

THE USPS® 2022

PROMOTIONS AND INCENTIVES

Designed to create excitement about the mail and reward innovative mailers.



FIRST-CLASS MAIL®

EARNED VALUE REPLY MAIL

REGISTRATION

Feb 15 → Mar 31

PROMOTION PERIOD (3 months)

Apr 1 → Jun 30

PERSONALIZED COLOR TRANSPROMO

REGISTRATION

May 15 → Dec 31

PROMOTION PERIOD (6 months)

Jul 1 → Dec 31

FIRST-CLASS MAIL® AND USPS MARKETING MAIL®

EMERGING AND ADVANCED TECHNOLOGY

REGISTRATION

Jan 15 → Aug 31

PROMOTION PERIOD (6 months)

Mar 1 → Aug 31

INFORMED DELIVERY®

REGISTRATION

Jun 15 → Dec 31

PROMOTION PERIOD (3 months)

Aug 1 → Dec 31

USPS MARKETING MAIL®

TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT

REGISTRATION

Dec 15 → Jul 31

PROMOTION PERIOD (6 months)

Feb 1 → Jul 31

MOBILE SHOPPING

REGISTRATION

Jul 15 → Dec 31

PROMOTION PERIOD (3 months)

Sept 1 → Dec 31

ENHANCE YOUR MAIL



TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT

Encourages mailers to enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.

REGISTRATION
Dec 15, 2021 → Jul 31, 2022

PROMOTION PERIOD
Feb 1, 2022 → Jul 31, 2022

DISCOUNT: 4%
ELIGIBLE MAIL: Marketing Mail letters and flats;
First-Class Mail letters, cards, and flats

EMERGING AND ADVANCED TECHNOLOGY

Encourages mailers to incorporate emerging technologies such as Enhanced AR, VR/MR, NFC, Video in Print, and multichannel mail integration with voice assistants.

REGISTRATION
Jan 15, 2022 → Aug 31, 2022

PROMOTION PERIOD
Mar 1, 2022 → Aug 31, 2022

DISCOUNT: 2-3%
ELIGIBLE MAIL: Marketing Mail letters and flats;
First-Class Mail letters, cards, and flats



EARNED VALUE REPLY MAIL

Encourages mailers to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail envelopes and cards by providing a financial benefit when customers put those pieces back into the mailstream.



REGISTRATION
Feb 15, 2022 → Mar 31, 2022

PROMOTION PERIOD
Apr 1, 2022 → Jun 30, 2022

DISCOUNT: \$0.02 credit per counted reply and/or share mail piece
ELIGIBLE MAIL: Credits may be applied to postage for qualifying First-Class and Marketing Mail letters & flats and must be used by December 31, 2022.

PERSONALIZED COLOR TRANSPROMO

Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging to improve connection to and response from customers.

REGISTRATION
May 15, 2022 → Dec 31, 2022

PROMOTION PERIOD
Jul 1, 2022 → Dec 31, 2022

DISCOUNT: 3%
ELIGIBLE MAIL: Qualifying First-Class Mail presort and automation letters (bills and statements)



INFORMED DELIVERY

Encourages mailers to use USPS' Informed Delivery omni-channel feature. Participants must create Informed Delivery campaigns through the Portal or submit elements through eDoc submission and develop campaigns that meet best-practice requirements.



REGISTRATION
Jun 15, 2022 → Dec 31, 2022

PROMOTION PERIOD
Aug 1, 2022 → Dec 31, 2022

DISCOUNT: 4%
ELIGIBLE MAIL: Qualifying automation Marketing Mail letters and flats; qualifying automation First-Class Mail letters, cards, and flats

MOBILE SHOPPING

Encourages mailers to integrate mobile technologies that facilitate convenient, seamless online shopping experiences. Many new mobile technologies can be leveraged to qualify for this promotion.

REGISTRATION
Jul 15, 2022 → Dec 31, 2022

PROMOTION PERIOD
Sept 1, 2022 → Dec 31, 2022

DISCOUNT: 2%
ELIGIBLE MAIL: Qualifying Marketing Mail letters and flats

