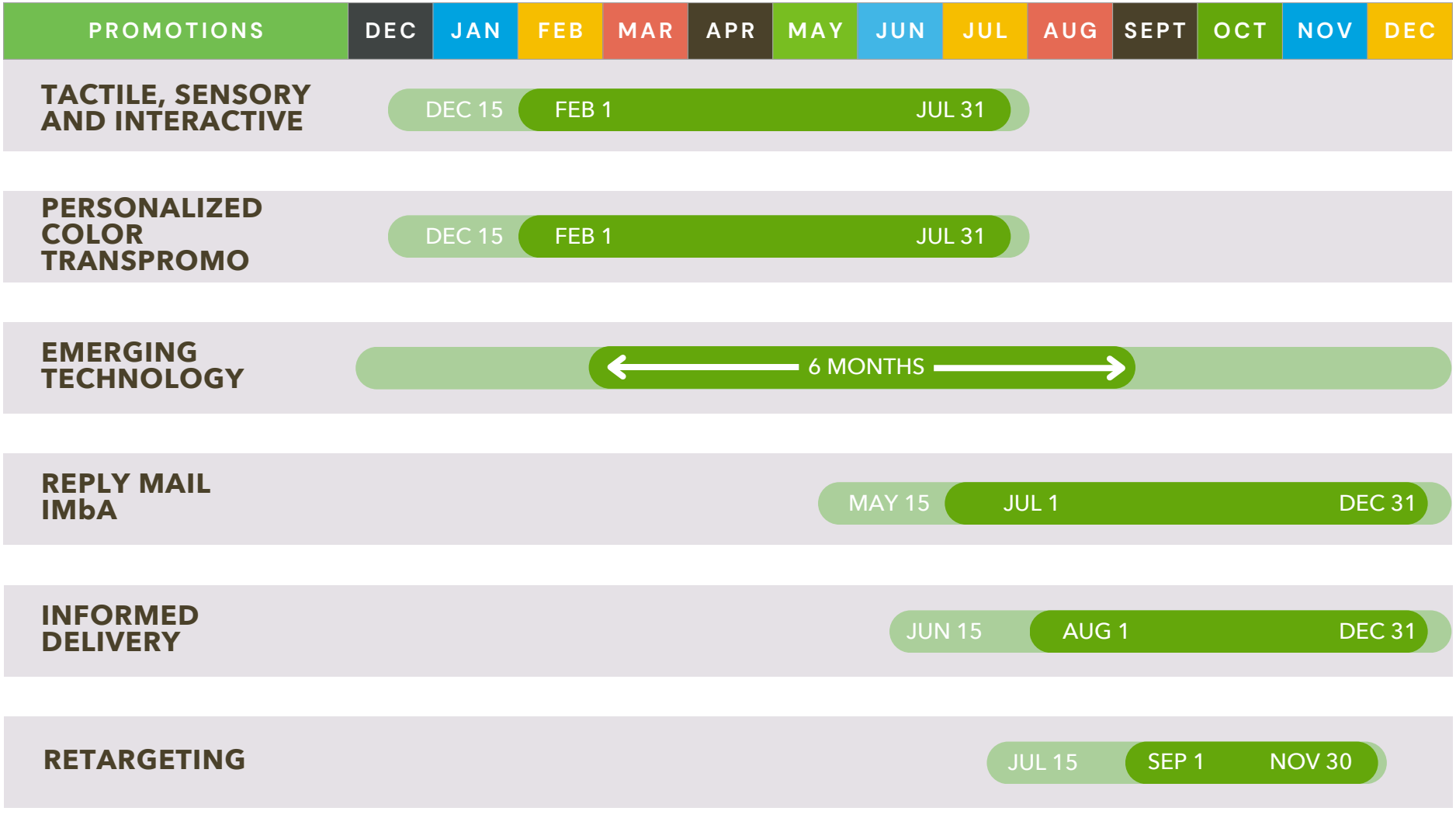
2024 USPS PROMOTIONS CALENDAR

baesman:
We get personal.



2024 PROMOTIONS WHAT'S NEW

baesman:
We get personal.

EMERGING AND ADVANCED TECHNOLOGY

- Timeframe: Choose your start date (maximum 6 consecutive months in CY 2024)
- Voice Assistant: Audio File Required
- Mobile Shopping will change in 2025

Discount 3% or 4%

TACTILE, SENSORY, INTERACTIVE

- MDA review process (new address for physical samples)
- Peel and Reveal now eligible
- Buckslips no longer qualify
- Gloss stock will qualify in 2024, but not in the future

Discount 5%

PERSONALIZED COLOR TRANSPROMO

- Make bills and statements more fun and impactful by using color and marketing to highlight your message

Discount 3% or 4%

REPLY MAIL IMBA™

- Encourages Qualified Business Reply mail (QBRM) and High volume QBRM customers to adopt IMbA M

Discount 3% or 6%

INFORMED DELIVERY®

- Digital mailpiece will be required for each submission

Discount Mailers: 4%

eDoc Submitter: 0.5%

RETARGETING

- Reta rgeting Technology Solution authorization
- letter will now be automated using the Mailing Promotions Portal

Discount 5%

2024 MAILING PROMOTIONS TECHNICAL INFORMATION

PROMOTION	PROMOTION PERIOD	CCR INCENTIVE CODE	ELIGIBLE MAIL CLASS/ PROCESSING CATEGORY	DISCOUNT CALCULATION
PERSONALIZED COLOR TRANSPROMO	FEBRUARY 1 - JULY 31, 2024	CP CR	First-Class Mail® presort & automation letters. First-Class Mail® presort & automation letters.	Color Ink: 3% Discount off at Postage Statement line level Color Ink w/Reply Mail: 4% Discount off at Postage Statement line level
TACTILE, SENSORY AND INTERACTIVE	FEBRUARY 1 - JULY 31, 2024	SS	First-Class Mail® & Marketing Mail®	5% Discount off at Postage Statement line level
EMERGING TECHNOLOGY	6 MONTHS (CONSECUTIVE)	ME 1X	First-Class Mail® & Marketing Mail® First-Class Mail® & Marketing Mail®	Emerging Technology: 3% Discount off at Postage Statement line level Enhanced Emerging Technology: 4% Discount off at Postage Statement line level
REPLY MAIL IMbA	JULY 1 - DECEMBER 31, 2024	-	First-Class Mail®	3% Discount off Static IMbA 6% Discount off Serialized IMbA
INFORMED DELIVERY	AUGUST 1 - DECEMBER 31, 2024	PI	First-Class Mail® & Marketing Mail®	4% Discount for mailers at Postage Statement line level 0.5% Incentive for eDoc submitter
RETARGETING	FEBRUARY 1 - JULY 31, 2024	RG	First-Class Mail® Postcards	5% Discount off at Postage Statement line level