

APPROVED 12/6/2019

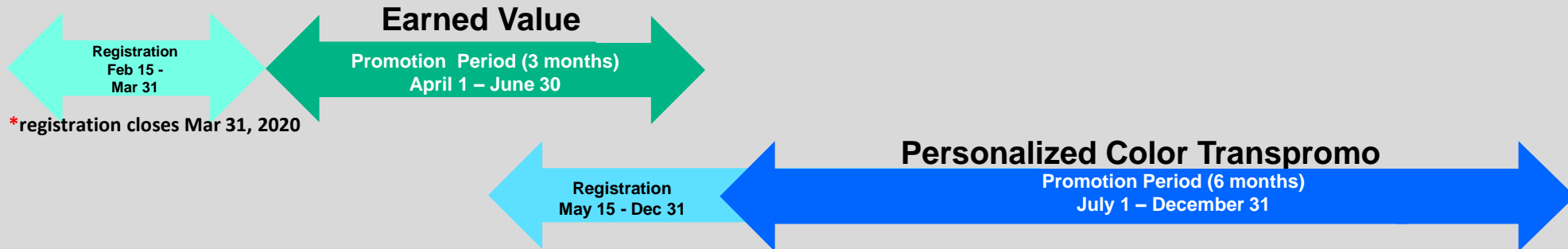
JAN – FEB – MARCH

APRIL – MAY – JUNE

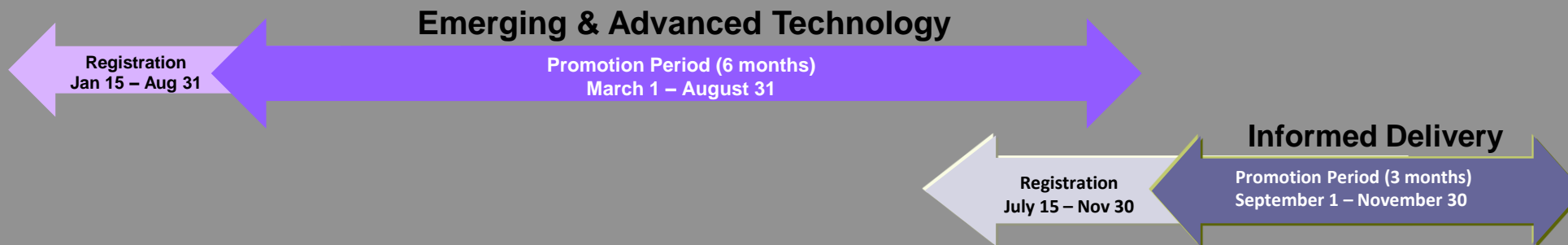
JULY – AUG – SEPT

OCT – NOV – DEC

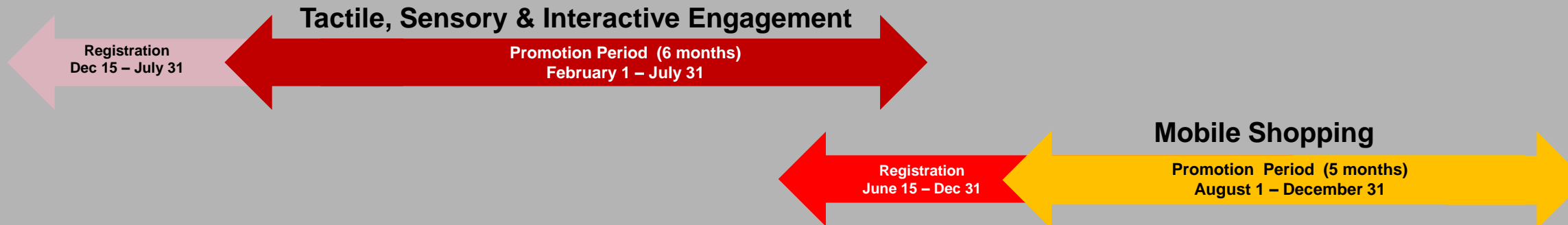
## FIRST-CLASS MAIL®



## MARKETING MAIL® AND FIRST-CLASS MAIL



## MARKETING MAIL



***Tactile, Sensory and Interactive Mailpiece Engagement Promotion:***

Encourages mailers to enhance customer engagement with the mail through the use of advanced print innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques. Regular and nonprofit Marketing Mail letters and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.

***Emerging and Advanced Technology Promotion:***

Encourages mailers to incorporate emerging technologies such as AR, VR/MR, NFC, Video in Print, multichannel mail integration with digital assistants/smart speakers into their direct mailpieces. Regular and nonprofit Marketing Mail letters and flats, and First-Class Mail presort or automation letters, cards, and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.

***Earned Value Reply Mail Promotion:***

Encourages mailers to continue to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM) and Share Mail envelopes and cards by providing a financial benefit when their customer puts those pieces back into the mailstream. New Participants will earn a \$0.02 credit per counted reply piece between April-June of 2020. Repeat participants who meet between 93-100% of their volumes counted during the same period in 2019 will earn credit at \$0.02 per piece, while repeat participants exceeding their 2019 volumes will earn credit at \$0.04 per piece. Credits may be applied to postage for First-Class Mail presort & automation cards, letters and flats and Marketing Mail letters & flats, and must be used by December 31, 2020.

***Personalized Color Transpromo Promotion:***

Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging in order to foster a better connection and response from their customers. First-Class Mail presort and automation letters—bills and statements only—that meet the updated dynamic print and updated personalization requirements will be eligible for an upfront 2% postage discount during the promotion period. First-time participants must meet only the dynamic color print requirements.

***Mobile Shopping Promotion:***

Encourages mailers to integrate their direct mail pieces with mobile technologies that facilitate a convenient online shopping experience for consumers during the holiday season. There are many new mobile barcode formats that can be leveraged to qualify for this promotion, in addition to the use of Payment QRs, or those connected to an integrated social shopping platform to facilitate a seamless shopping/purchase experience. Regular and nonprofit Marketing Mail letters and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.

***Informed Delivery Promotion:***

Encourages mailers to continue to adopt use of the USPS' new omnichannel feature, Informed Delivery. Participants may create Informed Delivery campaigns through the Portal or submit elements through their eDoc submission, and develop campaigns that meet *new* best-practice requirements. Regular and nonprofit Marketing Mail letters and flats, and First-Class Mail presort or automation letters, cards, and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion.