

2024 USPS PROMOTIONS CALENDAR

Want to save on direct mailer costs? There's one easy way to reduce costs without ever having to touch your actual mailers. The US Postal Service often runs a variety of promotions, which are a great way for companies to save on postage costs and reduce the overall costs of direct mail campaigns. Standard Press can provide all the support you need to determine what is needed to qualify and fill out any required postal documentation.



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TACTILE, SENSORY AND INTERACTIVE

Encourages mailers to enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, scents, and finishing techniques.

- **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats

- **DISCOUNT** 5%

Promotion Period: February 1 — July 31, 2024
Registration Period:
December 15, 2023 — July 31, 2024



EMERGING AND ADVANCED TECHNOLOGY

Encourages mailers to incorporate emerging technologies such as Enhanced AR, VR/ MR, NFC, Video in Print, multichannel mail integration with voice assistants, and mobile shopping.

- **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats; and Non-Profit Marketing Mail letters and flats

- **DISCOUNT** 3% - 4%

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)



INFORMED DELIVERY

Encourages mailers to use USPS' Informed Delivery omni-channel feature. Participants must create Informed Delivery campaigns through the Portal or submit elements through eDoc submission and develop campaigns that meet best-practice requirements.

- **ELIGIBILITY** Qualifying automation Marketing Mail letters and flats; qualifying automation First-Class Mail letters, cards, and flats

- **DISCOUNT** 4% - 4.5%

Promotion Period: August 1 — December 31, 2024
Registration Period:
June 15, 2024 — December 31, 2024



RETARGETING

Incentivizes marketers to send out a postcard to a recent website or mobile app visitor that didn't convert.

- **ELIGIBILITY** Qualifying First-Class Mail automation postcards

- **DISCOUNT** 5%

Promotion Period: September 1 — November 30, 2024
Registration Period:
July 15, 2024 — November 30, 2024