



2024 USPS Promotions Overview

	Registration Window	Mailing Window	Discount	How to Participate	Eligible Mail Class	Sample SG360 Solutions
Tactile, Sensory and Interactive	December 15, 2023 - July 31, 2024	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	<ul style="list-style-type: none"> • Special inks (thermochromics/ photochromics, metallics) • Special coatings (e.g., scent) • Textured substrates and coatings • Unique shapes/folds, cut outs, cards
Personalized Color Transpromo	December 15, 2023 - July 31, 2024	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	<ul style="list-style-type: none"> • 4-color personalization on multiple devices.
			4%	Same as above, plus addition of a reply mechanism (CRM/BRM)		
Emerging and Advanced Technology	November 20, 2023 - December 31, 2024	Any consecutive 6-month period	3%	Incorporate "enhanced" augmented reality, basic voice assistant integration, or mobile shopping technologies	Marketing Mail First-Class Mail	<ul style="list-style-type: none"> • 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		
Reply Mail IMbA	May 15 - December 31	July 1 - December 31	3%	Static IMbA	First Class Mail	<ul style="list-style-type: none"> • Incorporate a static or variable IMB into a reply envelope or card • Inline and offline execution
			6%	Serialized IMbA		
Informed Delivery	June 15 - December 31	August 1 - December 31	4%	Execute a campaign that includes a representative image and a clickable call to action for an Informed Delivery email.	Marketing Mail First-Class Mail	<ul style="list-style-type: none"> • Participating mail recipients 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.
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	<ul style="list-style-type: none"> • Programmatic, personalized postcard production that mails postcards after receipt of data

NEW for 2024
Customizable mailing window!

Please see the [USPS program guide](#) for official rules and regulations.

Updated 12.12.2023

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

QUESTIONS?
Click [this link](#) to contact us today!



2024 USPS Promotions Calendar



Tactile, Sensory & Interactive Engagement

Registration
Dec 15 - Jul 31

Promotion Period (6 months)
February 1 - July 31

Personalized Color Transpromo

Registration
Dec 15 - Jul 31

Promotion Period (6 months)
February 1 - July 31

Emerging & Advanced Technology

Registration
Nov 20, 2023 - Dec 31, 2024

Promotion Period (6 months)
Any 6 consecutive months

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