

United States Postal Service®

INDUSTRYALERT

2014 USPS Mailing Promotions Registration Starts June 15

*Color Print in First-Class Mail Transactions Promotion and
Emerging Technology Promotion*

Mailers and mail service providers can register via the Business Customer Gateway (<https://gateway.usps.com>). ***Please note that participants are required to register for each promotion separately.***

The **Color Print in First-Class Mail Transactions promotion** will provide an upfront 2% postage discount to mailers who use dynamic/variable color print for marketing and consumer messages on their bills and statements to create a greater connection and response from consumers. The goal of this promotion is to grow the value of First-Class Mail and encourage mailers to invest in color print technology. **For more information, please join us for an informational webinar on June 12th at 3pm EDT. [Click here](#) to register.**

The **Emerging Technology promotion** provides an upfront 2% discount to mailers who include “enhanced” augmented reality or Near Field Communication on or in their mailpieces. The goal of this promotion is to encourage mailers to adopt and invest in new technologies that can be integrated into their mailing campaigns. If you missed the recent webinar for this promotion, it is available for viewing [here](#).

Please contact the program office at: FCMColorPromotion@usps.gov or EmergingTechPromo@usps.gov with any questions about either of these upcoming promotions.

Please visit us on the USPS [Industry Outreach](#) website.

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--Consumer and Industry Affairs

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