

Catalog Incentive – Fact Sheet

July 16, 2024

Catalog Incentive

Catalogs offer a unique marketing perspective to products and services and provide important value to the mailbox. As part of the July 14, 2024 price change, USPS published a new Catalog definition in the Domestic Mail Manual. Simultaneously, the Postal Service is offering a Catalog Incentive price discount of \$0.001 per mailpiece to Catalog mailers who comply with the new Catalog definition and meet all other eligibility requirements for the Catalog Incentive. The Incentive and all requirements would apply to all USPS Marketing Mail products (except for EDDM-Retail) and to Bound Printed Matter flats and parcels. Detailed requirements are available below. These and additional details are provided in the FAQ document available on PostalPro under Catalog Incentive>Resources - <https://postalpro.usps.com/msi>. Planned DMM changes are available on Postal Explorer at <https://www.usps.com/july2024dmm>.

The new Catalog definition

A Catalog is a bound (stapled, stitched, glued or fastened together along one edge) mailpiece with at least 12 pages, providing an organized listing of products or services offered for sale. A Catalog mailpiece may be letter-shaped, flat-shaped or parcel-shaped, and is mailed at USPS Marketing Mail or Bound Printed Matter rates. The product listing must include images, photographs or illustrations of the products or services, descriptive details, fulfillment information and prices or contain an alternate method for the reader to determine prices. Catalogs must contain enough information to allow an order to be placed, e.g., an order form, a phone number, a web address, or the means to access a web address. Catalogs will also enable fulfillment options for the products or services offered for sale.

Eligibility requirements for claiming the Catalog Incentive price discount

A mailer who satisfies the requirements listed below will be eligible to claim the Catalog Incentive price discount:

1. The mailpiece must meet the definition of a Catalog as listed above.
2. The mailer must appropriately identify the relevant mailpieces as Catalogs on the postage statement and/or the eDoc, as described below.
3. Mail Owners claiming the Catalog Incentive price discount will be required to:
 - a. Hold physical samples of Catalogs claiming the Incentive price discount for 6 months after Postage Statement finalization;
 - b. Make these samples available to USPS upon request during this 6-month period; and
 - c. Ensure that the samples are marked by reference to Mail Owner Name & CRID, Postage Statement ID, Job ID, Postage Statement Finalization Date, and a copy of the Postage Statement.

- d. Holding samples, and providing them to USPS when requested, is the responsibility of the Mail Owner regardless of whether they are also the mail submitter or use a 3rd party or MSP as the submitter.

How to claim the Catalog Incentive price in the eDoc/Postage Statement

While preparing the eDoc, a Mail Owner must place a check mark in the box for “Catalog Incentive,” or equivalent, using the format of the appropriate eDoc field. By doing so, the Mail Owner or submitter certifies compliance with all requirements for claiming the Catalog Incentive price. By doing so, the Mail Owner or submitter certifies compliance with all requirements for claiming the Catalog Incentive price. Completing this entry will then allow the eDoc submitter or Mail Owner to fill out the relevant Postage Statement entry lines to claim the Incentive price for the qualifying number of mailpieces.

Payment entry methods to use to claim the Catalog Incentive price discount

Currently, the following payment entry methods support the Catalog Incentive discount – mail.dat, mail.XML, Postal Wizard.

Entries required in mail.dat and mail.XML in order to claim the Catalog Incentive price

For eDoc submissions claiming the Catalog incentive, the Mail.dat Component Characteristic record must have a value of “CT” as a type of “C” (Content), and the Mail.XML Content block must be used to document a value of “CT.” Note Catalog is a type of content of mail and the incentive is applied automatically when Catalog is identified as content.

Can this Incentive be combined with other incentives or discounts offered by the USPS?

Yes. A Mail Owner who claims the Marriage Mail Incentive is not precluded from availing of other incentives or discounts, subject to meeting the requirements of each incentive and discount.