

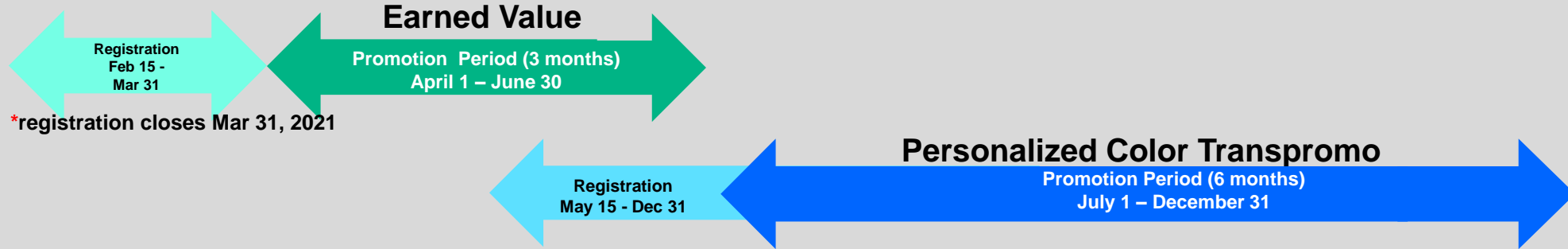
JAN – FEB – MARCH

APRIL – MAY – JUNE

JULY – AUG – SEPT

OCT – NOV – DEC

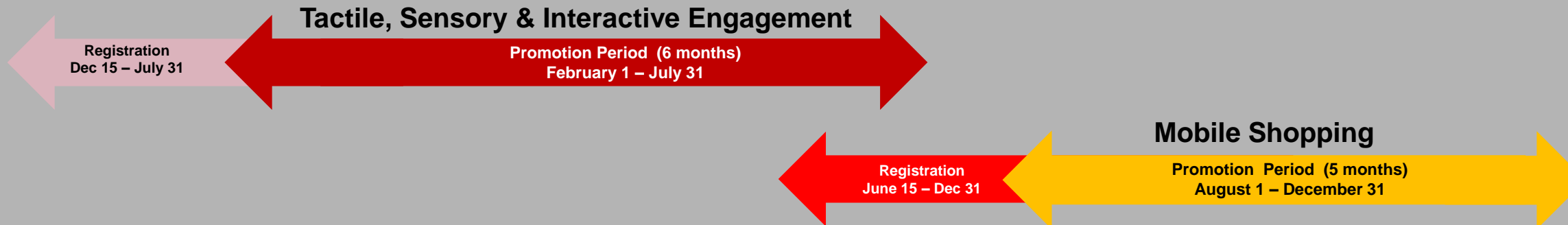
FIRST-CLASS MAIL®



MARKETING MAIL® AND FIRST-CLASS MAIL



MARKETING MAIL





2021 MAILING PROMOTIONS CALENDAR

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 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. All participants will earn a \$0.02 credit per counted reply and Share mail pieces between April-June of 2021. Credits may be applied to postage for First-Class and Marketing Mail letters & flats, and must be used by December 31, 2021.

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—that meet the updated dynamic print and 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 messaging 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 technologies that can be leveraged to qualify for this promotion to facilitate a seamless shopping and purchasing 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' omni-channel feature, Informed Delivery. Participants may create Informed Delivery campaigns through the Portal or submit elements through their eDoc submission, and develop campaigns that meet 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.