

## 2013 Promotional Programs

	Registration	Promotion Period	Mail Class	Discount Calculation	Incentive Code Active Period	
<b>Direct Mail Mobile Coupon and Click-to-Call</b> <sup>1</sup>	January 15 - April 30	March 1- April 30	FCM SM (R/N)	% off at Postage Statement line level (Total Discount column)	March 1- April 30	MI
<b>Earned Value Reply Mail</b> <sup>2</sup>	January 15 - March 31	April 1-June 30, 2013	FCM SM (R/N)	Credit Balance (Subtract Credit value from Total Postage All Parts)	Redemption start: August 1	RR
<b>Emerging Technologies</b> <sup>1</sup>	June 15 - September 30	August 1- September 30	FCM SM (R/N)	% off at Postage Statement line level (Total Discount column)	August 1- September 30	ME
<b>Product Samples</b>	May 1 - September 30	August 1- September 30	SM (R/N)	% off at Postage Statement line level (Total Discount column, Parts H)	August 1- September 30	PS
<b>Picture Permit Imprint</b> <sup>3</sup>	June 1 - September 30	August 1- September 30	FCM SM (R/N)	Fee waived by % (Total Discount column, Part S Line S17 Picture Permit Imprint)	August 1- September 30	PP
<b>Mobile Buy-It Now</b> <sup>1</sup>	September 15 - December 31	November 1 - December 31	FCM SM (R/N)	% off at Postage Statement line level (Total Discount column)	November 1 - December 31	MI

<sup>1</sup> Mobile Barcode promotion same functionality as previous mobile barcode promotions

<sup>2</sup> No auto enrollment through electronic files

<sup>3</sup> Requires mailing to be Full-Service compliant