

2024 PROMOTIONS CALENDAR

USPS Marketing Mail® and First-Class® Mail Products
 First-Class® Mail Service
 ✍️ Registration Period
 🗣️ Promotion Period

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	
TACTILE, SENSORY AND INTERACTIVE	✍️ DEC 15		🗣️ FEB 1					JUL 31						
PERSONALIZED COLOR TRANSPROMO	✍️ DEC 15		🗣️ FEB 1					JUL 31						
EMERGING TECHNOLOGY				← 6 MONTHS →										
REPLY MAIL IMbA™						✍️ MAY 15		🗣️ JUL 1					DEC 31	
INFORMED DELIVERY®							✍️ JUN 15		🗣️ AUG 1				DEC 31	
RETARGETING								✍️ JUL 15		🗣️ SEPT 1			NOV 30	