

2017 MAILING PROMOTIONAL PROGRAMS

Promotion	Registration Period	Promotion Period	Eligible Mail	2 Digit CCR Incentive Code	Discount/Credit and Calculation
Earned Value	November 15 - December 31, 2016	January 1 – June 30, 2017	Business Reply Mail, Courtesy Reply Mail, and Share Mail cards and letters	RR	5 Cents per piece Credit to be used on First-Class Mail® Presort and Automation cards, letters and flats, and Standard Mail® letters and flats mailings. (Subtract Earned Value Credit value from Total Postage All Parts) Acceptance Period for Credits: Quarter 1 January 1st through March 31st 2017 Quarter 2 April 1st through June 30th 2017
Tactile, Sensory, and Interactive	December 15, 2016 - June 30, 2017	February 1 – July 31, 2017	Standard Mail® letters and flats Nonprofit Standard Mail letters and flats	SS	2% Discount off at Postage Statement line level (Total Discount column) <i>Discounts must be claimed at the time of mailing and cannot be rebated at a later date</i>
Emerging and Advanced Technology	January 15 – August 31, 2017	March 1 – August 31, 2017	First-Class Mail® presort & automation letters, cards & flats Standard Mail® letters and flats Nonprofit Standard Mail letters and flats	ME	2% Discount off at Postage Statement line level (Total Discount column) <i>Discounts must be claimed at the time of mailing and cannot be rebated at a later date</i>
Direct Mail Starter	March 15 – July 31, 2017	May 1 – July 31, 2017	Standard Mail® letters and flats Nonprofit Standard Mail letters and flats	SB	5% Discount off at Postage Statement line level (Total Discount column) <i>Discounts must be claimed at the time of mailing and cannot be rebated at a later date</i>
Personalized Color Transpromo	May 15 – December 31, 2017	July 1 – December 31, 2017	First-Class Mail commercial letters that are part of an IMb Full-Service mailing	CP	2% Discount off at Postage Statement line level (Total Discount column) <i>Discounts must be claimed at the time of mailing and cannot be rebated at a later date</i>
Mobile Shopping	June 15 – December 31, 2017	August 1 – December 31, 2017	Standard Mail® letters and flats Nonprofit Standard Mail letters and flats	MI	2% Discount off at Postage Statement line level (Total Discount column) <i>Discounts must be claimed at the time of mailing and cannot be rebated at a later date</i>