

NOV – DEC 2016

JAN – FEB - MARCH

APRIL – MAY - JUNE

JULY – AUG - SEPT

OCT – NOV - DEC

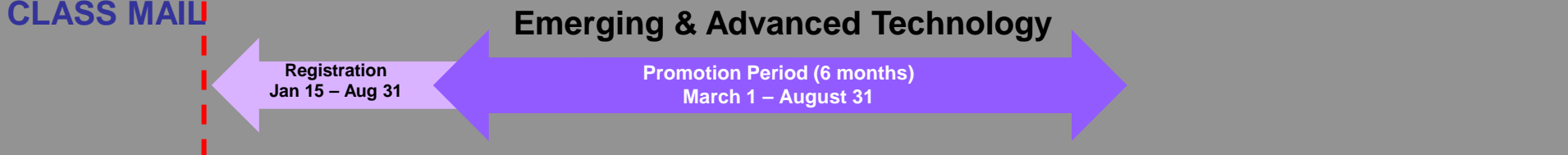
As of February 1, 2017

PRC approved as of June 16, 2016

## FIRST-CLASS MAIL



## USPS MARKETING MAIL and FIRST-CLASS MAIL



## USPS MARKETING MAIL

**Tactile, Sensory & Interactive Engagement**



The 2017 Mailing Promotions continue to build on the engagement strategies of past Promotions. To demonstrate that direct mail continues to be a relevant part of the marketing mix and has the potential to offer greater value, the Postal Service is encouraging customers to adopt and invest in technologies that enhance how consumers interact and engage with mail. This improves the long-term value of the product, providing substantial benefits in future years.

- **Earned Value Reply Mail (January 1 – June 30, 2017)** -- Designed to slow the decline of First-Class Mail by encouraging mailers to promote this type of mail as a primary reply mechanism for their customers, while keeping the CRM/BRM envelopes in their outgoing mailpieces by providing a financial benefit when the CRM/BRM envelopes are used. Alternate Postage (also known as Share Mail) enclosures are an additional product that have been added to this promotion. **Registration runs November 15 through December 31, 2016.**
- **Tactile, Sensory & Interactive Mailpiece Engagement (February 1– July 31, 2017)** -- Leverages some of the latest technological advances within the print industry, providing marketers with exciting new ways to enhance and encourage sensory engagement with a mailpiece. The print industry has been actively innovative not only in print production equipment, but the fundamental elements of the mail itself through new developments in papers/stocks, substrates, finishing techniques and inks. These elements can be incorporated to engage a multi-sensory experience through special visual effects, sound, scent, texture/tactile treatments and even taste. **Registration runs December 15 through July 31, 2017.**
- **Emerging & Advanced Technology (March 1 – August 31, 2017)** -- Encourage mailers to integrate direct mail with advances in mobile technology using NFC technology, Video in Print (ViP), Beacon technology, “Enhanced” Augmented Reality, Virtual reality or a Digital to Direct Mail experience to allow the recipient to engage in innovative digital experiences triggered from their mailpiece. New for this year is the inclusion of *Virtual Reality* to generate opportunities to immerse consumers by creating interactivity and harnessing a first-hand engagement experience. We have also added Digital to Direct Mail to this year's promotion to elicit a higher response from consumers by using dynamically printed, personalized messaging that is automatically triggered based on a digital interaction. **Registration runs January 15 through August 31, 2017.**
- **Direct Mail Starter (May 1 – July 31, 2017)** — **\*NEW\*** Opportunities for the small and medium market segments to grow and attract new mailers. This promotion is offered to first time mailers to promote events and offers that incorporate the use of print-mobile technology on up to 10,000 mailpieces during the length of the promotion. Any print-mobile technologies, such as (QR codes, barcode tracking technology, enhanced augmented reality (AR), Near Field Communications (NFC), or other print-mobile technologies currently approved in our promotions can be used to qualify for this promotion. **Registration runs March 15 through July 31, 2017.**
- **Personalized Color Transpromo (July 1 – December 31, 2017)** -- Since 2014, the USPS has provided this promotion to continue to increase the value of First-Class Mail by encouraging mailers of bills and statements to leverage new color print technology. In doing so, a better connection and response from consumers is intended to occur. **Registration runs May 15 through December 31, 2017.**
- **Mobile Shopping (August 1 – December 31, 2017)** — Encourage mailers to adopt and invest in technologies that create consumer excitement and highlight the connection between the mailpiece and the digital shopping experience. It is designed to enable customers to conveniently go from the mailpiece, directly to a mobile optimized online shopping experience using technology platforms such as Quick Response (QR) Codes, Snap Tags, Watermarks and other advanced technologies. **Registration runs June 15 through December 31, 2017.**

Scan the QR code to  
view more ways to  
make your mail  
irresistible.



Download a free QR Code reader from the  
Apple App Store or Google Play Store.

**\*Please review each promotion's requirement for specific details**