

## 2015 Promotional Programs

	Incentive Code Active Period and 2-digit Characteristic Type		Registration	Promotion Period	Mail Class / Processing Category	Discount Calculation
<b>Earned Value Reply Mail</b> <sup>1</sup>	Redemption starts: August 1	<b>RR</b>	March 15 – April 30, 2015	May 1- July 31, 2015	FCM presort /machinable and automation Cards, Letters & Flats STD (R/N) / Letters & Flats	Credit (Subtract Earned Value Credit value from Total Postage All Parts)
<b>Emerging and Advanced Technology</b> <sup>2</sup>	June 1- November 30, 2015	<b>ME</b>	March 15 – November 30, 2015	June 1- November 30, 2015	FCM, STD (R/N) / Letters & Flats (machinable and automation)	% off at Postage Statement line level (Total Discount column)
<b>Color Transpromo Promotion</b> <sup>3</sup>	June 1 – November 30, 2015	<b>CP</b>	April 15 – November 30, 2015	June 1 – November 30, 2015	FCM Letters (presort and automation)	% off at Postage Statement line level (Total Discount column)
<b>Mail Drives Mobile Engagement</b> <sup>2</sup>	July 1 - December 31, 2015	<b>MI</b>	May 15 - December 31, 2015	July 1 - December 31, 2015	STD (R/N) / Letters & Flats (machinable and automation)	% off at Postage Statement line level (Total Discount column)

<sup>1</sup> Credits earned for qualifying First-Class Mail Business Reply Mail and Courtesy Reply Mail enclosures. Earned Value credits can be redeemed for mailings that are First-Class and Standard Mail. No auto enrollment through electronic files.

<sup>2</sup> Mobile promotions same functionality as previous mobile barcode promotions.

<sup>3</sup> FCM letters auto/presort mailings. Residual pieces paying single-piece price that are part of an automation mailing may also qualify for the discount.

Earned Value Reply Mail	Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) pieces. The 2015 “Earned Value” promotion will be offered to mailers who send qualifying First-Class Mail Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) enclosures. Mailers will earn a credit on each piece that is returned during the promotion period. At the end of the promotion, the total credit amount will be applied to the mailer’s Permit account. The credit can be applied to future mailings of First-Class Mail Presort and Automation cards, letters and flats, and Standard Mail letters and flats.
Emerging and Advanced Technology	To participate in this promotion, the mailpiece must incorporate advanced print technology such as innovations in paper and ink, the use of standard NFC technology or an “advanced” or “enhanced” augmented reality experience allowing the recipient to engage in an interactive experience. Emerging/Advanced Technology is not limited to devices, circuits or software. The requirements are expanding this category to include innovative advances in inks, paper, interactive and other advancements in engagement materials. Other technologies will be reviewed on a case by case basis. Any technology presented must be available for general public use and cannot be limited to a sole source vendor. All mailpieces must meet automation capability requirements and all other normal acceptance procedures to be eligible for the promotion.
Color Transpromo promotion	Eligible pieces must have variable color messaging (four-color-process) on the bill or statement. Use of color inserts and pre-printed paper stock, do not qualify for the promotion. The color messaging must be for marketing or consumer information purposes. The color messaging must be within the contents of the bill or statement and cannot be an addendum or separate page added to the bill or statement. Requires mailing to be Full-Service.
Mail Drives Mobile Engagement	Previous promotions, such as the Holiday Mobile Shopping promotion, the Mobile Buy it Now promotion and the Mail Drives Mobile Commerce promotion have increased interest and use of mobile technologies in direct mail. The 2015 promotion will build on those and demonstrate how direct mail, combined with mobile technology, continues to be a convenient method for consumers to engage and interact with their printed mailpieces.