

2017 MAILING PROMOTIONS TECHNICAL INFORMATION							
Promotion	Registration Period	Promotion Period	Eligible Mail	2 Digit CCR Incentive Code	Discount/Credit and Calculation	Mailing Submission	BMEU Requirements
Earned Value	November 15 - December 31, 2016	January 1 - June 30, 2017	Business Reply Mail, Courtesy Reply Mail, and Alternate Postage cards and letters	RR	5 Cents per piece Credit to be used on First-Class Mail® Presort and Automation cards, letters and flats, and Standard Mail® letters and flats mailings. (Subtract Earned Value Credit value from Total Postage All Parts)	Mailings must be submitted electronically via Mail.dat® and Mail.XML™ or Postal Wizard	N/A
Tactile, Sensory, and Interactive	December 15, 2016 - July 31, 2017	February 1 - July 31, 2017	Standard Mail® letters and flats Nonprofit Standard Mail letters and flats	SS	2% Discount off at Postage Statement line level (Total Discount column)	Mailings must be submitted electronically via Mail.dat® and Mail.XML™ or Postal Wizard	Postage Statement and hard copy unaddressed sample of the mailpiece
Emerging and Advanced Technology	January 15 - August 31, 2017	March 1 - August 31, 2017	First-Class Mail® presort & automation letters, cards & flats Standard Mail® letters and flats Nonprofit Standard Mail letters and flats	ME	2% Discount off at Postage Statement line level (Total Discount column)	Mailings must be submitted electronically via Mail.dat® and Mail.XML™ or Postal Wizard.	<b>For the Digital to Direct Mail Technology Option:</b> Postage Statement, hard copy unaddressed sample of the mailpiece, Pre-Approval Letter, and Output/End of Run Report <b>For all Other Technology Options:</b> Postage Statement and hard copy unaddressed sample of the mailpiece
Direct Mail Starter	March 15 - July 31, 2017	May 1 - July 31, 2017	Standard Mail® letters and flats Nonprofit Standard Mail letters and flats	SB	5% Discount off at Postage Statement line level (Total Discount column)	Mailings must be submitted electronically via Mail.dat® and Mail.XML™ or Postal Wizard	Postage Statement, Pre-Approval Letter, and Output/End of Run Report
Personalized Color Transpromo	May 15 - December 31, 2017	July 1 - December 31, 2017	First-Class Mail commercial letters that are part of an IMb Full-Service mailing	CP	2% Discount off at Postage Statement line level (Total Discount column)	Mailings must be submitted electronically via Mail.dat® and Mail.XML™ or Postal Wizard	Postage Statement and hard color copy of the mailpiece or Postage Statement and Pre-Approval Letter
Mobile Shopping	June 15 - December 31, 2017	August 1 - December 31, 2017	Standard Mail® letters and flats Nonprofit Standard Mail letters and flats	MI	2% Discount off at Postage Statement line level (Total Discount column)	Mailings must be submitted electronically via Mail.dat® and Mail.XML™ or Postal Wizard	Postage Statement and hard copy unaddressed sample of the mailpiece