

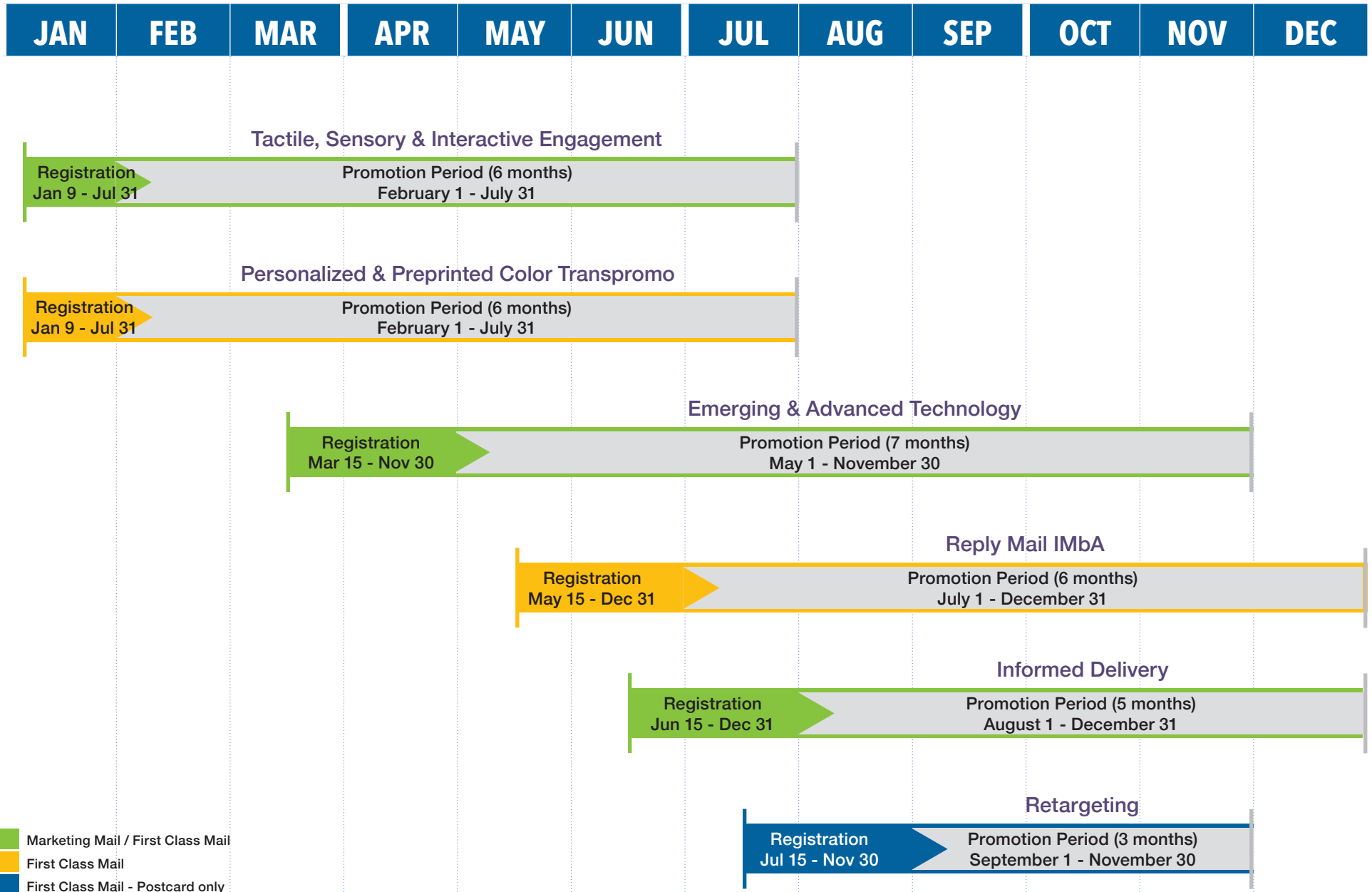
# 2023 USPS Promotions Overview

	Registration Window	Mailing Window	Discount	How to Participate	Eligible Mail Class	Direct Solutions
<b>Tactile, Sensory and Interactive</b>	January 9 through July 31	February 1 through July 31	5%	Use specialty inks and coatings, specialty paper, sound chips or interactive folds to more actively engage the consumer	Marketing Mail First Class-Mail	<ul style="list-style-type: none"> <li>• Special inks (thermochromics/ photochromics, metallics)</li> <li>• Special coatings (scent)</li> <li>• Textured substrates and coatings</li> <li>• Unique shapes/folds, cut outs, cards</li> </ul>
<b>Personalized Color Transpromo</b>	January 9 through July 31	February 1 through July 31	3%	Add full color variable messages onto statements or invoices. Color logo's, pre-printed shells, payment status ineligible.	First Class-Mail	<ul style="list-style-type: none"> <li>• 4-color personalization on multiple devices.</li> </ul>
			4%	Same as above, plus addition of a reply mechanism (CRM/BRM)		
<b>Emerging and Advanced Technology</b>  <b>Now With Mobile Shopping</b>	March 15 through November 30	May 1 through November 30	3%	Incorporate "enhanced" augmented reality, basic voice assistant integration, or mobile shopping technologies	Marketing Mail First Class-Mail	<ul style="list-style-type: none"> <li>• RespondFast™</li> <li>• QR Codes</li> <li>• Scanable images</li> <li>• Video in print</li> <li>• Enhanced AR</li> </ul>
			4%	Incorporate mixed reality, advanced voice assistant integration, video in print, near field communication, or virtual reality technologies		
<b>NEW! Reply Mail IMbA</b>	May 15 through December 31	July 1 through December 31	3%	Off static IMbA	Marketing Mail First Class-Mail	<ul style="list-style-type: none"> <li>• Inline and offline reply envelopes/ cards</li> </ul>
			6%	Off static IMbA		
<b>Informed Delivery</b>	June 15 through December 31	August 1 through December 31	4%	Execute a campaign that includes an email with a representative image and a clickable call to action.	Marketing Mail First Class-Mail	<ul style="list-style-type: none"> <li>• Registered users receive email with a custom image and a clickable call to action in their email the day the mailer is scheduled to arrive at their residence.</li> </ul>
<b>NEW! Retargeting</b>	July 15 through November 30	September 1 through November 30	5%	Mail postcard reminders to recent website or mobile app visitors who did not convert.	First-Class Mail Postcards	<ul style="list-style-type: none"> <li>• Programmatic, personalized post-card production that mails postcards 48 hours after receipt of data</li> </ul>

Please see [USPS program guide](#) for official rules and regulations.

**Questions?** Contact Direct Marketing Group for more information | 952-975.5060 | [www.directmg.com](http://www.directmg.com)

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■ Marketing Mail / First Class Mail  
■ First Class Mail  
■ First Class Mail - Postcard only