

United States Postal Service®

# INDUSTRY ALERT

July 16, 2024

## Catalog Incentive price discount and new Catalog definition implemented July 14, 2024

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 now offering a Catalog Incentive price discount 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 apply to all USPS Marketing Mail products (except for EDDM-Retail) and to Bound Printed Matter flats and parcels.

Planned DMM changes are available on Postal Explorer - <https://www.usps.com/july2024dmm>

Detailed requirements are available in a Fact Sheet and an FAQ document available on PostalPro under Catalog Incentive>Resources – <https://postalpro.usps.com/msi>.

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