

United States Postal Service®

INDUSTRYALERT

USPS 2015 Promotion Schedule

Emerging and Advanced Technology Promotion Dates Revised

On May 7, 2015, the Postal Regulatory Commission approved the proposed prices and classifications for Standard Mail, Periodicals, and Package Services which include the full 2015 Promotion Calendar.

While none of the promotion requirements have changed, the dates for the Emerging and Advanced Technology Promotion have been revised. All 2015 Promotions will be implemented as follows:

	Earned Value	Emerging and Advanced Technology	Color Transpromo	Mail Drives Mobile Engagement
Registration Period	Closed	March 15 – November 30, 2015	April 15 – November 30, 2015	May 15 – December 31, 2015
Promotion Period	May 1 – July 31, 2015	June 1 – November 30, 2015	June 1 – November 30, 2015	July 1 – December 31, 2015
Eligible	First-Class Mail	First-Class Mail and Standard Mail	First Class Mail	Standard Mail

For additional information on the 2015 Promotions, or the program requirements, please visit the [RIBBS website](#) or [USPS.com](#).

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