

# 2020 MAILING PROMOTIONS OVERVIEW

**1**

## 2020 Tactile, Sensory, & Interactive Mailpiece Engagement Promotion

Leveraging the physical aspects of mail as well as the advances in print technology, marketers can enhance how their customers interact and engage with mail to drive response rates. During this promotion, eligible mailers who incorporate a multi-sensory experience such as special visual effects, sound, scent, texture/tactile treatments, or even taste in their mailpiece may receive a postage discount.

<b>Promotion Period</b>	February 1 — July 31, 2020
<b>Registration</b>	December 15, 2019 — July 31, 2020
<b>Discount</b>	2% of eligible postage
<b>Eligible Mail</b>	- USPS Marketing Mail® letters and flats - Nonprofit USPS Marketing Mail letters and flats
<b>Email Questions</b>	<a href="mailto:tactilesensorypromo@usps.gov">tactilesensorypromo@usps.gov</a>

**2**

## 2020 Emerging & Advanced Technology Promotion

To ensure that direct mail continues to be a relevant part of the marketing mix, the Emerging & Advanced Technology Promotion encourages mailers to incorporate technologies such as “Enhanced” Augmented Reality, Virtual Reality and Mixed Reality, Near Field Communication (NFC), Video in Print (ViP) featuring Shoppable Video, Integration with Digital Assistants, and Addressable TV technology application in their direct mail campaigns.

<b>Promotion Period</b>	March 1 — August 31, 2020
<b>Registration</b>	January 15 — August 31, 2020
<b>Discount</b>	2% of eligible postage
<b>Eligible Mail</b>	- First-Class Mail® presort and automation letters, cards, and flats - USPS Marketing Mail letters and flats - Nonprofit USPS Marketing Mail letters and flats
<b>Email Questions</b>	<a href="mailto:emergingtechpromo@usps.gov">emergingtechpromo@usps.gov</a>

**3**

## 2020 Earned Value Reply Mail Promotion

To keep First-Class Mail® relevant and slow its decline, the Earned Value Promotion offers earned credits to eligible businesses who use Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) enclosures.

<b>Promotion Period</b>	April 1 — June 30, 2020
<b>Registration</b>	February 15 — March 31, 2020
<b>Expiration Date for Credits</b>	December 31, 2020
<b>Eligible Mail</b>	- Business Reply Mail, Courtesy Reply Mail, and Share Mail
<b>Email Questions</b>	<a href="mailto:earnedvalue@usps.gov">earnedvalue@usps.gov</a>

**4**

## 2020 Personalized Color Transpromo Promotion

The Personalized Color Transpromo Promotion incorporates marketing messages that use color, dynamic variable print, and personalization. By using color messaging in bills and statements, business mailers can enhance the value of First-Class Mail and foster a better connection and response from customers.

<b>Promotion Period</b>	July 1 — December 31, 2020
<b>Registration</b>	May 15 — December 31, 2020
<b>Discount</b>	2% of eligible postage
<b>Eligible Mail</b>	- First-Class Mail® commercial letters that are part of an IMb Full-Service mailing
<b>Email Questions</b>	<a href="mailto:fcmcolorpromotion@usps.gov">fcmcolorpromotion@usps.gov</a>

**5**

## 2020 Mobile Shopping Promotion

The Mobile Shopping Promotion encourages mailers to send mailings that 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 platforms, such as Quick Response (QR) Codes, Snap Tags, Watermarks, and other advanced technologies.

<b>Promotion Period</b>	August 1 — December 31, 2020
<b>Registration</b>	June 15 — December 31, 2020
<b>Discount</b>	2% of eligible postage
<b>Eligible Mail</b>	- USPS Marketing Mail letters and flats - Nonprofit USPS Marketing Mail letters and flats
<b>Email Questions</b>	<a href="mailto:mailingpromotions@usps.gov">mailingpromotions@usps.gov</a>

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## 2020 Informed Delivery Promotion

The Informed Delivery® Promotion (ID Promotion) offers a 2% discount on postage for business mailers who launch Informed Delivery interactive campaigns with their physical mailpieces to reach and engage customers.

<b>Promotion Period</b>	September 1 — November 30, 2020
<b>Registration</b>	July 15 — November 30, 2020
<b>Discount</b>	2% of eligible postage
<b>Eligible Mail</b>	- First-Class Mail presort and automation letters, cards, and flats - USPS Marketing Mail letters and flats - Nonprofit USPS Marketing Mail letters and flats
<b>Email Questions</b>	<a href="mailto:promotion-informeddelivery@usps.gov">promotion-informeddelivery@usps.gov</a>