

USPS 2025 MAILING PROMOTIONS OVERVIEW

Why Participate in USPS 2025 Promotions?

- **Boost Customer Engagement:** Stand out with tactile, sensory, and interactive mail.
- **Save on Postage:** Discounts ranging from 3% to 6% for qualifying campaigns.
- **Encourage Innovation:** Leverage integrated technology and sustainability-focused mail.
- **Maximize ROI:** Strengthen your direct mail impact through targeted, creative strategies.

KEY PROMOTIONS & DISCOUNTS

1. Tactile, Sensory, and Interactive Mailpiece Engagement

- **When:** February 1 – July 31
- **Discount:** 4%
- **Details:** Use tactile elements, interactive features (e.g., pull tabs, QR codes), or unique materials like scented varnishes or photochromic inks to captivate recipients.

2. First-Class Mail Advertising Promotion

- **When:** September 1 – December 31
- **Discount:** 3%
- **Details:** Incorporate impactful advertisements into First-Class Mail letters, cards, or statements with personalized offers or event invites.

3. Continuous Contact Promotion

- **When:** April 1 – December 31
- **Discount:** 3%
- **Details:** Plan multi-touch campaigns with complementary follow-ups to drive conversions.

4. Integrated Technology Promotion

- **When:** 6 consecutive months (can begin starting January 1)
- **Discount:** 3%
- **Details:** Combine mail with digital tools like data analytics and personalized online experiences to enhance engagement.

5. Reply Mail IMbA Promotion

- **When:** July 1 – December 31
- **Discount:** 3% (static barcode); 6% (serialized barcode)
- **Benefit:** Improve visibility and efficiency with Intelligent Mail Barcode Accounting (IMbA) or Qualified Business Reply Mail (QBRM).

ENHANCEMENTS & ADD-ONS

+ Informed Delivery Add-On

- **Discount:** 1%
- **Benefit:** Enhance campaigns by pairing physical mail with digital previews to reach audiences across channels.

+ Sustainability Add-On

- **Discount:** 1%
- **Benefit:** Appeal to eco-conscious consumers with certified sustainable materials and carbon-neutral shipping.

Benefits of USPS Promotions

- **Higher Response Rates:** Interactive and personalized elements boost engagement.
- **Cost Savings:** Reduce postage expenses with significant discounts.
- **Innovation Opportunities:** Experiment with creative approaches to direct mail.

HOW TO PARTICIPATE

Partner with a Certified Mail Service Provider (like us!) to ensure seamless participation in USPS promotions. **Here's how we can help:**

1. **Promotion Planning:** We guide you in choosing the right USPS promotions that align with your business goals.
2. **Submission Assistance:** We handle the technicalities, such as registration, sample submissions, and compliance with USPS requirements.
3. **Creative Design Support:** Our team can design and produce eligible mailpieces, ensuring they meet tactile, interactive, or technology-based criteria.
4. **Tracking & Optimization:** We provide tracking solutions and campaign insights to maximize your return on investment.



For more details or assistance, contact us today to start leveraging these USPS incentives for your business!