

United States Postal Service®

# INDUSTRYALERT

## USPS 2015 Promotion Calendar Webinars

Mark Your Calendar for 2:00 pm Eastern Time, March 10 and March 17, 2015

The Postal Service Mailing Services team invites you to attend a webinar on Tuesday, March 10 to review the upcoming 2015 Promotion Calendar. The 2015 promotions will build upon the goals of past promotions and continue to build awareness of how mobile technology can be integrated in direct mail campaigns, as well as highlight new products and other innovative mail techniques that we believe increase the value of mail. The team will review the detailed participation requirements for the following planned 2015 Promotions:

### **First-Class Mail**

Earned Value Promotion

Color Transpromo Promotion

### **Standard\* and First-Class Mail**

Emerging and Advanced Technology Promotion

### **Standard Mail\***

Mail Drives Mobile Engagement Promotion

*\*(Standard Mail promotions are pending approval by the Postal Regulatory Commission)*

Webinar pre-registration is required and lines are limited so please sign up for this informational session today. An overview of all the promotions will be provided. Since registration for the Earned Value promotion starts on Sunday, March 15<sup>th</sup>, this information is being provided to assist in your planning. The same webinar will be provided again next week for those of you who are unable to attend tomorrow. Additionally the webinars are recorded and will be available on RIBBS at <https://ribbs.usps.gov/index.cfm?page=mailingpromotions>. Additional webinars are planned and information will be forthcoming as soon as possible.

Click [here](#) to register for the **March 10<sup>th</sup>** webinar or go to

<https://uspsmeetings.webex.com/uspsmeetings/j.php?RGID=r1cafa3cad5c9db1e55c59ec54a9e1812>

Call-in-toll-free number: 1-855-860-7461 Conference Code: 553 970 9242

Register for **March 17<sup>th</sup>** webinar at 2:00 pm Eastern Time:

<https://uspsmeetings.webex.com/uspsmeetings/j.php?RGID=r3324f0a2f6e06dfa250f124fbef0db42>

Call-in toll-free number: 1-855-860-7461 Conference Code: 553 970 9242

If you have any questions, please contact the Program Office at [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov)

Additional information on the [USPS 2015 Promotions](#) can be found on the RIBBS website

<https://ribbs.usps.gov/index.cfm?page=mailingpromotions>

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