

United States Postal Service®

INDUSTRYALERT

2014 Mail and Digital Personalization Promotion Webinar

Tuesday, March 25, 2014

3:00 p.m. EDT

Pre-registration is required - lines are limited so please sign up today!

The USPS Mailing Services team will present an informative webinar about the 2014 Mail and Digital Personalization Promotion. Interested mailers and mail service providers should plan to attend to learn about ways to enhance the value of mail by using variable data printing (VDP) or other print technology that provides varying levels of mailpiece personalization and customization.

Mailers have the opportunity to earn a 2% discount on eligible postage and boost brand value, consumer retention and acquisition and improve the overall marketing experience with the Mail and Digital Personalization promotion. Please join us on Tuesday, March 25th to learn more about the program and registration requirements. We will also provide an overview of the remaining promotions planned for 2014.

Attendee Information:

Click [here](#) to register for the webinar or go to

<https://uspsmeetings.webex.com/uspsmeetings/j.php?ED=244600972&RG=1&UID=0&RT=MiMxMQ%3D%3D>

Call-in toll-free number: 1-855-860-7461

Conference Code: 553 970 9242

More information and a full description of the Mail and Digital Personalization Promotion can be found on USPS.com. If you have any questions, please contact the Program Office at mobilebarcode@usps.gov.

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