2023 USPS Promotions Overview
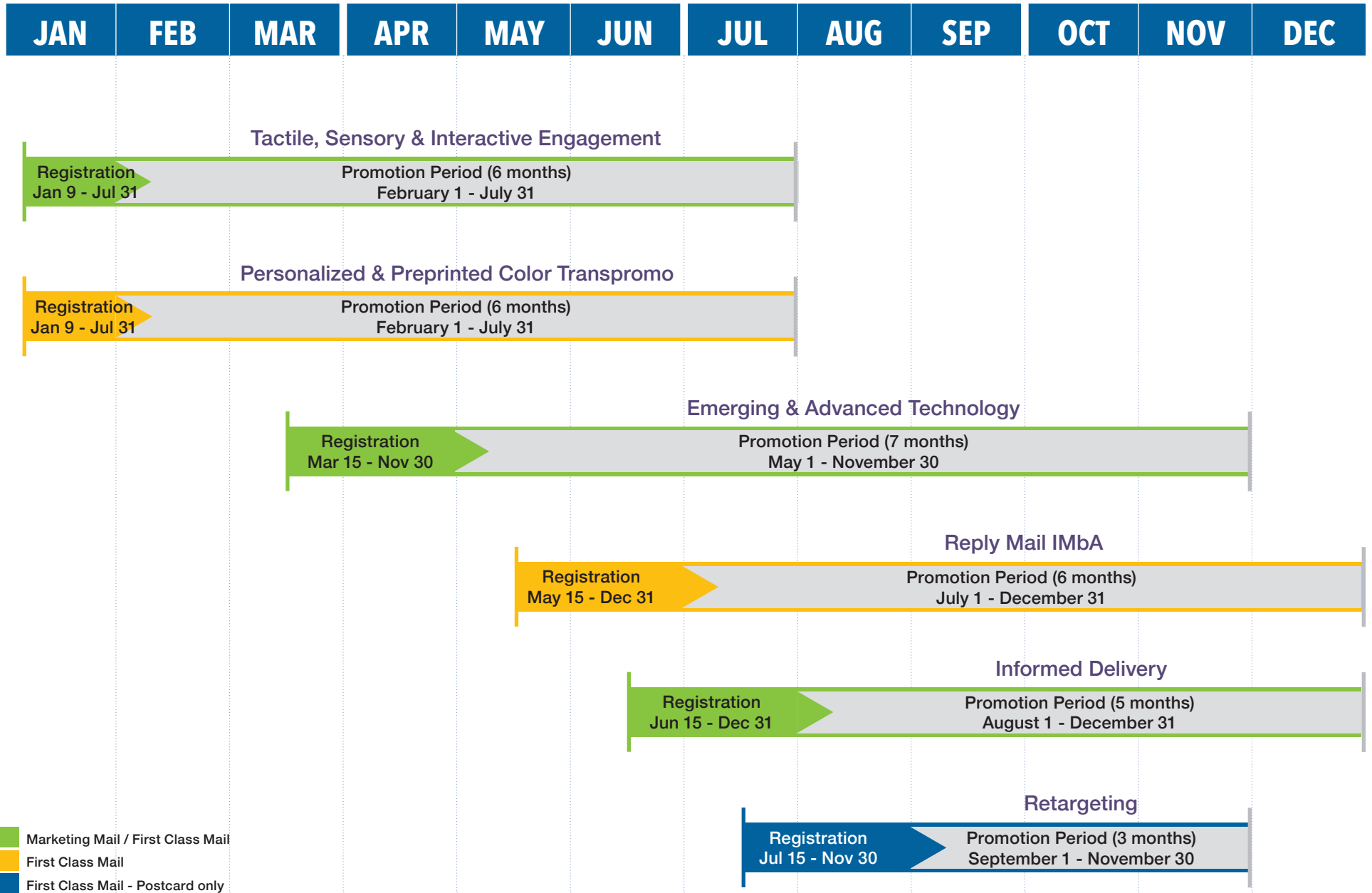
	Registration Window	Mailing Window	Discount	How to Participate	Eligible Mail Class	Sample SG360° Solutions
Tactile, Sensory and Interactive	January 9 - July 31	February 1 - July 31	5%	Use specialty inks and coatings, specialty paper, sound chips, die cuts, or interactive folds to more actively engage the consumer.	Marketing Mail First Class-Mail	• Special inks (thermochromics/photochromics, metallics) • Special coatings (e.g., scent) • Textured substrates and coatings • Unique shapes/folds, cut outs, cards
Personalized Color Transpromo	January 9 - July 31	February 1 - July 31	3%	Print four-color variable messaging on statements/invoices. Note: Color logos, pre-printed shells, payment status are ineligible.	First-Class Mail	• 4-color personalization on multiple devices.
			4%	Same as above, plus addition of a reply mechanism (CRM/BRM)		
Emerging and Advanced Technology *Now includes Mobile Shopping*	March 15 - November 30	May 1 - November 30	3%	Incorporate "enhanced" augmented reality, basic voice assistant integration, or mobile shopping technologies	Marketing Mail First-Class Mail	• RespondFast™ • QR codes • Scannable images • Video in print • Enhanced AR
			4%	Incorporate mixed reality, advanced voice assistant integration, video in print, near field communication, or virtual reality technologies		
NEW Reply Mail IMbA	May 15 - December 31	July 1 - December 31	3%	Off static IMbA	First Class Mail	• Incorporate a static or variable IMB into a reply envelope or card • Inline and offline execution
			6%	Off serialized IMbA		
Informed Delivery	June 15 - December 31	August 1 - December 31	4%	Execute a campaign that includes an email with a representative image and a clickable call to action.	Marketing Mail First-Class Mail	• Registered users receive email with a custom image and a clickable call to action in their email the day the mailer is scheduled to arrive at their residence.
NEW Retargeting	July 15 - November 30	September 1 - November 30	5%	Mail postcard reminders to recent website or mobile app visitors who did not convert.	First Class Mail postcards	• Programmatic, personalized postcard production that mails postcards 48 hours after receipt of data

Please see USPS program guide for official rules and regulations

SG360° has the expertise to help you apply and qualify to save on postage all year.

QUESTIONS? Contact your SG360° Sales Representative

2023 USPS Promotions Overview

SG360°

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

Tactile, Sensory & Interactive Engagement

Registration
Jan 9 - Jul 31

Promotion Period (6 months)
February 1 - July 31

Personalized & Preprinted Color Transpromo

Registration
Jan 9 - Jul 31

Promotion Period (6 months)
February 1 - July 31

Emerging & Advanced Technology

Registration
Mar 15 - Nov 30

Promotion Period (7 months)
May 1 - November 30

Reply Mail IMbA

Registration
May 15 - Dec 31

Promotion Period (6 months)
July 1 - December 31

Informed Delivery

Registration
Jun 15 - Dec 31

Promotion Period (5 months)
August 1 - December 31

Retargeting

Registration
Jul 15 - Nov 30

Promotion Period (3 months)
September 1 - November 30

- Marketing Mail / First Class Mail
- First Class Mail
- First Class Mail - Postcard only