

Ask us how you can save on eligible Marketing Mail, First-Class Mail, BRM, CRM, and Share Mail in 2022!



6009 Stertzer Road  
Jefferson City, MO 65101  
Ph: 800.456.5867  
modernlitho.com



### Tactile, Sensory and Interactive Mailpiece Engagement

Encourages mailers to enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.

- ▶ **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats
- ▶ **DISCOUNT** 4%



### Earned Value Reply Mail

Encourages mailers to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail envelopes and cards by providing a financial benefit when customers put those pieces back into the mailstream.

- ▶ **ELIGIBILITY** Credits may be applied to postage for qualifying First-Class and Marketing Mail letters & flats, and must be used by December 31, 2022.
- ▶ **DISCOUNT** \$0.02 credit per counted reply and/or share mail piece



### Informed Delivery

Encourages mailers to use USPS' Informed Delivery omni-channel feature. Participants must create Informed Delivery campaigns through the Portal or submit elements through eDoc submission and develop campaigns that meet best-practice requirements.

- ▶ **ELIGIBILITY** Qualifying automation Marketing Mail letters and flats; qualifying automation First-Class Mail letters, cards, and flats
- ▶ **DISCOUNT** 4%



### Emerging and Advanced Technology

Encourages mailers to incorporate emerging technologies such as Enhanced AR, VR/MR, NFC, Video in Print, multichannel mail integration with voice assistants.

- ▶ **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats
- ▶ **DISCOUNT** 2%-3%



### Personalized Color Transpromo

Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging to improve connection to and response from customers.

- ▶ **ELIGIBILITY** Qualifying First-Class Mail presort and automation letters (bills and statements)
- ▶ **DISCOUNT** 3%



### Mobile Shopping

Encourages mailers to integrate mobile technologies that facilitate convenient, seamless online shopping experiences. Many new mobile technologies can be leveraged to qualify for this promotion.

- ▶ **ELIGIBILITY** Qualifying Marketing Mail letters and flats
- ▶ **DISCOUNT** 2%

## Registration and Promotion Dates

	Jan. 2022	Feb. 2022	March 2022	April 2022	May 2022	June 2022	July 2022	Aug. 2022	Sept. 2022	Oct. 2022	Nov. 2022	Dec. 2022	
<b>Tactile, Sensory and Interactive Mailpiece Engagement</b>	Dec 15 ▶						◀ Jul 31						
		Feb 1 ▶						◀ Jul 31					
<b>Emerging and Advanced Technology</b>	Jan 15 ▶						◀ Aug 31						
			Mar 1 ▶						◀ Aug 31				
<b>Earned Value Reply Mail</b>		Feb 15 ▶	◀ Mar 31										
				April 1 ▶						◀ June 30			
<b>Personalized Color Transpromo</b>					May 15 ▶						◀ Dec 31		
							July 1 ▶						◀ Dec 31
<b>Informed Delivery</b>						June 15 ▶						◀ Dec 31	
								Aug 1 ▶					◀ Dec 31
<b>Mobile Shopping</b>							July 15 ▶						◀ Dec 31
									Sept 1 ▶				◀ Dec 31