



Mailing

Presort Services

Multiply your savings with USPS® Promotions

Did you know that USPS promotions can help you save even more on postage costs? As a mailer, you're probably already sending pieces that qualify. With just a small amount of effort, you can see greater returns.

What are USPS promotions?

The USPS encourages mailers to utilize new technology and print techniques that enhance the traditional benefits of physical mail. This can increase the overall return on a mailer's investment. Often the promotions align with mailing and design practices you are already planning. For example, simply using color on a piece of transactional mail can help you save.

Presort Services offers a simple rebate program for USPS promotions. Through this initiative, users get back up to \$60 per thousand pieces of mail—all on top of the regular commingling savings you're already getting. Participating is simple. Once mailpiece approval is received from the USPS, Presort Services gets to work. The discount is claimed on your behalf and the savings are credited on your invoice.

Partner with Pitney Bowes, the largest workshare partner of the USPS.

No one has more knowledge or experience with U.S. postal requirements. Your local Client Service Managers will guide you through the process and answer any questions you might have. Our staff can help:

- Confirm jobs are configured correctly to ensure promotion compliance.
- Produce and track separate promotion postage statements to the USPS for each applicable job.
- Ensure you get the most out of every opportunity.



For more information, reach out to your local Client Relationship Manager.

Take advantage of savings all year long.

USPS® Promotion	Overview	Eligible Mail Type	Registration Period	Start	End
Tactile, Sensory & Interactive Engagement	Enhance customer engagement using advanced print innovations in paper stock, inks, interactive elements and finishing techniques.	Marketing Mail® (includes nonprofit) • Letters & flats	December 15, 2021 – July 31, 2022	February 1	July 31
Emerging & Advanced Technology	Incorporate emerging technologies into your mailpieces, including augmented reality, basic integration & voice assist.	First-Class Mail® • Letters, postcards & flats Marketing Mail (includes nonprofit) • Letters & flats	January 15, 2022 – August 31, 2022	March 1	August 31
Emerging & Advanced Technology	Incorporate emerging technologies into your mailpieces, including video to print, near field communication, virtual & mixed reality & advanced integration.	First-Class Mail • Letters, postcards & flats Marketing Mail (includes nonprofit) • Letters & flats	January 15, 2022 – August 31, 2022	March 1	August 31
Earned Value Reply Mail	Get a rebate per piece of reply mail returned by the recipient.	First-Class Mail • Business Reply Mail® (BRM) • Courtesy Reply Mail™ (CRM) • Share Mail® pieces	February 15, 2022 – March 31, 2022	April 1	June 30
Personalized Color Transpromo	Enhance the value of transactional mail by incorporating color messaging to foster a better connection and response from customers.	First-Class Mail • Letters	May 15, 2022 – December 31, 2022	July 1	December 31
Informed Delivery	Utilize Informed Delivery, which allows recipients to view, track and manage incoming mail.	First-Class Mail • Letters, cards & flats Marketing Mail (includes nonprofit) • Letters & flats	June 15, 2022 – December 31, 2022	August 1	December 31
Mobile Shopping	Integrate mobile technologies that facilitate a convenient online shopping experience for consumers. New mobile barcode formats may be leveraged to qualify, including the use of Payment QRs to facilitate a seamless shopping/purchase experience.	Marketing Mail (includes nonprofit) • Letters & flats	July 15, 2022 – December 31, 2022	September 1	December 31

Additional information can be found at: postalpro.usps.com/promotions



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