2025/2026

CATALOG INSIGHTS

Innovative Insights, Unmatched Impact

OVERVIEW

See what this promotion is about

Learn More

QUICK START

Learn the key steps in the process

Learn More

PROMOTION DETAILS

Construct an eligible Catalog

Learn More

ADD-ONS

Receive an additional discount while giving customers a more well-rounded mail experience

Learn More

MAILING SUBMISSION AND ACCEPTANCE

Find out about promotion registration, mailing submissions, and mail acceptance

Learn More

SUPPORT

Find online resources and contact information for questions

Learn More

HOME

OVERVIEW

QUICK START

PROMOTION DETAILS

ADD-ONS

MAILING SUBMISSION AND ACCEPTANCE

SUPPORT

2025/2026 CATALOG INSIGHTS

PROMOTION OVERVIEW

Redefining the Marketing Landscape

Catalogs offer a unique marketing perspective to products and services and provide important value to the mailbox.

Whether you're nurturing loyal customers or reaching new ones, this promotion can deliver a measurable lift in visibility and response — at a lower cost.

*Must meet definition/characteristics of a catalog

10% DISCOUNT   **Catalogs** ···

* Catalog Definition

A catalog is a bound (stapled, stitched, glued or fastened together along one edge) mailpiece with at least 12 pages, providing an organized listing of products or services offered for sale. A catalog mailpiece may be letter-shaped, flat-shaped or parcel-shaped, and is mailed at USPS Marketing Mail® or Bound Printed Matter rates.

The product listing must include images, photographs or illustrations of the products or services, descriptive details, fulfillment information and prices or contain an alternate method for the reader to determine prices. Catalogs must contain enough information to allow an order to be placed, e.g., an order form, a phone number, a web address, or the means to access a web address. Catalogs will also enable fulfillment options for the products or services offered for sale.
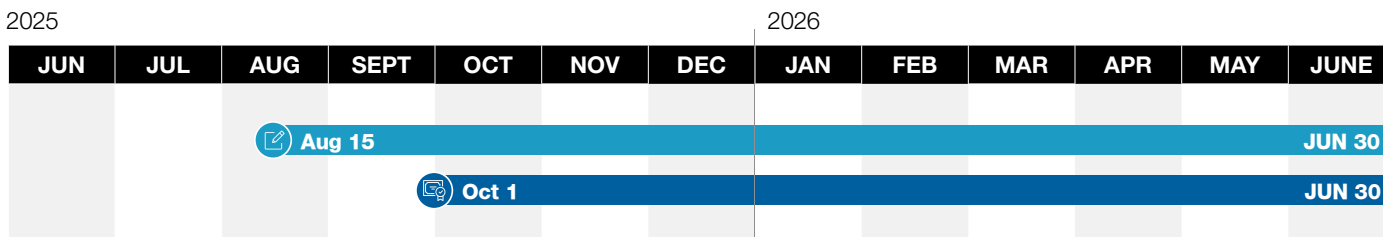

Mark Your Calendar

✎ Registration Period   💻 Promotion Period

2025   2026

JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE

✎ Aug 15 ── JUN 30

💻 Oct 1 ── JUN 30

Catalog promotion to run until June 30, 2026

QUICK START

1 Select an Eligible Mail Option

Eligible Mail Options
- USPS Marketing Mail®
- Marketing Parcels
- Nonprofit USPS Marketing Mail letters and flats (that meet nonprofit and catalog definition)
- Catalog mailpiece must be at least 12 pages, bound, and include a list of products or services offered for sale with visuals. It must contain enough information to allow an order to be placed and include fulfillment and ordering information

Ineligible Mail Pieces
- All USPS First-Class Mail® pieces
- Periodicals
- Bound Printed Matter
- Media Mail

> ⚠ "Mail diversion" messages included on the mailpiece will make the mailing ineligible for the promotion discount, regardless of whether or not the mailing includes qualifying treatment, technique, or technology for the promotion.

2 Promotion Process at a Glance

1 Get **pre-approval** of mailpiece from USPS via the Mailing Promotions Portal and include the front cover and at least 6 additional pages, non blank, front and back.

PRE-APPROVAL

2 Register for the Catalog Insights Promotion on the Business Customer Gateway via Incentive Programs.

REGISTER

3 If approved and registered, prepare and submit postage statements electronically. **Be sure to claim the correct CCR Code: CT** and ensure catalog meets requirements.

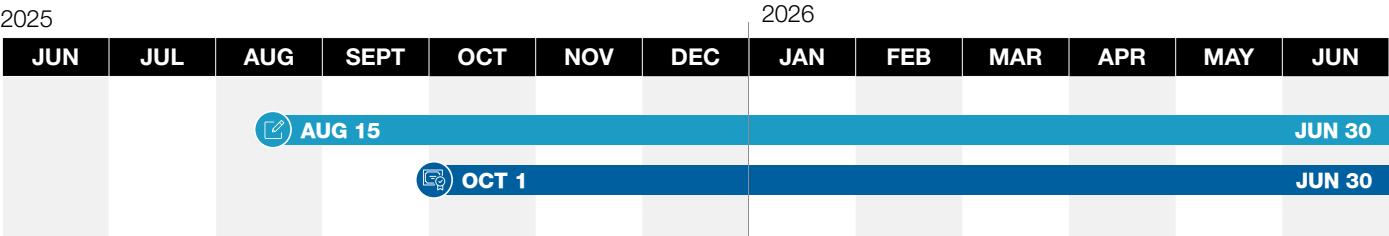Reminder: Claim relevant Add-Ons at this time.

4 Send your mailing.

HOME
OVERVIEW
QUICK START
PROMOTION DETAILS
ADD-ONS
MAILING SUBMISSION AND ACCEPTANCE
SUPPORT

PROMOTION DETAILS

HOME

OVERVIEW

QUICK START

PROMOTION DETAILS

ADD-ONS

MAILING SUBMISSION
AND ACCEPTANCE

SUPPORT

Program Information

Registration Period   Promotion Period

2025   2026

JUN	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN

AUG 15   JUN 30

OCT 1   JUN 30

Catalog promotion to run until June 30, 2026

10% DISCOUNT   **Catalog Insights**

The discount is calculated in the PostalOne!® system and applied to the postage statement at the time of mailing. The 10% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices.

Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount. Mailers may qualify for and claim Add-Ons in addition to a promotion. For additional information, see the Add-Ons section.

❗ **"Mail diversion" messages included on the mailpiece will make the mailing ineligible for the promotion discount, regardless of whether or not the mailing includes qualifying treatment, technique, or technology for the promotion.**

Promotion Process

01 Design your **mailpieces.**

- Design an eligible catalog mailpiece

- Ensure eligibility by following the requirements listed in Promotion Details.

- **Create an electronic sample** to send to USPS for pre-approval.

02 **Submit** your **electronic sample** to USPS to get **pre-approval.**

- Request access to the **Mailing Promotions Portal** if you have not previously signed up. For instructions, visit: https://postalpro.usps.com/promotions/portal.

- Log in to the Portal and select **Submit Mailpiece Pre-approval.** Complete all fields and upload your electronic samples, including initial mailing.

- You must upload all iterations of your mailpieces during the promotion period to the Mailing Promotions Portal.

- Wait for **USPS to review and pre-approve.** We'll respond within four business days, and we may have a few revisions to ensure that you qualify for the discount.

- **Receive decision via email and through the Mailing Promotions Portal.**

03 If you haven't already registered, sign up for the **Catalog Insights Promotion** on the **Business Customer Gateway** via Incentive Programs. Make sure to do this at least two hours before sending your mail.

Visit the Business Customer Gateway for more details.

PROMOTION DETAILS

04 **Prepare your postage statements and submit them electronically.** Remember to claim your discount when you file your mailing utilizing the CCR code CT:

CCR Code CT Catalog Insights (10% Discount)

Reminder: If participating in any Add-Ons, claim the Add-On discount at this time using the correct, Type A (Add-On), two-letter characteristic code. For details, visit the Add-On section.

05 **Send your mailing** and remember to keep a hard copy for your records.

06 **Watch your customer engagement rise**.

As the Mailing Promotions Portal continues to evolve, please note that USPS reserves the right to adjust the sample process.

Contact the Promotions Office

For questions about Portal functionality, please visit https://postalpro.usps.com/promotions/portal.

+ **Add-Ons** ....

Include add-ons like Informed Delivery or Sustainability to receive an **additional** discount and give your customers an even more well-rounded mail experience. Through Informed Delivery, business mailers can conduct a marketing campaign that reaches their target audience via email. With Sustainability, your mailpiece showcases company efforts to be environmentally conscious.
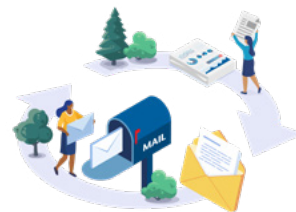
See the Add-Ons section for more information.

Informed Delivery
Enhance your mailings with USPS' omni-channel feature to give your mailpiece a digital element when using Informed Delivery campaigns.

1% DISCOUNT MAILERS
0.5% eDOC SUBMITTER

Sustainability
Enhance your campaigns with environmentally conscious materials by demonstrating the paper used in the mailing came from a certifiable, responsible source.

1% DISCOUNT

Add-Ons are only eligible through Dec 31, 2026

HOME

OVERVIEW

QUICK START

PROMOTION DETAILS

ADD-ONS

MAILING SUBMISSION AND ACCEPTANCE

SUPPORT

PROMOTION DETAILS

Data Required

Data points required in Mailing Promotions Portal.

01 **Distribution Frequency (within 12-month span)**

- Seasonal
- Daily
- Weekly
- Monthly
- Quarterly
- Yearly

02 **What are the catalogs reach?**

- National
- Regional
- Local

03 **What percentage of a typical catalog mailing is for prospecting?**

04 **This promotion will allow the brand to increase:**

- Frequency percentage
- Prospecting percentage

05 **What additional channels support catalog campaigns?**

- None
- Letters/Postcards
- Social/Digital/Email
- Out of home
- Streaming

06 **Percentage of Conversions driven by channel**

- Catalog
- Other mailings non-catalog like Letters/Postcards
- Social/Digital/Email
- Out of home
- Streaming

07 **Indicate the approximate percentage of your sourcing for products or services promoted by the catalog in the following categories within the past year:**

(Please distribute 100% across these four categories based on your sourcing practices.)

- Physical products sourced domestically (within the United States)
- Physical products sourced from international suppliers (imported from outside the United States) Social/Digital/Email
- Services that are domestic (non-physical products, provide within the United States)
- Services that are international (non-physical products, provided from outside the United States)

HOME

OVERVIEW

QUICK START

PROMOTION DETAILS

ADD-ONS

MAILING SUBMISSION AND ACCEPTANCE

SUPPORT

PROMOTION DETAILS

Requirements

The mailpiece must meet the requirements for a *Catalog.

01 **The mailer must appropriately identify the relevant mailpieces as Catalogs on the postage statement and/or the eDoc.**

02 **Must apply correct CCR code "CT"**

03 **Mail Owners claiming the Catalog Promotion price discount must:**

- Hold physical samples of Catalogs claiming the Incentive price discount for 90-days after Postage Statement finalization.
- Make these samples available to USPS upon request during this 90-days period.
- Ensure that the samples are marked by reference to Mail Owner Name & CRID, Postage Statement ID, Job ID, Postage Statement Finalization Date, and a copy of the Postage Statement.

04 **Must submit the front cover in addition to at least 6 pages for pre-approval**
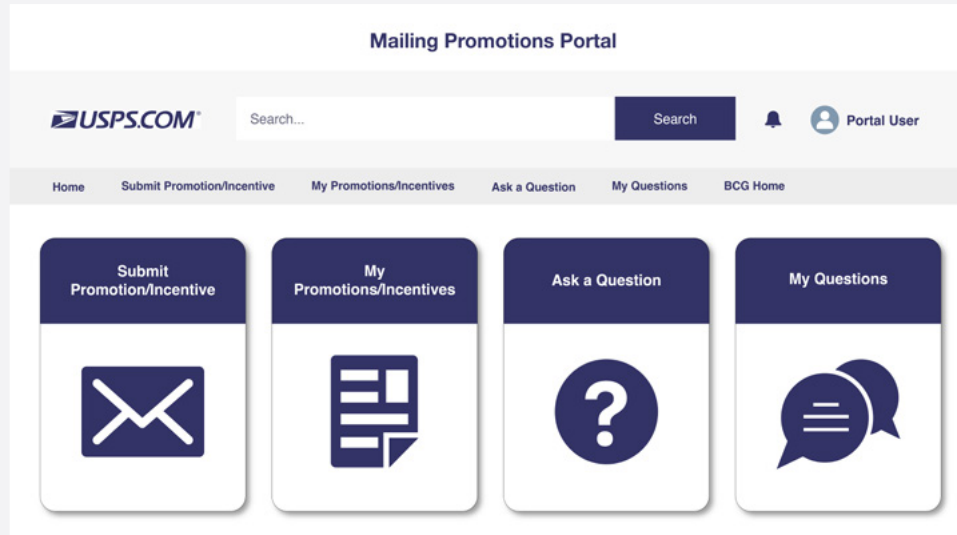
05 ***Catalog Definition**

A catalog is a bound (stapled, stitched, glued or fastened together along one edge) mailpiece with at least 12 pages, providing an organized listing of products or services offered for sale. A catalog mailpiece may be letter-shaped, flat-shaped or parcel-shaped, and is mailed at USPS Marketing Mail® or Bound Printed Matter rates.

The product listing must include images, photographs or illustrations of the products or services, descriptive details, fulfillment information and prices or contain an alternate method for the reader to determine prices. Catalogs must contain enough information to allow an order to be placed, e.g., an order form, a phone number, a web address, or the means to access a web address. Catalogs will also enable fulfillment options for the products or services offered for sale.

PROMOTION DETAILS

Reminders

Mailing Promotions Portal

USPS.COM® | Search... | Search | Portal User

Home   Submit Promotion/Incentive   My Promotions/Incentives   Ask a Question   My Questions   BCG Home

Submit Promotion/Incentive | My Promotions/Incentives | Ask a Question | My Questions

Some Final Reminders

- Information and resources will also be posted online at: https://postalpro.usps.com/promotions.

- Discounts must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.

Pre-Approval Reminders

- Request access to the **Mailing Promotions Portal** if you have not previously signed up. For instructions, visit: https://postalpro.usps.com/promotions/portal.

- Log in to the Portal and select **Submit Mailpiece Pre-approval**. Complete all fields and upload your PDF samples. Be sure to identify where your pieces are mailing from.

- Any final mailpieces that deviate from the prototypes, mock-ups or examples submitted for pre-verification will be subject to the loss of the discount.

- If the prototype is not approved in writing prior to entry date, the mailing will not qualify for the discount.

- Pre-approval notification from the Portal is for the technology implementation only. The mailpiece must also satisfy all of the remaining requirements in this document to qualify for the promotion discount.

- Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review this document to ensure that the mailpiece meets all 2025/2026 Program Requirements.

Promotion Reminders

The discount must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.

To claim the discount for mailings submitted via mail.dat or mail.xml:

- For the 2025/2026 **Catalog Insights Promotion**, populate the Characteristics Record (CCR) file with the two-letter characteristic CT for eligible 10% Catalogs.

- One of the parties in the by/for of the postage statement must be registered for the promotion.

- Claim any relevant Add-On discount when you file your mailing using the correct, Type A, two-letter characteristic code.

HOME

OVERVIEW

QUICK START

PROMOTION DETAILS

ADD-ONS

MAILING SUBMISSION AND ACCEPTANCE

SUPPORT

ADD-ONS

About Add-Ons

New in 2025 are a series of add-ons to USPS® Mailing Promotions, through which you can increase your Promotion discount by pairing your qualified mailpiece with features that enhance mail's reach and ROI. The available Add-Ons are:

Informed Delivery®

Enhance your marketing with USPS' omni-channel feature to give your mailpiece a digital element.

CLICK TO VISIT **INFORMED DELIVERY PAGE**

Sustainability

Enhance your campaigns with environmentally conscious materials by demonstrating the paper used in the mailing came from a certifiable, responsible source.

CLICK TO VISIT **SUSTAINABILITY PAGE**

How do they work?

- Add-On discounts are added to the Promotion discount percentage on eligible mailpieces
- Add-Ons must be added to a Promotion and cannot be claimed alone
- You may claim up to two Add-Ons in addition to a Promotion
- Mailers who qualify may leverage one or both Add-Ons
- Reply Mail IMbA is not eligible for Add-Ons

Incorporating Add-Ons to a Promotion can boost your savings by an additional 1 - 2%.

Promotion (3%) + **Add-On (1%)** / **Add-On (1%)** = **5% Discount on eligible mail**

Promotion (3%) + **Add-On (1%)** = **4% Discount on eligible mail**

Please Note:

To successfully participate in add-ons, you must register each calendar year.

HOME
OVERVIEW
QUICK START
PROMOTION DETAILS
ADD-ONS
MAILING SUBMISSION AND ACCEPTANCE
SUPPORT

ADD-ONS: INFORMED DELIVERY®

HOME

OVERVIEW

QUICK START

PROMOTION DETAILS

ADD-ONS

MAILING SUBMISSION AND ACCEPTANCE

SUPPORT

+ Informed Delivery

Through Informed Delivery Service, business mailers can conduct a marketing campaign that reaches their target audience via email. Think full color, clickable Ride-along Images in an email message with a 64% open rate.

These messages can take users directly to the target URL of your choice, straight from their inbox to action.

1% DISCOUNT Discount Added to Mailers Promotion Discount on Eligible Mail Pieces

0.5% INCENTIVE eDoc Postage Statement Submitter

Eligible Mail

- First-Class Mail® automation letters, postcards, and flats
- USPS Marketing Mail® automation letters and flats
- USPS Marketing Mail DDU-entered Carrier Route Saturation Flats
- Nonprofit USPS Marketing Mail automation letters and flats
- Nonprofit USPS Marketing Mail DDU-entered Carrier Route Saturation Flats

How to Participate

01 **Submit pre-approval** via Mailing Promotions Portal on the Business Customer Gateway with a Ride-Along, URL, and Representative Image of Mailpiece (representative image required for flat-sized mailpieces; optional for letters).

If you haven't already registered, **sign-up for the Informed Delivery Add-On** via Incentive Programs on the Business Customer Gateway. Make sure to do this at least two hours before sending your mail.

Visit the Business Customer Gateway for more details.

02 **Submit your Informed Delivery campaign.** For instructions on how to submit a campaign, please visit https://www.usps.com/business/informed-delivery.htm.

> **TIP: About 80% of Postage Statement submission errors occur because:**
> - Informed Delivery campaigns are not in Submitted or Active status when the postage statement is submitted via eDoc.
> - Postage Statement mailing dates fall outside the Informed Delivery campaign timeline.

03 **Prepare your postage statements and submit them electronically.**
- Reminder: You must be eligible for and claim a promotion (e.g., Tactile, Sensory, Interactive; Integrated Technology; First-Class Mail Advertising) when claiming an Add-On, by using the correct Type I (Incentive) two-letter characteristic code.
- Claim the Add-On discount when you file your mailing using the correct Type A (Add-On) two-letter characteristic code:

PI Informed Delivery

04 **Send your mailing and remember to keep a hard copy for your records.**

ADD-ONS: INFORMED DELIVERY®

eDoc Submitter Enrollment

eDoc Submitter Incentive Enrollment

- For the 2025 Informed Delivery Add-On, USPS is offering eDoc Postage Statement Submitters 0.5% incentive for Postage Statements that are successfully processed.
- A Postage Statement is considered successfully processed if the Add-On discount is applied at the time of mailing.
- The incentive only applies to pieces that successfully received the Informed Delivery Add-On discount.

Requirements

In order to participate in the 0.5% incentive, the eDoc Submitter:

- Must have a permit linked to an EPS account (with EPS Admin or EPS Payment Manager privilege).
- Must select a permit that is linked to the eDoc Submitter Customer Registration ID (CRID).
- Must register the permit that will receive the 0.5% incentive via the Business Customer Gateway (BCG), Manage Permit section for **Informed Delivery Incentive Permit.**
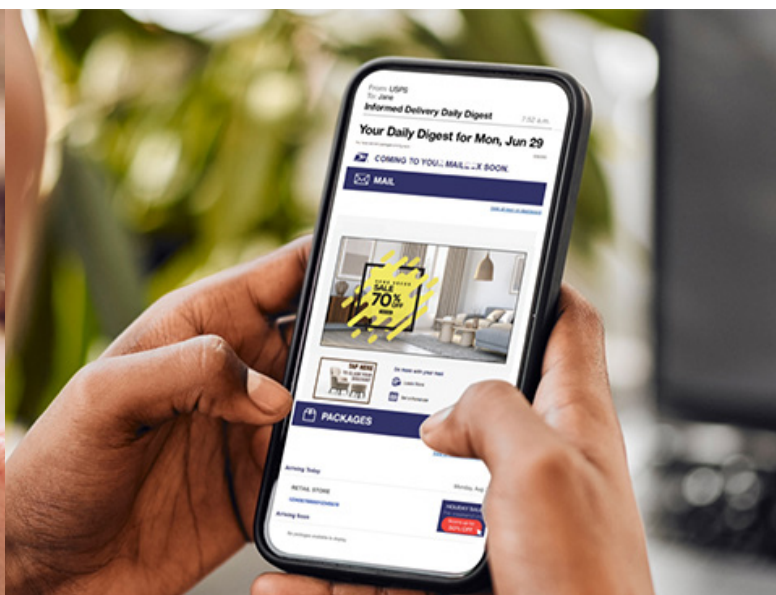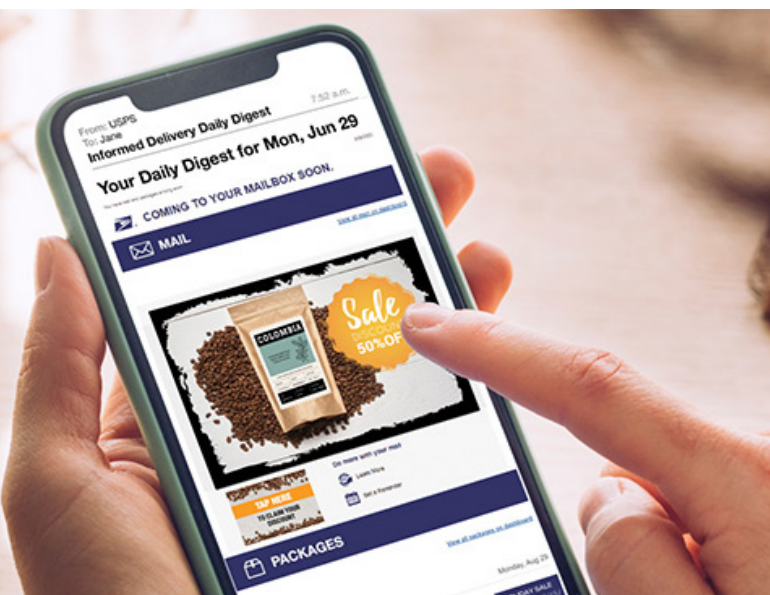
eDoc Enrollment Guide | PostalPro

A step-by-step guide (with BCG screen shots) for registering your permit is available on PostalPro. To access the guide, please click the button above.

eDoc Submitter Permit Enrollment Overview

1. Log into BCG
2. Manage Permits
3. Select Business Location

4. Select Informed Delivery Incentive Permit
5. Select Desired Permit by Checking Box
6. Permit is Registered for eDoc Submitter Incentive

HOME

OVERVIEW

QUICK START

PROMOTION DETAILS

ADD-ONS

MAILING SUBMISSION AND ACCEPTANCE

SUPPORT

ADD-ONS: INFORMED DELIVERY®

Campaign Elements Requirements

Informed Delivery campaigns must include the required elements below to be eligible for the discount.

Ride-Along Image with Call-to-Action

A full-color image with a call-to-action to engage recipients.
- Interactive image that appears in Informed Delivery users' daily digest email.
- Redirects users to a target URL via a clickable interaction, reinforcing the mailpiece's call-to-action and business objectives.

Representative Image of Mailpiece

A colorful preview of what's coming in the mail.
- Image that appears in users' daily digest email or on their USPS® dashboard in place of the scanned mailpiece.
- Required for flat-sized mailpieces and optional for letters or other mail.

URL

A live URL embedded in the Ride-Along that correlates with your campaign.
- Target URL must be live and functioning, directing users to the appropriate webpage.

For instructions on how to upload your Informed Delivery campaign, please visit https://www.usps.com/business/informed-delivery.htm.

HOME

OVERVIEW

QUICK START

PROMOTION DETAILS

ADD-ONS

MAILING SUBMISSION AND ACCEPTANCE

SUPPORT

ADD-ONS: SUSTAINABILITY

+ Sustainability

Demonstrate the paper used in your mailings is responsibly sourced and sustainability produced by exhibiting an eligible certification.

1% DISCOUNT   Discount Added to Mailers Promotion Discount on Eligible Mail Pieces

Eligible Mail

- First-Class Mail® letters, cards, and flats
- USPS Marketing Mail® letters and flats
- Nonprofit USPS Marketing Mail® letters and flats

Requirements

Mailer must qualify for and demonstrate one of the following certifications:

1	Sustainable Forestry Initiative
2	Forest Stewardship Council
3	Submit a Certificate for Review with URL

How to Participate

01 **Submit pre-approval** via Mailing Promotions Portal on the Business Customer Gateway with an eligible certification.
- The Promotions team will review certifications and confirm eligibility.

02 If you haven't already registered, sign up for the Sustainability Add-On on the Business Customer Gateway. Make sure to do this at least two hours before sending your mail.

Visit the Business Customer Gateway for more details.

03 **Prepare your postage statements and submit them electronically.**
- Reminder: You must be eligible for and claim a promotion (e.g., Tactile, Sensory, Interactive; Integrated Technology) when claiming an Add-On, by using the correct Type I (Incentive) two-letter characteristic code.
- Claim the Add-On discount when you file your mailing using the correct Type A (Add-On) two-letter characteristic code:

ST   Sustainability

04 **Send your mailing and remember to keep a hard copy for your records.**

HOME

OVERVIEW

QUICK START

PROMOTION DETAILS

ADD-ONS

MAILING SUBMISSION AND ACCEPTANCE

SUPPORT

MAILING SUBMISSION AND ACCEPTANCE

HOME

OVERVIEW

QUICK START

PROMOTION DETAILS

ADD-ONS

MAILING SUBMISSION AND ACCEPTANCE

SUPPORT

MAILING SUBMISSION REQUIREMENTS

The discount must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.

*Only one promotion discount can be applied to a mailpiece or mailing. The use of technology and/or print treatments eligible for other promotion discounts will not increase the discount amount. Up to two Add-Ons may be claimed in addition to the Promotion.

A Documentation/Postage Statement

Mailings must be submitted electronically via Mail.dat® and Mail.XML or Postal Wizard. Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID), or Permit number. Participants will be required to affirmatively claim this promotion in the "Incentive Claimed" section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

To claim the discount for mailings submitted via Mail.dat and Mail.XML, the Component Characteristics Record (CCR) file MUST be populated with the appropriate **two-letter characteristic code:**

CCR Code CT   Catalog Insights (10% Discount)

All relevant CRIDs participating in the promotion must be enrolled prior to the first mailing claiming the promotion.

B Combined and Commingled Mailings

The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying mail must be submitted on separate postage statements or by mailpiece version.

Only one promotional discount will be applied per mailpiece version (identified by MPU Mail Piece Unit and MPU Segment ID). In a commingled mailing, which may contain multiple mail owners, a mailpiece version must be created for each mail owner. The incentive can be claimed independently for each using the CCR file. If needed, mailers may continue to use either the CSM Postage Group ID or the .mpa Customer Reference ID in order to create separate child statements for the pieces which are eligible for incentives. If a mailer is using the customer reference ID to create separate statements a unique MPA record must be created for pieces which are claiming incentive rates.

Further technical information can be found in the USPS Mail.dat Technical Specifications:

https://postalpro.usps.com/mailing/techspecs

If **PostalOne!** issues arise during the promotion period and prevent the timely finalization of Postage Statements within the PostalOne! system, please follow the instructions in the **PostalOne!** Contingency Plan posted on PostalPro: https://postalpro.usps.com/node/852.

C Mailing Date

Mail must be tendered for acceptance during the promotion period. Promotion eligible mailings must be finalized in PostalOne! no earlier than 12:00:00 AM Central Time the day the promotion starts and no later than 11:59:59 PM Central Time on the last day of the promotion.

Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities 15 calendar days after the promotion end date (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to the first day of the promotion. Any qualifying mailing that is accepted and paid for prior to the start of a promotion is not eligible for the promotion discount.

¹ Mail.dat is a registered trademark of Delivery Technology Advocacy Council, LLC.

D **Postage Payment Method**

The eligible postage payments are:

- Permit imprint
- Precanceled stamp permit
- Meter permit
- OMAS and "Official Government Mail"
- Every Door Direct Mail® (EDDM®) that is deposited at a Business Mail Entry Unit (EDDM Retail mailings are ineligible)

E **Meter Mail/Precanceled Payment Option**

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts. Mailers must select the appropriate Postage Affixed Method option as follows:

- If mailer is eligible for an VAR/CVAR for Meter Mail: All options are available (Lowest, Correct, or Neither)
- NonVAR/CVAR Meter Mail: Only "Neither" is an option
- Precanceled: Only "Neither" is an option

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

HOME

OVERVIEW

QUICK START

PROMOTION DETAILS

ADD-ONS

MAILING SUBMISSION AND ACCEPTANCE

SUPPORT

MAILING SUBMISSION AND ACCEPTANCE

REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

············ MAILER MUST **RETAIN** ············
A HARD COPY SAMPLE MAILPIECE

FOR 90 DAYS

AFTER THE END OF THE PROMOTION PERIOD

F Using the Self Service Terminal (SST)

Mailers participating in the promotion and presenting mail using the Self Service Terminal (SST) will see the message below on the screen and must certify the agreement on the screen and postage statement to the BMEU clerk.

> " *This mailing has been identified as participating in an incentive program. By clicking OK, I certify that I am tendering a production mailpiece sample and postage statement to the acceptance employee for verification.* "

G Post Mailing Requirements

All mailers who receive the discount must retain all hard copy mailpieces for 90 calendar days after the promotion end date and if requested by the Postal Service, must forward the sample to the Promotion Program Office.

Mailers will be required to keep a sample of the hard copy mailpiece used in their campaign for 90 days after the end of the 2025/2026 promotional period. The promotion office will conduct random audits. The mailer must provide sample along with approved Service Request within 15 business days of notification. If mailer is unable to furnish proof, USPS has the right to reverse any discounts provided.

HOME

OVERVIEW

QUICK START

PROMOTION DETAILS

ADD-ONS

MAILING SUBMISSION AND ACCEPTANCE

SUPPORT

SUPPORT

Further questions can be directed to the Promotions Office.

MAILING PROMOTIONS PORTAL

Participants must upload all mailpiece samples to the Mailing Promotions Portal for pre-approval. Please do not email samples.

For instructions on accessing the Mailing Promotions Portal, visit: https://postalpro.usps.com/promotions/portal.

Please direct questions about promotion requirements to the Mailing Promotions Portal.

For questions about Portal functionality, please contact mailingpromotions@usps.gov.

The Promotions Office responds to all inquiries within 4 business days.

Links to webinars, FAQs, and other promotion resources can be found on the PostalPro™ website at: https://postalpro.usps.com/promotions.

Enrollment or Technical Assistance

For issues and concerns regarding enrollment or technical issues, please contact the PostalOne! Helpdesk through the Mailing & Shipping Solutions Center (MSSC) by email or phone at: MSSC@USPS.gov or 1-877-672-0007. In the Interactive Voice Response (IVR), customers will select option 2 (MSSC) and then option 3 (PostalOne!) for assistance.

DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE.

HOME | OVERVIEW | QUICK START | PROMOTION DETAILS | ADD-ONS | MAILING SUBMISSION AND ACCEPTANCE | SUPPORT

2025/2026

CATALOG INSIGHTS

REVISION HISTORY

Date	Section	Reason for Revision	Version

UNITED STATES
POSTAL SERVICE ®