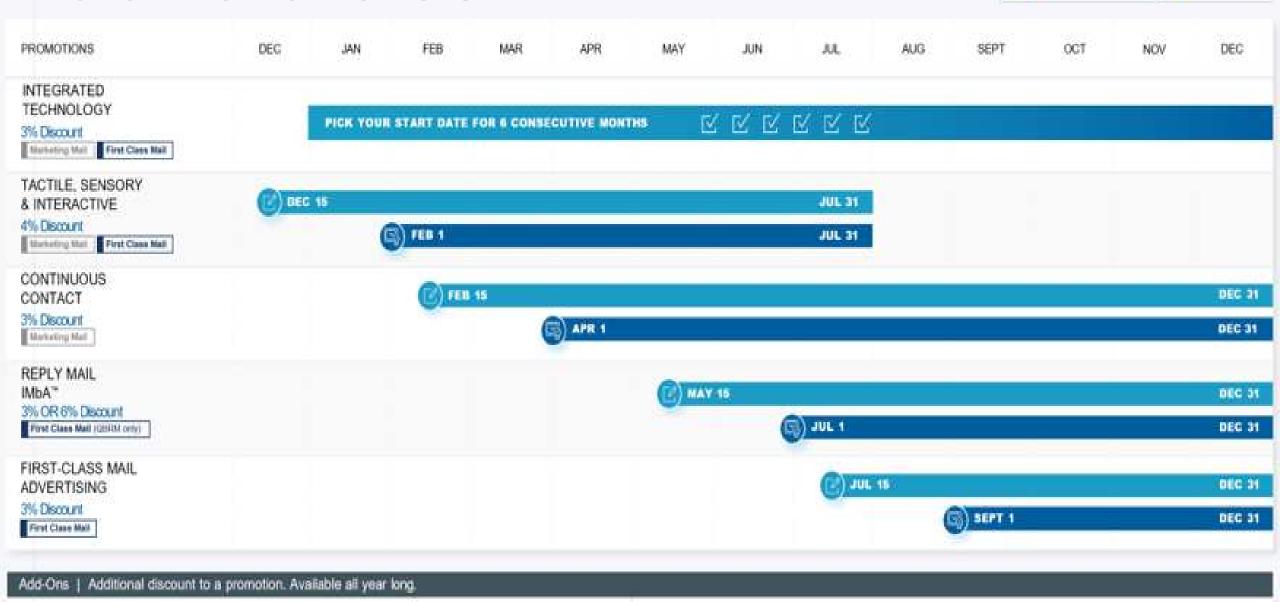
2025 PROMOTIONS CALENDAR







INFORMED DELIVERY

- 1% to mailer
 - 0.5% credit to eDoc submitter

SUSTAINABILITY

1%

2025 MAILING PROMOTIONS TECHNICAL INFORMATION

PROMOTION	PROMOTION PERIOD	CCR INCENTIVE CODE	ELIGIBLE MAIL CLASS/ PROCESSING CATEGORY	DISCOUNT CALCULATION
INTEGRATED TECHNOLOGY	Pick your start date for 6 consecutive months	IT	First-Class Mail [®] & Marketing Mail [®]	3% Discount off at Postage Statement line level
TACTILE, SENSORY, AND INTERACTIVE	February 1 – July 31	SS	First-Class Mail [®] & Marketing Mail [®]	4% Discount off at Postage Statement line level
© CONTINUOUS CONTACT	April 1 – December 31	CC (Type C – Initial) (Type I – Follow-Up)	Marketing Mail®	3% Discount off at Postage Statement line level
REPLY MAIL IMBA	July 1 – December 31	-	First-Class Mail® (QBRM only)	3% Discount off Static IMbA 6% Discount off Serialized IMbA
FIRST-CLASS MAIL ADVERTISING	September 1 – December 31	FA	First-Class Mail®	3% Discount off at Postage Statement line level
ADD-ONS – In order to claim an Add-On, you must be eligible for and claim a Promotion (e.g., Integrated Technology). When claiming an Add-On utilize the correct Type A (Add-On) two letter characteristic code.				
SUSTAINABILITY – ADD ON	Available all year long	ST	First-Class Mail [®] & Marketing Mail [®]	1% Discount off at Postage Statement line level
INFORMED DELIVERY – ADD ON	Available all year long	PI	First-Class Mail [®] & Marketing Mail [®]	1% Discount off for mailers at Postage Statement line level 0.5% credit to eDoc submitter