



2025 Primary Promotions

	Registration Window	Mailing Window	Discount	How to Participate	Eligible Mail Class	Example SG360 [®] Solutions
Tactile, Sensory and Interactive	December 15, 2024 - July 31, 2025	February 1 - July 31	4%*	Incorporate visible, distinguishable effects using certain specialty inks and coatings, specialty papers, sound chips, non-geometric die cuts, or interactive folds to more actively engage the consumer.	Marketing / Non-Profit Mail • Letters • Flats First-Class Mail • Letters • Cards • Flats	<ul style="list-style-type: none"> • Special inks (thermochromics/ photochromics, metallics) • Special coatings (e.g., scent) • Textured substrates and coatings • Infinite folds, TED-C envelopes
Continuous Contact	February 15 - December 31	April 1 - December 31	3%*	Receive a postage discount for every mailing after an initial mail piece to repeat recipients.	Marketing / Non-Profit Mail • Letters • Flats	<ul style="list-style-type: none"> • Programmatic mail execution
Reply Mail IMbA	May 15 - December 31	July 1 - December 31	3% 6%	Use of Static IMbA Use of Serialized IMbA	First Class Mail (QBRM only)	<ul style="list-style-type: none"> • Incorporate a static or variable IMb into a reply envelope or card • Inline and offline execution
First-Class Mail Advertising	July 15 - December 31	September 1 - December 31	3%*	Enhance transactional mail (i.e. billing statements, member rewards statements, etc.) by including marketing messages within First-Class mailpieces, or standalone advertisements sent as First-Class mail (e.g. postcards).	First-Class Mail • Letters • Cards • Flats	<ul style="list-style-type: none"> • 100% variable content via digital platforms that allow true 1:1 customization in mail runs of any size.
Integrated Technology	November 20, 2024 - December 31, 2025	Any consecutive 6-month period	3%*	Incorporate mobile shopping, integration with voice assistant, augmented reality, mixed reality, virtual reality, near field communication, video in print. New for 2025: Copy and/or images generated by AI	Marketing / Non-Profit Mail • Letters • Flats First-Class Mail • Letters • Cards • Flats	<ul style="list-style-type: none"> • RespondFast™ • Certain QR codes • Scannable images • Video in print • Enhanced AR



* May be combined with either/both Add-On Promotions to increase discount total (see page 2). Please see the [USPS program guide](#) for official rules and regulations.

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

2025 Add-On Promotions



	Registration Window	Mailing Window	Discount	How to Participate	Eligible Mail Class	Example SG360 [®] Solutions
Informed Delivery	November 20, 2024 - December 31, 2025	January 1 - December 31	1%**	Meet the requirements for an Informed Delivery email: • Include a representative image and a clickable call to action	Marketing / Non-Profit Mail • Automation Letters • Flats First-Class Mail • Automation Letters • Cards • Flats	• 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.



Sustainability	November 20, 2024 - December 31, 2025	January 1 - December 31	1%**	Demonstrate the paper used in your mailings is responsibly sourced and sustainability produced.	Marketing / Non-Profit Mail • Letters • Flats First-Class Mail • Letters • Cards • Flats	• Strong partnerships with paper mills who meet at least one of the required certifications.
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**Must be used with eligible Primary Promotions (see page 1). Please see the [USPS program guide](#) for official rules and regulations.

Additional Discounts and Incentives

Active January 1 through December 31

	Savings	How to Participate	Eligible Mail Class
Full-Service Discount	\$.005 / piece	Placement of Intelligent Mail barcode (IMb) on each mail piece / tray / sack / pallet, plus electronic submission of postage statements / mailing documents	Marketing / Non-Profit Mail • Letters • Flats First-Class Mail • Postcards • Letters • Flats
SCF Pallet Discount	\$.003 / piece	Placement of letter-shaped mail on SCF USPS Marketing Mail pallets	Letter-shaped Marketing mail
Catalog Incentive	\$.001 / piece	Catalogs that meet the USPS's July 2024 definition of a catalog	Catalogs
Mail Growth Incentive	30% postage credit	Qualifying mail volume that exceeds FY2024 (October 1, 2023-September 30, 2024) earns a 30% postage credit for future mailings.	Marketing / Non-Profit Mail • Letters • Flats • Parcels First-Class Mail • Postcards • Letters • Flats



2025 USPS Promotions Calendar

Nov/Dec 2024	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
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Tactile, Sensory & Interactive

Registration: December 15, 2024 – July 31, 2025

Promotion Period: February 1 – July 31

Continuous Contact

Registration: February 15 – December 31

Promotion Period: April 1 – December 31

Reply Mail IMbA

Registration: May 15 – December 31

Promotion Period: July 1 – December 31

First-Class Mail Advertising

Registration: July 15 – December 31

Promotion Period: September 1 – December 31

Integrated Technology

Registration: November 20, 2024 – December 31, 2025

Promotion Period: Any 6 consecutive months

Informed Delivery

Registration: November 20, 2024 – December 31, 2025

Promotion Period: January 1 – December 31

Sustainability

Registration: November 20, 2024 – December 31, 2025

Promotion Period: January 1 – December 31