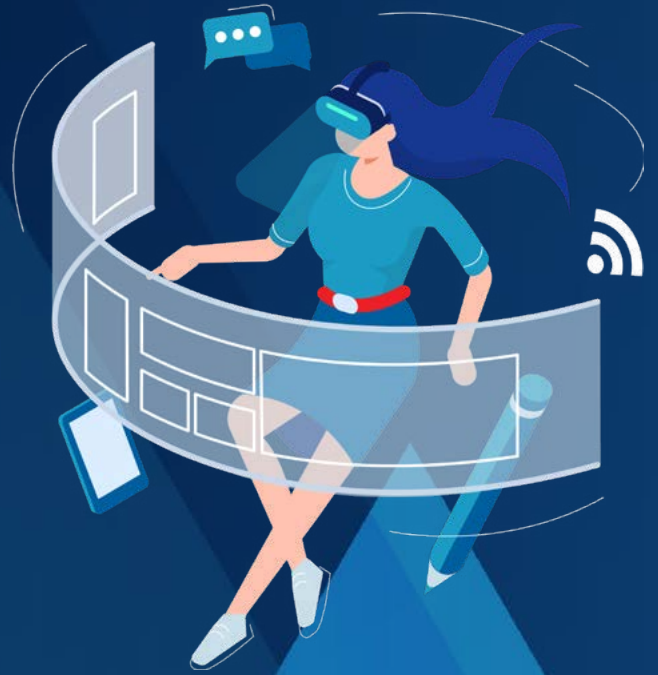


2024

EMERGING AND ADVANCED TECHNOLOGY PROMOTION

Hear the engine rev, walk through your next home, or ask a question...with mail.

Wow your customers with the unexpected by guiding their exploration in ways that let them watch, listen, or speak.



PROMOTION OVERVIEW

NEW Choose Your Start Date 

The timing of the 2024 Emerging Tech promotion has changed to add **greater flexibility**. You (mailer) can now **select your start date at any point during the 2024 promotion calendar**. The start date begins on the first mail date claiming the discount and must run for up to 6 consecutive months during the **January 1 - December 31, 2024** calendar year. Start and end dates are linked to a mailer's Customer Registration ID (CRID) and will be tracked so all credits claiming a discount can only be used during the eligible **6-month maximum campaign period**. More details will be provided on Customer Registration ID (CRID) requirements.

Where Mail and Technology Meet

Send a mail experience that excites customers by connecting mailpieces with the latest digital technologies.

Eight ways to create a new mail experience. All of them come with a discount.

In 2024 there are two discount levels for different technologies. Explore below to see what discount will be applied to each qualifying technology. Note that only one discount can be applied to a mailing.



3% DISCOUNT Emerging and Advanced Technologies

4% DISCOUNT Enhanced Emerging Technologies

Mark Your Calendar

 Registration Period  Promotion Period

Customer has flexibility to choose their promotion start date. Up to 6 consecutive months during the 2024 calendar year (January 1 - December 31, 2024).

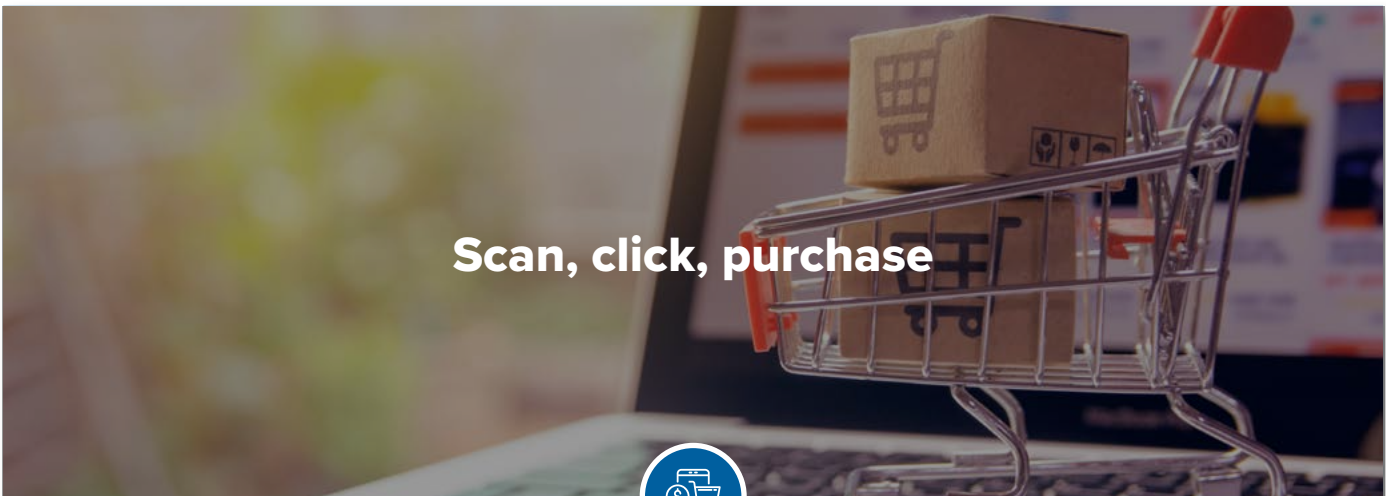
DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
				← 6 MONTHS →								

PROMOTION FEATURES: MOBILE SHOPPING



From Direct Mail to Direct Purchase

QR codes® and scannable images can transport customers directly from mailpiece to online store. You can frame your logo with a dotless QR code or blend a visual QR code into your images to create mail that delivers high impact and drives sales.



Mobile Shopping

Capture a customer's attention with mail that puts purchases just a few clicks away.



QR code®

3% DISCOUNT

Please note that the Mobile Shopping technology with these current requirements will not be available in 2025.

PROMOTION FEATURES: NEAR FIELD COMMUNICATION (NFC)



Share Just About Anything with NFCs

Send all kinds of information to phones, laptops, watches, and other devices--quickly and without an internet connection--by adding an NFC tag to printed mailers.

Quick, cordless connections



Near Field Communication (NFC)

Use short range wireless connectivity to connect mail to electronic devices.

Share memorable content from your mailpieces with NFCs



Music

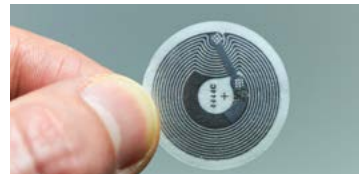


Files and data



Videos

Don't be intimidated...NFCs are affordable and easy to customize



NFC tags can be created and customized as easily as an address label, and they can cost as little as \$0.25.

4% DISCOUNT

PROMOTION FEATURES: VOICE ASSISTANCE TECHNOLOGY



Speak to Customers Using Voice Assistant Technology

Start real conversations with customers, answer questions, and build relationships by adding voice assistant prompts to mailers.

Mail that's conversational

Two ways of talking. What's the difference?

New ways of using voice assistant technology that starts great dialogue with customers.

Basic Integration with Voice Assistant



Plug and play

Use standard voice commands to guide exploration.

3% DISCOUNT

Advanced Integration with Voice Assistant



Guide the conversation

Customize voice commands to deliver unique user experiences.

4% DISCOUNT

PROMOTION FEATURES: VIDEO IN PRINT (ViP)



Deliver Videos Directly to Customers' Doors with Video in Print

Whether it's a new product launch, an exclusive invitation, or a great how-to tip, use video-in-print technology to deliver the video content your customers need without getting lost in the digital crowd.

Playable video, right in the mailbox

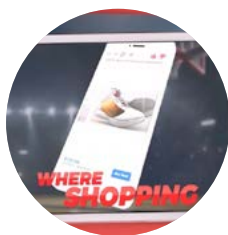


Video in Print

Create a mailable, interactive video experience.



A printed screen, no WiFi required



Videos customers can shop from



Interactivity that lets you explore 360 degrees

4% DISCOUNT

QUICK START

1 Select an Eligible Mail Option

Eligible Mail Options

Choose one of these three options. Make sure the shape (letter, card, or flat) and class are eligible.

- First-Class Mail® letters, cards, and flats
- USPS Marketing Mail® letters and flats
- Nonprofit USPS Marketing Mail letters and flats

Ineligible Mailpieces

The following are ineligible for this promotion, and will not be approved.

- Periodicals
- Bound Printed Matter
- Media Mail



“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.



2 Register for the Emerging and Advanced Technology Promotion.



3 Prepare and submit postage statements electronically.



4 Send your mailing.



QUICK START

3 Select a Technology and Corresponding Technology Trigger

Promotion Technologies

Pick from one of these technologies.

Emerging and Advanced Technologies

3% DISCOUNT

“Enhanced” Augmented Reality (AR)

Basic Integration with Voice Assistant

Mobile Shopping

Enhanced Emerging Technologies

4% DISCOUNT

Mixed Reality (MR)

Virtual Reality (VR)

Advanced Integration with Voice Assistant

Near Field Communication (NFC)

Video in Print Technology (ViP)

Corresponding Technology Triggers

Make sure your mailer includes the right technology trigger.



Apps



QR code[®]
or Barcode



NFC



Voice
Assistant



Video
Embedding



QUICK START

Trigger Directional Copy and Destinations

Include Directional Copy with the Technology Trigger

Mailers must include directional copy with each technology trigger. Examples of directional copy for each technology type are below.



Apps

Download our app and scan this page for an interactive experience.



QR code® or Barcode

Scan to shop our mobile website.



NFC

Tap here with your NFC-enabled phone.



Voice Assistant

To explore stamps online, say “Alexa, take me to USPS’ Postal Store”.



Video Embedding

Play this interactive video that shows how we design our notecards.

Mailings with multiple qualifying technology triggers will only receive one discount.

Directional Copy Requirements

- The technology used must enhance the primary purpose of the mailpiece.
- The mailpiece must contain directional text near the trigger logo, icon, or image that guides the consumer to engage using the technology trigger.
- The directional copy must be prominently displayed to ensure the customer sees it.
- Directional copy must be present on any page where the technology trigger is present.
- If the experience is available only on a specific mobile device operating system, the directional copy must clearly state which platform and/or tool is compatible (e.g., “This experience is only available on Android devices”).

If the directional copy does not meet these requirements, the mailpiece will not qualify for the discount.

Technology Engagement

- Websites linked as mailpiece destinations must be mobile optimized and include an experience relevant to the mailpiece messaging.

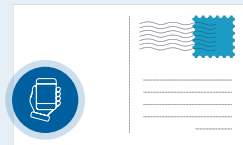
Examples of directional copy include (but are not limited to):

- Scan to shop our mobile website.
- Scan the logo for an interactive experience!
- Download our app and scan this page to see your mailpiece come to life.
- Tap here with your NFC-enabled phone.
- Assemble your viewer, download our app, insert your mobile device, and prepare for an undersea adventure!
- Hey Google, tell me what the weather is in the Bahamas next week.

QUICK START

Technology Trigger Placement

Decide where the mobile technology trigger will appear on your mailer. You can place it on...



The outer surface of an envelope, catalog, or postcard

or



On the materials inside the mailpiece or catalog

But make sure you don't have it...



In the indicia or barcode clear zones

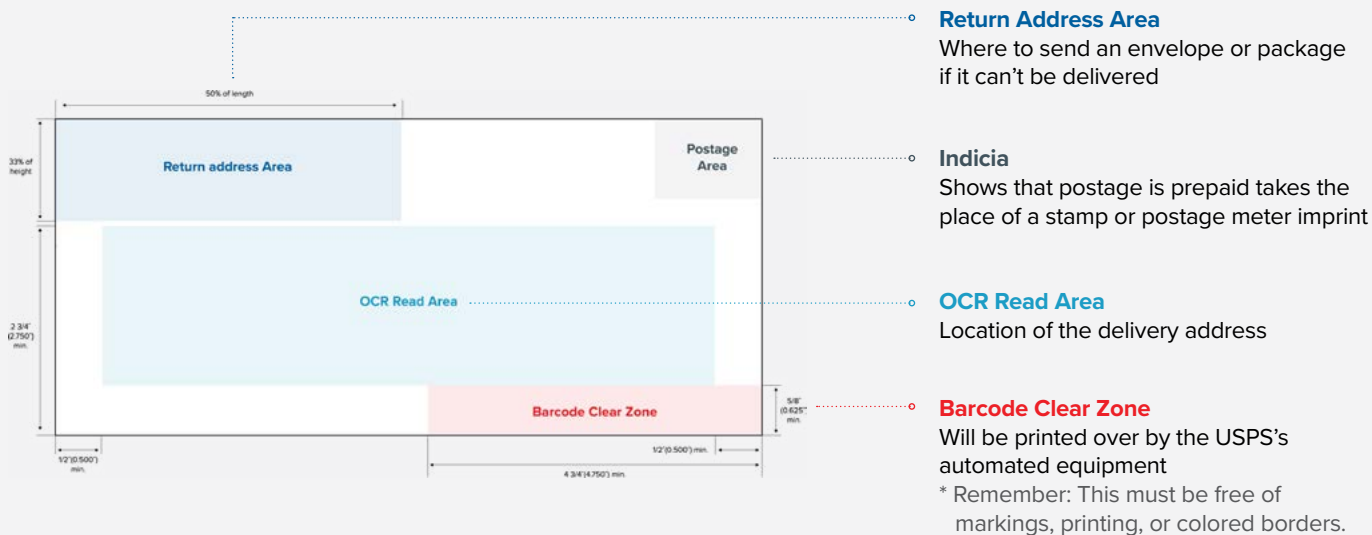
or



On a reply card, form, detached address label (DAL), unattached card, or perforated areas

More on Mail

Before you dive into the details of mail standards, learn the basic terminology.



Want to learn more about different mailing standards? [Explore the Domestic Mail Manual here.](#)

PROMOTION DETAILS

1A Program Information

 Registration Period
  Promotion Period

Customer has flexibility to choose their promotion start date. Up to 6 consecutive months during the 2024 calendar year (January 1 - December 31, 2024).



Discount Amounts

3% DISCOUNT

Emerging and
Advanced
Technologies

4% DISCOUNT

Enhanced Emerging
Technologies

The discount is calculated in the PostalOne!® system and applied to the postage statement at the time of mailing. The 3% or 4% 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 technologies and/or print treatments on or within a mailpiece will not increase the discount amount.*



“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 a **technology** that you want to integrate with your mailpiece.
- Follow the guidance in the **requirements document** to ensure eligibility. [Ensure eligibility by following promotion requirements.](#)
- Create an **electronic sample** to send to USPS® for pre-approval.

02 Submit your electronic sample to USPS to get pre-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 Pre-approval**. Complete all fields and upload your PDF samples.
- 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 pre-approval notification through the Mailing Promotions Portal**. Pre-approval is mandatory for all technology options for this promotion.

03 If you haven't already registered, sign up for the **Emerging and Advanced Technology Promotion** on the **Business Customer Gateway**. Make sure to do this at least two hours before sending your mail.

[Visit PostalPro for more details on how to enroll.](#)

04 Include a detailed list of all CRIDs you will be using during the promotion period at the time of your first mail owner mailing.

PROMOTION DETAILS

05 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:

ME Emerging Technology (3% Discount)

1X Enhanced Emerging Technology (4% Discount)

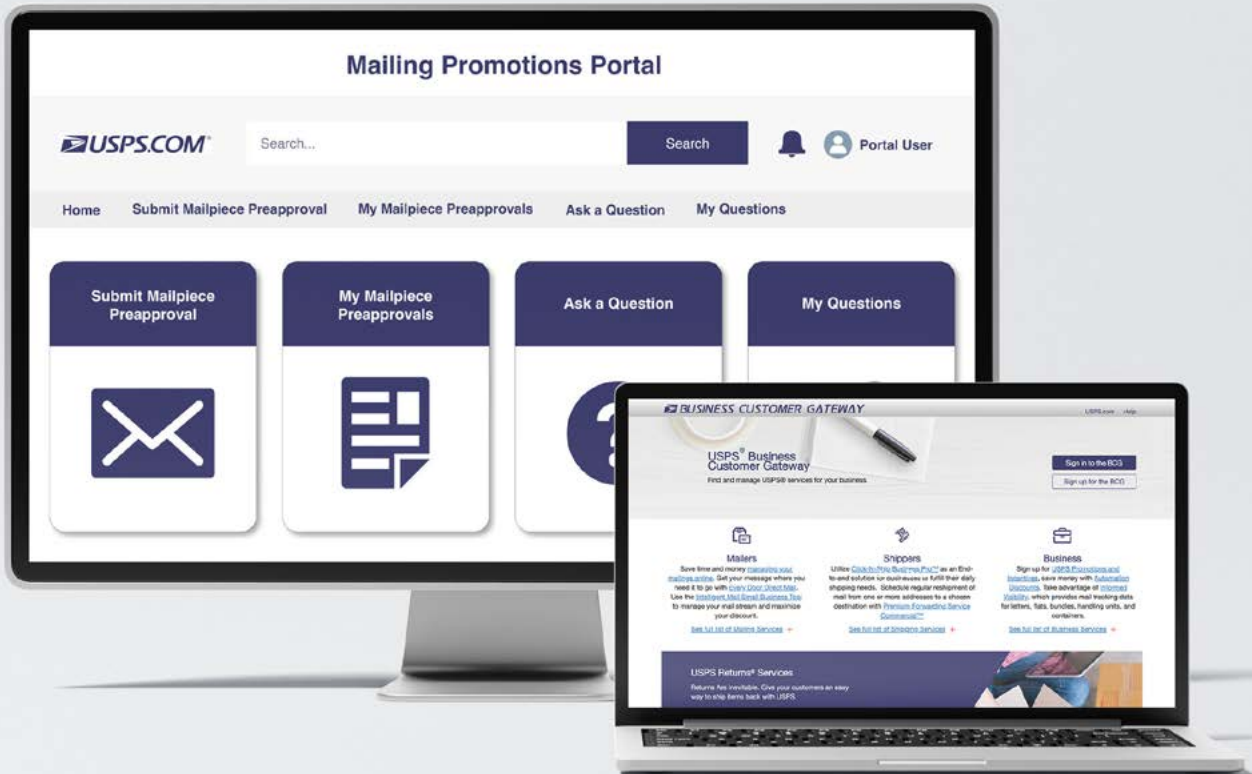
06 Send your mailing and remember to keep a hard copy for your records.

07 Watch your customer engagement rise through direct mail.

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

Emerging and Advanced Technology Promotion

3% DISCOUNT

Emerging and Advanced Technologies

2A “Enhanced” Augmented Reality (AR)



“Enhanced” Augmented Reality (AR)

Enhanced Augmented Reality is an interactive experience that depicts real world objects which are enhanced digitally using 3-D technology in a physical world.

Technology Triggers



Apps



QR code® or Barcode

Must Include

- 3D elements, images, or modules
- Animation
- An interplay between the physical (mailpiece) and the digital that actively uses the user’s perspective

Non-Eligible

“Enhanced” AR excludes the use of static, pop-up, worded displays that do not engage the recipient in any experience other than reading or simply clicking a button. 2-dimensional AR images do not qualify.

Examples



Dive into your next trip with ABC Travel!

Scan this QR code® to splash in the pool before you arrive.



Want to go deeper into the ocean?

Download our ABC Travel app to explore our favorite boat tours.

QR code® on mailpiece directs customers to an interactive experience

QR code® opens up app store for download of AR experience

PROMOTION DETAILS

2B Basic Integration with Voice Assistant Requirements



Basic Integration with Voice Assistant Requirements

Basic Voice Assistant will utilize voice technology that makes use of existing search functionality and capability as the voice assistant can perform these tasks naturally. These experiences typically don't require customization or development by the mailer.

Technology Triggers



Voice Assistant Prompt

Must Include

The mailpiece must give specific instructions directing recipients to use a voice prompt to deliver a consistent targeted response or action through a voice device. There are three scenarios listed below.

- Directional copy containing a voice assistant command that uses simple search engine request functionality enabling the recipient to go to a website for a business purpose related to the mailpiece message.
- Leverages existing modules (e.g., weather category) in Alexa or Google Assistant where the recipient does not need to either download or create a skill/action.
- Leverages the use of existing modules in Alexa or Google Assistant that have minimal re-skin requirements (e.g., Add company name and customize a minor aspect of the voice assistant experience).

Voice Assistant experiences must be tied to measurable business outcomes.

Audio File NEW

Customer must submit **an audio file attachment demonstrating the voice command and response** when submitting the mailpiece in the Mailing Promotions Portal during the pre-approval process. Any submission not initially including an audio file during the pre-approval process cannot be approved as final until we receive an audio file of the activated voice command and response.

Non-Eligible

Mailpieces without a clear reason for sending users to a specific website will not qualify for Voice Assistant discounts.

Some examples of non-qualifying voice commands include:

- ABC Travel saying "Hey Google, take me to EFGusedcars.com" on their mailer about vacations to the Bahamas. (Why? Going to EFGusedcars.com is unrelated to the mailpiece's messaging.)
- ABC Travel saying "Hey Siri, take me to EFGusedcars.com" without a reason for why EFGusedcars.com is relevant (Why? There needs to be context for sending users to the webpage.)

Examples

To find out more about our trips to the Bahamas on our website, say "Hey Google: Go to 'ABCTravel.com'"

Go to a Website (with purpose)

Directional copy tells customers what to say to activate their voice assistant and access the correct webpage.

Hey Google, tell me what the weather is in the Bahamas next week.

Use Existing Voice Assistant Modules

Copy directs the customer to use an existing voice assistant module to access information related to the product, feature, or experience.

PROMOTION DETAILS

2C Mobile Shopping

Please note that the Mobile Shopping technology with these current requirements will not be available in 2025.



Mobile Shopping

Capture a customer's attention with mail that puts purchases a few clicks away.

Technology Triggers



QR Code®
or Barcode



Image
Recognition



Digital
Watermark

Must Include

Mailpiece must contain a mobile print technology that when scanned on a mobile device leads to a complete mobile optimized website:

- QR Codes® or digital watermark
- Must be accompanied by directional copy ([See Quick Start section for details](#))

The technology trigger(s) must meet the size requirements:

- Mobile print technology must be a minimum of 1/2 inch by 1/2 inch.

Directional copy must be the same size or larger as the primary marketing message.

Requirements for Digital Shopping Experience:

- Scan leads to a complete mobile optimized site (from beginning of shopping experience through purchase completion).
- Pop-ups on landing pages are allowed as long as they allow users to exit out.
- Scan takes you directly to a purchase site relevant to the mailpiece message.
- The recipient must be able to complete the purchase.

Non-Eligible

Examples of ineligible products include, but are not limited to:

- Making payment online for prior purchases or recurring services
- Downloading a deal or coupon



Charitable Donations

Drive engagement through direct mail that moves people to make donations online.

Must Include

Charitable donation mailings must meet all requirements for the standard Mobile Shopping technology. A donation must include a reply mechanism or mailed response. Qualifying mailings must include one of the following:

- Hard copy certificate, thank you note, or voucher mailed via the USPS® to the recipient upon purchase/donation (does not include invoices, billing statements, or receipts).
- A mailpiece containing a Business Reply Mail® (BRM), Courtesy Reply Mail (CRM), or Share Mail (Alternate Postage) enclosure in the outgoing qualifying mailpiece. Artwork for enclosures must be included in the initial mailpiece review package submitted to USPS.

Products **Not Eligible** for the Mobile Shopping Technology Discount

For the purposes of this promotion technology, a product is defined as a tangible and physical item that can be shipped via a mailing or shipping product offered by the Postal Service®, though delivery by the Postal Service is not required. Products that can only be fulfilled via private carrier (e.g., local pizza delivery) would not meet the requirements. Other ineligible products include, but are not limited to:

- Automatic payments
- Bill payments or "bill me later"
- Contest or sweepstakes entries
- Deal or coupon downloads
- Bank Loan or Bank CD application
- Digital subscription or Electronic Newsletter subscription
- Insurance quotes
- "Likes" or "shares" on social media networks
- Mail, email, or text message list sign-up
- Online billing or paperless services sign-up
- Online payments for prior purchases or recurring services
- Links to:
 - Account sign-in pages
 - Informational webpages
 - Phone numbers / make a call function
 - Non-mobile-optimized websites
- Proxy stock voting
- Receive download or text information (e.g., contacts or directions)
- Reservation confirmations (e.g., doctor or haircut appointments)
- Surveys
- View a video
- Travel Packages (e.g., cruises, flights, etc.)

PROMOTION DETAILS

Emerging and Advanced Technology Promotion

4% DISCOUNT

Enhanced Emerging Technologies

3A Near Field Communication (NFC) Requirements



Near Field Communication (NFC) Requirements

NFC technology typically consists of a small chip that is embedded into a carrier piece, such as a mailpiece. The user initiates an interactive experience by touching an NFC-enabled device, such as a smartphone or tablet, to the NFC-embedded item, or by placing the device in proximity to the NFC chip.

Technology Triggers



Must Include

The mailpiece must incorporate NFC technology to engage the mobile device in providing an interactive experience for the user. NFC chips must be embedded into the mailpiece and be triggered by tapping a mobile device to the mailpiece or waving the device over the mailpiece.

Non-Eligible

The NFC promotion cannot be used on ineligible mail classes ([please see section on non-eligible mailpieces in Quick Starts Section 1](#)).

Examples



Get some vacation vibes going

Tap here with your smart phone or tablet to listen to our ABC Travel Bahamas playlist

NFC chip launches music playlist on smart phone or tablet



Want to explore local marine life on your next ABC Travel trip?

Tap here with your phone or tablet to meet Snowflake the spotted dolphin and a few of her closest friends

NFC chip plays a video of a dolphin on smart phone or tablet

PROMOTION DETAILS

3B Mixed Reality (MR) Requirements



Mixed Reality (MR) Requirements

MR combines both augmented and virtual experiences through a combined immersive technology that can include sight, sound, and touch. MR can include different experiences, but some of the most common include blending physical and virtual experiences via a headset.

Technology Triggers



Apps



QR code® or Barcode



NFC

Must Include

The direct mail piece must have a trigger which leads to an MR experience in the same way that augmented reality and virtual reality currently function in the promotion. The MR experience must be related to the message included in/on the printed mailpiece, and must use a wearable (e.g., goggles, headset) to deliver the experience to the user. The wearable may be part of the mailing or the user's own.

The mailpiece and MR experience must meet machinability requirements per USPS® DMM regulations. The mailing must meet letter and flat requirements when mailing goggles or viewing devices. Parcels are not eligible.

Non-Eligible

The Mixed Reality promotion excludes the use of static, pop-up, worded displays that don't engage the recipient in an experience beyond reading or clicking a button.

2-dimensional MR images and experiences that do not employ headsets or goggles do not qualify.

Examples



Scan this QR code® and download the ABC Travel app to experience the beach right in your living room

QR code® directs customers to the ABC travel app for a MR experience



Get ready to join us!

Tap your smartphone here to see how to check in when you arrive

NFC chip directs customers to an interactive MR experience

PROMOTION DETAILS

3C Virtual Reality (VR) Requirements



Virtual Reality (VR) Requirements

VR, also known as immersive multimedia or computer-simulated reality, is a computer technology that creates replicas of an environment, real or simulated, that include a user's physical presence to allow for user interaction. Virtual realities artificially create sensory experiences, which can include sight, touch, and hearing.

Technology Triggers



Apps



QR code® or Barcode



NFC

Must Include

A VR experience must be related to the message included on/in the printed mailpiece. The mailpiece may include goggles/viewers or other devices that allow the recipient to engage in the VR experience. Participants may consider incorporating a QR code® or an NFC chip to simplify engaging the VR experience through the use of a mobile device and goggles/viewers.

The mailpiece and VR experience must meet machinability requirements per USPS® regulations. The mailing must meet letter and flat requirements when mailing goggles or viewing devices. Parcels are not eligible.

Non-Eligible

The Virtual Reality promotion excludes the use of static, pop-up, worded displays that don't engage the recipient in an experience beyond reading or clicking a button.

2-dimensional VR images and experiences that do not employ the use of headsets or goggles do not qualify.

Examples



Start your ABC Travel vacation now!

Use the included cardboard VR goggles and scan the QR code® to preview some vacation activities before your trip



Tap here with your smart phone or tablet to go swimming with sharks

QR code® allows users to download a VR app to use with their cardboard VR goggles

QR code® allows users to download a VR app to use with their existing VR devices

PROMOTION DETAILS

3D Advanced Integration with Voice Assistant Requirements



Advanced Integration with Voice Assistant Requirements

Advanced Integration with Voice Assistant will use complex voice skills or actions that require greater development and investment. These experiences are unique and customized to the brand.

Technology Triggers



Voice Assistant Prompt

Must Include

The mailpiece must include the use of pre-built or customized skills or actions developed using such device toolkits like Alexa Skill Kit (ASK) for Alexa devices or an action developed using Google Console for Google Assistant, etc. There are two scenarios listed below.

- Build a customized skill or action for the company using complex modules via voice assistant developer-based toolkits or platforms (e.g., use the Alexa Skill Kit (ASK) to build a skill).
- Leverage existing modules using skills or actions that are highly customized to the company and have complex customized scripting and content that is also unique to the company.

Audio File NEW

Customer must submit **an audio file attachment demonstrating the voice command and response** when submitting the mailpiece in the Mailing Promotions Portal during the pre-approval process. Any submission not initially including an audio file during the pre-approval process cannot be approved as final until we receive an audio file of the activated voice command and response.

Non-Eligible

Mailpieces without a clear reason for sending users to a specific website will not qualify for Voice Assistant discounts.

Some examples of non-qualifying voice commands include:

- ABC Travel saying “Hey Google, take me to EFGusedcars.com” on their mailer about vacations to the Bahamas. (Why? Going to EFGusedcars.com is unrelated to the mailpiece’s messaging.)
- ABC Travel saying “Hey Siri, take me to EFGusedcars.com” without a reason for why EFGusedcars.com is relevant (Why? There needs to be context for sending users to the webpage.)

Examples

Alexa, take me to ABC Travel and help me book a trip to the Bahamas.

Customized Module

Requires a custom skill be created so that customers use voice prompts to carry out specific processes, such as booking a vacation

4% DISCOUNT

Hey Google, have ABC Travel plan my daily itinerary for my trip to the Bahamas next week.

Existing (Pre-Built) Module

Uses existing VA modules with focused scripting and instructions that guide customers to targeted interactions

4% DISCOUNT

PROMOTION DETAILS

3E Video in Print Requirements



Video in Print Requirements

Video in Print (ViP) is playable video content that is integrated into printed material, such as print catalogs or mailpieces.

Technology Triggers



Apps



QR code® or Barcode



NFC



Video Embedding

Must Include

ViP can be integrated in the following ways:

- Integrated video screen within a printed, mailable piece
- Integrated Video/Picture utilizing translucent paper
- 360-degree Video View
- Shoppable Video

Non-Eligible

Simply linking to video content (e.g., a YouTube video) does not meet the criteria for Video in Print.

Examples



Scan here to get 15% off sunglasses before your next ABC Travel trip



Tap here to be welcomed by hotel staff before you arrive

QR code® opens a shoppable video of sunglasses that can be purchased online

NFC chip launches a welcome video

PROMOTION DETAILS

Ways to Integrate Video in Print



Integrated Video Screen

Mailpieces and catalogs can incorporate small, integrated LED, AMOLED, or LCD screens that can be triggered to play associated video content. This technology can deliver video to an offline consumer using printed material that is portable, reusable, and long-lasting, thus generating repeat impressions.

The video experience can launch automatically upon opening the mailpiece or be controlled using video function buttons like play, stop, or fast forward, depending on the functionality desired.



Shoppable Video

Shoppable Video is the process by which a user can view a video and make a purchase without having to navigate to the retailers' website. The experience involves viewing a video which contains clickable spots where users can make a purchase. Shoppable video is platform agnostic but is often viewed through social media platforms as well as e-commerce sites. For purposes of this promotion, the physical mailpiece must include a trigger (i.e., an AR-based app or QR code®) which leads to a shoppable video via mobile device.

Note that shoppable video pertains to a product that is defined as a tangible and physical item that can be shipped via a mailing or shipping product offered by the Postal Service®, though delivery by the Postal Service is not required. Products that can only be fulfilled via private carrier (e.g., local pizza delivery) would not meet the requirements.



360-degree Video View

360-degree view videos let users manipulate the view within a video to “look around” much as they would in real life, allowing them to see everything around them with no obstructions or blind spots. With the correct technology selections, 360-degree view video can be incorporated into ViP mailpieces, creating an immersive experience with no internet connection needed.



Integrated Video/Picture Using Translucent Paper

This technology allows a static image to become animated when combined with a digital screen. It consists of a physical, printed mailpiece printed on semi-translucent paper stock, that when placed over a tablet or mobile device, plays video content visible through the paper that appears to bring the mailpiece to life. These pieces may leverage tools such as Cineprint or similar technology to create or “play” the ViP experience.

PROMOTION DETAILS

4A Reminders

Mailing Promotions Portal

USPS.COM

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 PDF 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 technology implementation 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:

- Include a detailed list of all CRIDs you will be using during the promotion period at the time of your first mail owner mailing.
- For the 2024 **Emerging and Advanced Technology Promotion**, populate the Characteristics Record (CCR) file with the two-letter characteristic ME for eligible 3% Emerging and Advanced Technology or 1X for eligible 4% Enhanced Emerging Technologies.
- The mail owner identified 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

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** —

ME

Emerging Technology
(3% Discount)

1X

Enhanced Emerging Technology
(4% Discount)

Must list all CRID's at the time of your first mail owner mailing. USPS will only provide the discount for the specific 6 month window that customer's CRID(s) is available to participate in based on the 6 month window the customer decides to utilize.

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 the PostalOne! system, please follow the instructions in the **PostalOne!** Contingency Plan posted on PostalPro: <https://postalpro.usps.com/node/852>.

The acceptance criteria for the "pick your start date" require eDocs to have MIDs/CRIDs/permits. If there is commingling, those will have to be submitted on a separate postage statement or mail piece version identified by MPU and segment ID.

USPS will only provide the discount for the specific 6 month window that customer's CRID(s) is available to participate in, based on the first mail date claiming the discount.

MAILING SUBMISSION AND ACCEPTANCE

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.

D Postage Payment Method

The eligible postage payments are:

- Permit imprint
- Precanceled stamp permit
- Meter permit
- OMAS and “Official Government Mail”
- Every Door Direct Mail (EDDM) that is deposited at a Business Mail Entry Unit (EDDM Retail mailings are ineligible)

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 advanced 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.



