



Mailing

Presort Services

Multiply your savings with USPS® Promotions

Did you know that leveraging USPS promotions can help you save even more on postage costs? With just a small amount of effort you can see greater returns.

What are USPS promotions?

The USPS runs a variety of time-limited programs that encourages mailers to utilize new technology and print techniques that enhance the overall value of mail. In return for participating, mailers have the opportunity to receive postage discounts in addition to the savings from using a commingling provider.

Along with savings from commingling, Presort Services offers a simple rebate program for mailers participating in USPS promotions. Mailers receive discounts for mail pieces that meet promotion guidelines. Participating is simple. Once mailpiece approval is received from the USPS, Presort Services gets to work. The discount is claimed on your behalf and 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. Our staff can help:

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



For more information complete this [form](#) and we'll be in touch.

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, 2022 – July 31, 2023	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	March 15, 2023 – November 30, 2023	May 1	November 30
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	March 15, 2023 – November 30, 2023	May 1	November 31
Reply Mail ImbA	Encourage reply mail customers to adopt ImbA static or serialized barcode	First-Class Mail • Business Reply Mail® (BRM) • Courtesy Reply Mail™ (CRM) • Share Mail® pieces	May 15, 2022 – March 31, 2022	July 1	December 31
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	December 15, 2022 – July 31, 2023	February 1	July 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, 2023 – December 31, 2023	August 1	December 31
Retargeting	Incentivizes marketers to send out a postcard to a recent website visitor that didn't convert	First-Class Mail • Postcards	July 15, 2023 – November 30, 2023	September 1	November 30

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



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