

# INDUSTRYALERT

## APPROVED 2016 PROMOTION CALENDAR

On December 10, 2015 the Postal Regulatory Commission issued Order No. 2861 approving the five proposed USPS Mailing Promotions for calendar year 2016. These promotions continue to build on the engagement strategies of the 2015 Promotions. The promotions focus on providing marketers with the opportunity to engage their customers by using dynamic color, new print techniques, mobile technology as well as traditional and innovative mail techniques. The promotions are designed to create excitement about mail, provide multiple opportunities for mailers to enhance the value of their mail and will offer incentives or discounts to mailers throughout 2016. Promotion highlights are as follows:

Promotion	Registration Period	Promotion Period
<b>First-Class Mail Promotions:</b>		
Earned Value Reply Mail	Feb. 15 – March 31, 2016	April 1 – June 30, 2016
Personalized Color Transpromo	May 15 – Dec. 31, 2016	July 1 – Dec. 31, 2016
<b>First-Class Mail &amp; Standard Mail Promotion:</b>		
Emerging and Advanced Technology/Video In Print	Jan. 15 – Aug. 31, 2016	March 1 – August 31, 2016
<b>Standard Mail Promotions:</b>		
Tactile, Sensory & Interactive Mailpiece Engagement	Jan. 15 – Aug. 31, 2016	March 1 – August 31, 2016
Mobile Shopping	May 15 – Dec. 31, 2016	July 1 – December 31, 2016

Customers may find registration and promotion details on the [RIBBS](#) website under the [Promotions & Incentive Programs for First-Class Mail & Standard Mail](#) tab; postings on the website are scheduled to be available early next week. If you have any questions, please contact the Mailing Services Program Office at [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov).

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