerk.



*This mailing has been identified as participating in an incentive program.
By clicking OK, I certify that I am tendering a production mailpiece sample and
postage statement to the acceptance employee for verification.*



B Post Mailing Requirements

All mailers who receive the discount must retain all hard copy mailpieces for 90 calendar days after the promotion end date and if requested by the Postal Service, must forward the sample to the Promotion Program Office.

Mailers will be required to keep a sample of the hard copy mailpiece used in their campaign for 90 days after the end of the 2024 promotional period. The promotion office will conduct random audits. The mailer must provide sample along with approved Service Request within 15 business days of notification. If mailer is unable to furnish proof, USPS has the right to reverse any discounts provided.

SUPPORT

Further questions can be directed to the Promotions Office.



MAILING PROMOTIONS PORTAL

Participants must upload all mailpiece samples to the Mailing Promotions Portal for pre-approval. Please do not email samples.

For instructions on accessing the Mailing Promotions Portal, visit: <https://postalpro.usps.com/promotions/portal>.

Please direct questions about promotion requirements to the Mailing Promotions Portal.

For questions about Portal functionality, please contact mailingpromotions@usps.gov.

The Promotions Office responds to all inquiries within 4 business days.

Links to webinars, FAQs and other promotion resources can be found on the PostalPro™ website at: <https://postalpro.usps.com/promotions>.

PostalOne! Helpdesk

For issues and concerns regarding enrollment or technical issues, please contact the PostalOne! Helpdesk through the Mailing & Shipping Solutions Center (MSSC) by email or phone at: MSSC@USPS.gov or 1-877-672-0007. In the Interactive Voice Response (IVR), customers will select option 2 (MSSC) and then option 3 (PostalOne!) for assistance.

DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE.



