



2025 USPS Postal Promotions Overview

Production Solutions
March 2025

Valuable Savings Opportunities

USPS Promotions & Incentive Program

- ✓ USPS wants to enhance the value of mail with technology & new print techniques
- ✓ Offers valuable opportunity to reduce mailing costs and help promote best practices
- ✓ Updates each year encouraging mailers to make most of how customers interact & engage with mail

Production Solutions operates as **strategic partnership** – beyond managing print, mail and fulfillment

Early Adopters: Expert promotions management offering end-to-end support with effortless savings

\$3.8 Million in Client Savings

- ✓ Informed Delivery Promotion: 67 clients participated, saving **\$1,700,000**
- ✓ Tactile, Sensory & Interactive Promotion: 36 clients participated, saving **\$367,000**
- ✓ Integrated Technology Promotion: 39 clients participated, saving **\$325,000**
- ✓ Reply Mail IMbA Promotion: 1 client participated, saving \$4,453
- ✓ Mail Volume Growth Incentive: 17 clients earned **\$1,100,000** in postage credits

\$3.8 million in total postal savings in 2024 – the power of strategic partnership!

New in 2025 – MAJOR CHANGES!

- ✓ Integrated Technology Promotion – Same as 2024’s “Emerging Tech Promotion”, plus AI eligible techniques!
- ✓ Tactile, Sensory, and Interactive Promotion – NO GLOSS/COATED STOCK, discount drops from 5% to 4%
- ✓ Informed Delivery Promotion – Only for use as an “Add-On” promotion in 2025, discount drops from 4% to 1%
- ✓ Reply Mail IMbA Promotion – NO CHANGES from 2024 Promotion
- ✓ (NEW) First Class Mail Advertising Promotion – Similar to the 2024 Personalized Color Promotion
- ✓ (NEW) Continuous Contact Promotion – NEW for 2025!
- ✓ (NEW) Sustainability Promotion – NEW for 2025! Only available as an “Add-On” promotion
- ✓ Mail Growth Incentive! – BACK for 2025!



USPS PROMOTIONS CALENDAR



2025

REGISTRATION PERIOD

PROMO PERIOD

PROMO NAME	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	MAXIMUM SAVINGS*
INTEGRATED TECHNOLOGY (FORMERLY EMERGING TECHNOLOGY)	Any Consecutive 6-Month Period, Starting with the First Maildate and Continuing for 6 Months or Until the End of the Year.												UP TO 3% DISCOUNT
TACTILE, SENSORY AND INTERACTIVE	Registration: Dec 15, 2024 - JUL 31						Promo Period: FEB 1 - JUL 31						UP TO 4% DISCOUNT
CONTINUOUS CONTACT (NEW!)	Registration: FEB 15 - DEC 31						Promo Period: APR 1 - DEC 31						UP TO 3% DISCOUNT
REPLY MAIL IMBA	Registration: MAY 15 - DEC 31						Promo Period: JUL 1 - DEC 31						3-6% DISCOUNT
FIRST CLASS MAIL ADVERTISING (NEW!)	Registration: JUL 15 - DEC 31						Promo Period: SEP 1 - DEC 31						UP TO 3% DISCOUNT

ADD-ON DISCOUNTS AVAILABLE ALL YEAR LONG TO STACK WITH A BASE PROMOTION

INFORMED DELIVERY: 1% | SUSTAINABILITY (NEW): 1%

2025 Promotions

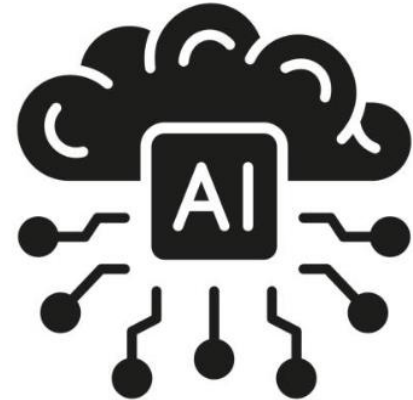
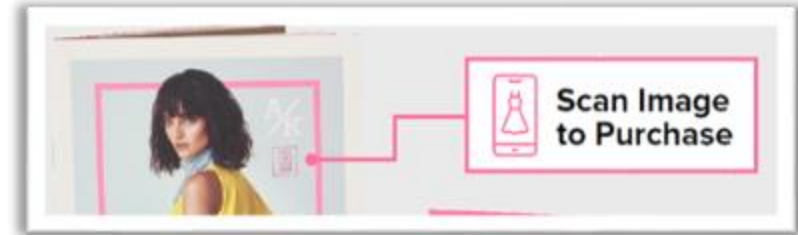




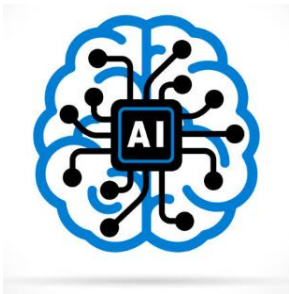
Integrated Technology Promotion

What to Know:

- > Enrollment start: "Year-Round" (Starts Nov 2024)
- > Promotion runs: Any consecutive 6-month period in 2025
- > Discount: up to 3%
- > Eligible Mail Classes:
 - ✓ First Class letters, cards, and flats
 - ✓ Marketing Mail letters and flats
 - ✓ Non-profit letters and flats



Integrated Technology Promotion



> Promotion Requirements:

- ✓ This promotion encourages mailers to incorporate technologies such as Augmented Reality, Virtual Reality, Voice Assistant technology, etc.

> Recommended Eligible Treatments:

- ✓ Augmented Reality, Voice Assistant Integration
- ✓ **NEW! Artificial Intelligence**
 - ✓ Option 1: Create copy using AI tools (min. one sentence or CTA)
 - ✓ Option 2: Create related images using AI tools
- ✓ **MOBILE SHOPPING** (*add QR code to non-reply component of mailpiece and include directional copy*)
 - ✓ **NOTE: 2025 likely will be the last year for Mobile Shopping**



Tactile, Sensory & Interactive Promotion



What to Know:

- > **Enrollment start:** December 15, 2024
 - > **NEW!** Pre-Approval requests start Oct 25, 2024
 - > Physical Samples needed for pre-approval
- > **Promotion runs:** February 1 – July 31, 2025
- > **Discount:** Up to 4%
- > **Eligible Mail Classes:**
 - ✓ First Class letters, cards, and flats
 - ✓ Marketing Mail letters and flats
 - ✓ Non-profit letters and flats

Qualifies:

- ✓ Embossed paper stock (recommended)
- ✓ Zipper Pull on Carrier (recommended)
- ✓ Clean Release Cards/affixed cards
- ✓ Inks that react to temperature
- ✓ UV light exposure or water/liquids
- ✓ Scented paper
- ✓ Paper that includes sound chips or speakers
- ✓ Holographics
- ✓ Textured paper stocks
- ✓ 3-D elements (pop-ups, infinite folding)
- ✓ Trailing Edge Die-cut (TED-C) Envelopes

Does Not Qualify:

- x GLOSS/COATED STOCK
- x Stickers/Labels (unless they use metallic or holographic printing)
- x Linen Embossed stocks
- x Laminated Postcards
- x Simple folds (half, tri-fold, gate-fold, Iron Cross, Accordion fold, etc.)
- x Reply Envelopes/Reply Devices
- x Order Forms
- x Snap Packs, tear stubs and perforated stubs

Reply Mail IMbA promotion



What to Know:

- > Enrollment start: May 15, 2025
- > Promotion runs: July 1 – December 31, 2025
- > Discount: up to 3% for static IMB, up to 6% for serialized IMB
- > Eligible Mail Classes:
 - ✓ First Class QBRM response mail

Promotion Requirements:

- Response mail must use QUALIFIED BRM permits that are also enrolled in the IMb Accounting system.
- Since each promo is tied to individual mailpieces, this can technically run with another promotion. One on the outgoing mailpiece, and IMbA on the return mailpiece!



Continuous Contact Promotion

What to Know:

- > **Enrollment start:** Feb 15, 2025
- > **Promotion runs:** April 1 – December 31, 2025
- > **Discount:** up to 3%
- > **Eligible Mail Classes:**
 - ✓ Marketing Mail letters and flats
 - ✓ Non-profit letters and flats





Continuous Contact Promotion

> Promotion Requirements:

- ✓ This promotion encourages initial mailings with creatively iterative follow up mailings to the same recipients. (90% matching records)
- ✓ Initial and Follow Up must both be mailed within the promotion period.
 - Discount received ONLY on the Follow Up mailing.
- ✓ Follow Up content must be “related, but not identical to” the initial content
- ✓ We CAN have multiple Follow Up mailings to the same Initial
- ✓ We CANNOT claim a different promotion on the initial mailing
- ✓ Art for the initial mailing AND any follow-ups must be presented at the same time.



Continuous Contact Promotion

> Questions still!

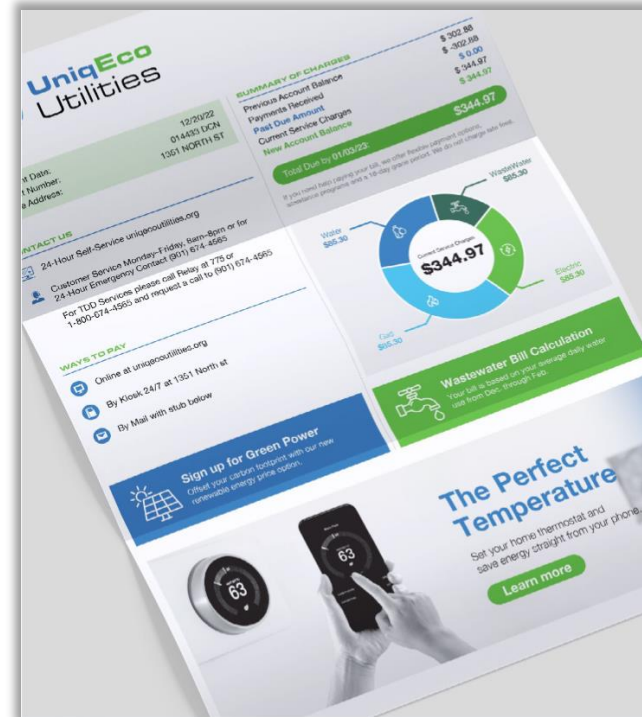
- How/when will mailfile validation occur? Or is it all about creative content?
 - *TBD, but sounds like it will be mostly the honor system for 1st year*
- How will Initial Mailings be linked to their Follow Ups?
 - *TBD, but there may not be a link. USPS would just validate that there had been an Initial mailing at some point for that CRID.*
- Can we have multiple linked mailings running at the same time?
 - *TBD, but this is likely possible*

OTHER USPS Promotions & Incentives for 2025

First Class Mail Advertising (up to 3% postage discount)

For First Class Bills and Statements that use VDP technology.

- Promotion will run from September 1 – December 31, 2025



Add-on's for 2025

How do they work?

New in 2025 are a series of add-ons to USPS Mailing Promotions, through which you can increase your Promotion discount by pairing your qualified mailpiece with features that enhance mail's reach and ROI.

- Add-On discounts are added to the Promotion discount percentage on eligible mailpieces
- Add-Ons must be added to a MAIN Promotion and cannot be claimed alone
 - Reply Mail IMbA is not eligible for Add-Ons
- Mailers who qualify **may leverage one or both Add-Ons**
- Available all year, Jan 1 – Dec 31, 2025

Add-on's for 2025

Informed Delivery – up to 1% additional postage savings

Have an active ID campaign submitted at the time of mail entry

Sustainability – up to 1% additional postage savings

Demonstrate the paper used in your mailings is responsibly sourced and sustainability produced by exhibiting an eligible certifications (SFI, FSC, etc.)

- Verification for the USPS Pre-Approval (only need to show one):
 - FSC, SFI, etc. – Certificate from Printer
 - FSC, SFI, etc. – Invoice from Paper Supplier
 - FSC, SFI, etc. – Artwork showing the sustainable logo on the piece
- Only needs to be ONE component in the package!
- Researching SFI paper availability with printers

2025 Volume Growth Incentive

Growth Incentive Description: Provides a 30% postage CREDIT on volume mailed that exceeds:

- 1MM total volume
- 2024 Baseline Volume

NOTE: These thresholds are the same for both the FC and MM growth incentive programs

Enrollment: November 2024 – June 2025

Credits: Awarded July 2025, October 2025, February 2026

Process: Can be very lengthy! Recommend starting at latest by end of April '25

- Access through client's BCG
- Need list of CRIDs used by all current mailshops



2025 Strategy

- ✓ BUDGETING FOR REDUCED LOSS – *Biggest Changes to the Postal Promotions in years, resulting in reduced savings opportunities than previously enjoyed.*
- ✓ NEW TSI Treatments – *Explore embossed/carnival groove carrier stocks or zip-strips on carriers.*
- ✓ USE ADD-ON's with EVERYTHING – *Informed Delivery definitely, and Sustainability too if you can secure the paper at a reasonable cost!*
- ✓ TIMING IS EVERYTHING – *Recommend using Integrated Tech (QR code) in 2nd half of 2025 for higher volumes, and pair with Informed Delivery. This will equate to an up to 4% discount with minor effort. If you can add SFI/FSC paper too – we will have an up to 5% discount!*

2025 Lessons and Looking into 2026

Lessons Learned so far in 2025...

- ✓ Ai treatment is working well: try it out!
- ✓ Matte/silk: hit or miss on pre-approvals for TSI promotion
- ✓ Mail Growth Incentive: Know your CRIDS! Some challenges with claiming credits.
- ✓ Stay tuned: Continuous Contact **enrolling NOW**, promo starts April 1

What We Know for 2026...

- ✓ Start planning now for proposed changes
- ✓ Loss of QR code/mobile shopping
- ✓ New catalog promotion



Thank You!

**Look for email
within 24-48 hours
with recording, presentation
& other resources!**