

2023

USPS Postal Promotions Calendar



If you haven't taken advantage of these postal discount programs in the past, it's time to pay attention. In addition to discounts on postage, the USPS promotions can help you improve the ROI of your direct mail campaigns—making it a win-win for marketers. Each promotion incorporates direct mail best practices and encourages marketers to test new approaches, add interactivity, link to digital channels, and make mail more engaging for consumers.

Registration Period

Promotion Period

MAIL CLASS	PROMOTION	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Marketing Mail® or First-Class®	Tactile, Sensory & Interactive	January 9–July 31												
			February 1–July 31											
First-Class®	Personalized Color Transpromo	January 9–July 31												
			February 1–July 31											
Marketing Mail® or First-Class®	Emerging & Advanced Technology (Now Includes Mobile Shopping)			March 15–November 30										
						May 1–November 30								
First-Class®	NEW for 2023! Reply Mail IMbA™					May 15–December 31								
								July 1–December 31						
Marketing Mail® or First-Class®	Informed Delivery®						June 15–December 31							
									August 1–December 31					
First-Class®	NEW for 2023! Retargeting							July 15–November 30						
										September 1–November 30				

Shawmut Communications Group

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Looking to jump-start your next direct mail campaign?

Talk with one of our mailing experts today.

USPS Postal Promotions for 2023

Tactile, Sensory & Interactive (TSI)

Eligible Mail Class: Marketing Mail® or First-Class®
Registration Period: January 9–July 31
Promotion Period: February 1–July 31
Postage Discount: 5%

Excite your customers' senses by incorporating innovative techniques into your First-Class Mail® and USPS Marketing Mail®. New developments in papers and paper stocks, substrates, finishing techniques, and inks can be incorporated into mailpieces to create a multi-sensory experience through special visual effects, sound, scent, texture, and even taste! Features like pop-ups, infinite folds, and other dimensional treatments encourage interaction and drive customer engagement.

NEW: Eligibility for scent on the outside of the envelope.

Personalized Color Transpromo

Eligible Mail Class: First-Class®
Registration Period: January 9–July 31
Promotion Period: February 1–July 31
Postage Discount: 3% or 4%

Bring the magic to marketing messaging and account data through the use of color, dynamic variable print, and personalization. Color messaging incorporated in bills and statements enhances the value of First-Class Mail® pieces by fostering a better connection and response from consumers.

NEW: Utilize a reply mechanism (BRM/CRM) to further engage with customers and collect these responses and receive a 4% postage discount.

Emerging & Advanced Technology

(Now Includes Mobile Shopping)

Eligible Mail Class: Marketing Mail® or First-Class®
Registration Period: March 15–November 30
Promotion Period: May 1–November 30
Postage Discount: 3% or 4%

Utilize digital technologies in your mailpiece experience. *Only one technology discount may be applied per mailing.*

- 3%: "Enhanced" Augmented Reality
- 3%: Basic Integration with Voice Assistant
- 3%: Mobile Shopping
- 4%: Advanced Integration with Voice Assistant
- 4%: Video in Print Technology
- 4%: Near Field Communication (NFC)
- 4%: Mixed Reality
- 4%: Virtual Reality

NEW: Quick Response (QR) code for Mobile Shopping.

NEW for 2023: Reply Mail IMbA™

Eligible Mail Class: First-Class®
Registration Period: May 15–December 31
Promotion Period: July 1–December 31
Postage Discount: 3% or 6% (on inbound reply mailpiece scanned)

Use an IMbA static or serialized barcode on your next reply mailing! Qualified Business Reply Mail (QBRM) is a Business Reply Mail type that utilizes the enhanced processing capability of Intelligent Mail barcode Accounting (IMbA) to reduce processing times and ensure QBRM mailers receive reply mail and invoices quickly. IMbA is an automated solution for the counting, rating, invoicing, and billing processes.

Informed Delivery®

Eligible Mail Class: Marketing Mail® or First-Class®
Registration Period: June 15–December 31
Promotion Period: August 1–December 31
Postage Discount: 4%, eDoc Submitter: 0.5%

Discover and explore what's coming in the mail before it even arrives! Invite your customers to engage with your mail campaign through previewed, interactive digital images. Encourages the use of the USPS's omni-channel feature, Informed Delivery.

Receive a 4.5% postage discount with Shawmut MailPlus during this promo! MailPlus includes Informed Delivery with campaigns at no additional charge. shawmutdelivers.com/mailplus

NEW for 2023: Retargeting

Eligible Mail Class: First-Class®
Registration Period: July 15–November 30
Promotion Period: September 1–November 30
Postage Discount: 5%

Send a postcard to a recent website or mobile app visitor that didn't convert and receive a discount on postage!