

Promotion Period: January – June 2017

Earned Value Reply Mail Promotion:

As in prior years, this promotion will encourage mailers to distribute BRM and CRM envelopes and cards by providing them with a financial benefit when their customers put those pieces back in the mail. Credits may be applied to postage for First-Class mail presort & automation cards, letters and flats and Standard Mail letters & flats. Unused credits will expire December 31, 2017.

NEW in 2017

- Promotion will run for **6** months (previous years have been for 3 months)
- Mailers can earn a financial benefit related to distribution of Alternate Postage (also referred to as Share Mail™) pieces
- Mailers can earn a **5¢** postage credit for each BRM, CRM & Alternate Postage (also referred to as Share Mail™) piece placed in the mail stream & scanned during the promotion period
- Additional credits **will not** be offered to mailers that meet or increase prior year's volume

Promotion Period: February – July 2017

Tactile, Sensory and Interactive Mailpiece Engagement Promotion:

This promotion encourages mailers to enhance customer engagement with the mail through the use of advanced print innovations in paper and stock, substrates, inks, and finishing techniques. Regular and nonprofit Standard Mail letters and flats that meet the promotion requirements will be eligible for an upfront two percent postage discount during the promotion period.

NEW in 2017

- Slight adjustments to requirements –will most likely remove some qualifying characteristics
- Will work with UG8 for input on our final requirements

Promotion Period: March – August 2017

Emerging and Advanced Technology Promotion:

This promotion encourages mailers to incorporate mobile and other technologies into their direct mailpieces. As in prior years, regular and nonprofit Standard Mail letters and flats, and First-Class Mail presort or automation letters, cards, and flats that meet the promotion requirements will be eligible for an upfront two-percent postage discount.

NEW in 2017

- In addition to the qualifying technologies recognized in 2016, eligibility for the discount will extend to mailpieces that incorporate two new categories of emerging technology, which can enhance mailers' direct marketing campaigns:
 - virtual reality, and
 - technology that facilitates programmatic and retargeting marketing strategies
- The 2017 promotion **will not** offer an A/B Testing option

NEW Promotion for 2017

Promotion Period: May – July 2017

Direct Mail Starter Promotion:

The Postal Service is aware that complex participation requirements can create barriers for many small business mailers that would otherwise respond to promotional incentives by maintaining or growing their direct mail volume.

This promotion is intended to encourage small business mailers to design direct mail marketing campaigns that incorporate a qualifying technology (such as a QR code), which leads the consumer to a mobile-optimized website.

- ✓ Regular and nonprofit Standard Mail letters and flats that meet the promotion requirements will be eligible for an upfront **five-percent** postage discount.
- ✓ **No more than 10,000** pieces per mailer may receive the discount during the promotion period
- ✓ Promotion will run for **3 months**

Promotion Period: July – December 2017

Personalized Color Transpromo Promotion:

As in prior years, this promotion will enhance the value of First-Class Mail by encouraging mailers of bills and statements to use color messaging in order to foster a better connection with, and response from, customers. First-Class Mail presort and automation letters—bills and statements only—that meet the promotion requirements will be eligible for an upfront two-percent postage discount during the promotion period.

NEW in 2017

- **New** Personalized Color Transpromo promotion participants (who have never participated in past years), will be able to qualify with just color messaging.
- Participants in a prior year's Personalized Color Transpromo promotion, the messaging in this year's mailpieces must also either address the recipient by name or contain information relevant and specific to the recipient. (pieces must have both color messaging and personalization to qualify)

Promotion Period: August – December 2017

Mobile Shopping Promotion:

This promotion encourages mailers to integrate into their direct mail pieces mobile technology that facilitates an online shopping experience, and in turn, creates a convenient method for consumers to do their online shopping, particularly during the holiday season. Regular and nonprofit Standard Mail letters and flats that meet the promotion requirements will be eligible for an upfront two-percent postage discount during the promotion period.

Periodical Promotion Suggestion Review

Periodical Sampling Holiday (Preferred Periodicals)

- Statutory regulations do not allow for this type promotion

Periodical Sampling Holiday (non-Preferred Periodicals)

- Statutory regulations do not allow for this type promotion

Emerging and Advanced Technologies in Periodicals

- Discounts cannot be provided on products not covering costs

Periodical Prospecting with Standard Mail

- Further research needed/potential to participate in current promotions