

Template for CY2016 USPS Mailing Promotions Suggestions

Suggested Title or Short Description:	<i>(Include proposed Promotion title here)</i>
Promotion description:	<i>(Brief description of promotion –describe the mailing technique or technology highlighted by promotion. Also include suggested basic parameters and eligibility requirements such as targeted USPS products)</i>
Current State of Proposed Mailing Technique/ Technology	<i>(What are the current levels of adoption amongst mailers of this technique and/or technology? How expensive or difficult would it be for mailers to adapt these techniques into mail campaigns? What would the average needed lead time be?)</i>
Benefit to USPS:	<i>(For example, would this retain or grow mail volumes? Are there other short term or long term benefits to the USPS?)</i>
Benefit to Mailers:	<i>(Would it increase ROI? Which industries might see benefits? Would this appeal more to larger/mid-size/smaller mailers?)</i>
Suggested attachments:	<i>(Attach any articles, case studies or research demonstrating benefit of proposed mobile technology or mailing technique)</i>
Submitted by:	<i>(Add contact info for follow up)</i>

Please complete and email to MailingInnovations@usps.gov
Please submit all suggestions for 2016 no later than April 15, 2015