



2025 USPS Mailing Promotions

Integrated Technology

ELIGIBLE MAIL CLASS: First-Class Mail® and Marketing Mail®
DISCOUNT CALCULATION: 3% Discount
REGISTRATION PERIOD: Nov. 20, 2024 – Dec. 31, 2025
PROMOTION PERIOD: Any 6 consecutive months in 2025
DESCRIPTION: Encourages mailers to incorporate mobile (QR codes) or AI elements (personalized copy or images to enhance engagement); augmented, mixed, or virtual reality; NFC; video in print; voice assistants, and other advanced technologies into their mailpieces. Note: This promotion was previously known as the Emerging and Advanced Technology Promotion.

Tactile, Sensory, and Interactive

ELIGIBLE MAIL CLASS: First-Class Mail® and Marketing Mail®
DISCOUNT CALCULATION: 4% Discount
REGISTRATION PERIOD: Dec. 15, 2024 – July 31, 2025
PROMOTION PERIOD: Feb. 1 – July 31, 2025
DESCRIPTION: Promotion encourages mailers to enhance the physical experience of mailpieces through tactile, sensory, and interactive elements. Specialty inks and unique paper textures are encouraged. Qualifying interactive folds and other finishing techniques are also eligible. Note: Gloss paper stock is not eligible for this promotion in 2025.

Continuous Contact

ELIGIBLE MAIL CLASS: Marketing Mail®
DISCOUNT CALCULATION: 3% Discount
REGISTRATION PERIOD: Feb. 15, 2025 – Dec. 31, 2025
PROMOTION PERIOD: April 1 – Dec. 31, 2025
DESCRIPTION: For mailers who send qualifying USPS Marketing Mail letters and flats to a household two or more times within the promotional period. Following the first mailing to a household, mailers will receive the discount on all subsequent mailings within the promotional period. The content of each mailpiece must be iterative or complementary, not duplicative.

Reply Mail IMbA

ELIGIBLE MAIL CLASS: First-Class Mail® (QBRM only)
DISCOUNT CALCULATION: 3% Discount off Static IMbA™; 6% Discount off Serialized IMbA™
REGISTRATION PERIOD: May 15, 2025 – Dec. 31, 2025
PROMOTION PERIOD: July 1 – Dec. 31, 2025
DESCRIPTION: This Promotion encourages Qualified Business Reply Mail™ (QBRM™) and high-volume QBRM customers to use the USPS automated accounting program known as IMbA™. Only Business Reply mailpieces with an approved QBRM permit enrolled in the IMbA program are eligible. Not eligible to be combined with the new Add-on Promotions.

First-Class Mail Advertising

ELIGIBLE MAIL CLASS: First-Class Mail®
DISCOUNT CALCULATION: 3% Discount
REGISTRATION PERIOD: July 15, 2025 – Dec. 31, 2025
PROMOTION PERIOD: Sept. 1 – Dec. 31, 2025
DESCRIPTION: This promotion incentivizes First-Class Mail® with advertising content, such as discount offers, limited-time offers, new product introductions, and event invitations. Marketing Mail and Nonprofit Mail are not eligible.

Informed Delivery Add-On

ELIGIBLE MAIL CLASS: First-Class Mail® automation letters, cards, and flats and USPS Marketing Mail® automation letters and flats that meet the promotion's requirements
DISCOUNT CALCULATION: Additional 1% discount on outgoing postage for qualifying mailings
PROMOTION PERIOD: Jan. 1 – Dec. 31, 2025
DESCRIPTION: Can be used in addition to any primary promotion, except for the Reply Mail IMbA Primary Promotion. Add-On Promotions cannot be claimed alone.

Sustainability Add-On

ELIGIBLE MAIL CLASS: First-Class Mail® automation letters, cards, and flats and USPS Marketing Mail® automation letters and flats that meet the promotion's requirements
DISCOUNT CALCULATION: Additional 1% discount on outgoing postage for qualifying mailings
PROMOTION PERIOD: Jan. 1 – Dec. 31, 2025
DESCRIPTION: The Sustainability Add-On Promotion encourages mailers to adopt a higher level of use of certified paper from managed, sustainable sources (FSC® or SFI®) in their mailings. Mailers must prove that their printer is using one of the several approved certifications. Can be used in addition to any primary promotion, except for the Reply Mail IMbA Primary Promotion. Add-On Promotions cannot be claimed alone.



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