

## 2022 Promotions Calendar

### Overview:

Building upon the success of prior mailing promotions, the Postal Service has developed a Mailing Promotion Calendar for Calendar Year (CY) 2022. The general purpose of the CY 2022 Promotions is to encourage marketers, printers, and mailers to utilize new technology and print techniques that enhance the traditional benefits of a physical mailpiece. The Mailing Promotions are an integral part of the Postal Service's strategy to strengthen the value of mail. Promotions are intended to facilitate engagement between marketers and USPS to elevate mail and drive industry best practices; and add value for First-Class Mail mailers. The promotion periods will range between 3 to 6 months in duration, starting as early as February 1, 2022. Ultimately, the Postal Service decided to focus the CY 2022 Promotions on the following areas: USPS Informed Delivery, Augmented/Virtual/Mixed Reality, Near Field Communication, Voice Assistant Integration, Video in Print, Mobile Shopping, Tactile, Sensory and Interactive Print, and Transpromotional Messaging.

The promotions developed for CY 2022 are:

- **Tactile, Sensory and Interactive Mailpiece Engagement Promotion**
- **Emerging and Advanced Technology Promotion**
- **Earned Value Reply Mail Promotion**
- **Personalized Color Transpromo Promotion**
- **Mobile Shopping Promotion**
- **Informed Delivery Promotion**

### Tactile, Sensory and Interactive Mailpiece Engagement Promotion

The print industry continues to develop innovations in papers/stocks, substrates, finishing techniques and inks. Print elements can be incorporated in a mail campaign to engage a multi-sensory experience through special visual effects, sound, scent, texture/tactile treatments, and even taste. By leveraging advances in print and finishing technology, marketers and mailers can enhance the way consumers interact and engage with mail to drive customer engagement and response rates.

**Eligible Mail:** First-Class Mail letters, cards and flats, USPS Marketing Mail letters and flats, and Nonprofit USPS Marketing Mail letters and flats

**Discount:** 4 percent off eligible mailpieces

**Registration Period:** December 15, 2021 – July 31, 2022

**Promotion Period:** February 1, 2022 – July 31, 2022

**Mailpiece Requirements:** Mailpieces must be reviewed by the Promotion Office in advance of any mailing submissions to qualify for the promotion discount. Mailpieces must contain at least one element from one of the three following categories:

1. Specialty Inks (including but not limited to: Conductive inks, Leuco Dyes/Thermochromic, Photochromics, Optically Variable Ink, piezochromatic ink, and hydro chromic ink)
2. Specialty Papers that make use of at least one of the following features (use of these features must be connected to the marketing message of the mailpiece):
  - Scent: Paper infused with scent, or microencapsulated

- Sound: Paper that incorporates sound chip/speakers
- Taste: Paper that incorporates edible components
- Visual: Paper that incorporates special effects (e.g., filters, holographic effects, lenticular effects)
- Textural: Paper that incorporates certain textural treatments such as sandpaper, soft/velvet touch, and UV finishes

3. Interactive mailpieces that make use of dynamic folds that the user can twist, spin, dial or bend, and other dimensional enhancements (such as 3-dimensional features and pop-ups)

<b>Enrollment</b>	Participants and/or Mail Service Providers (MSPs) should register on the Business Customer Gateway (BCG) via the Incentive Programs (gateway.usps.com). Promotion participants should complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and specify which permits and CRIDs will be participating in the promotion.
<b>Mailing Date and Mail Preparation</b>	Mail must be tendered for acceptance during the promotion period, February 1 – July 31, 2022. All promotion eligible mailings must be finalized in <i>PostalOne!</i> no earlier than February 1, 2022 and no later than July 31, 2022 (the last day of the promotion).  Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and that qualify for the promotion, will be accepted at destination entry postal facilities through August 15, 2022 (at the discounted rate), when presented with appropriate verification and payment documentation (PS Form 8125).
<b>Postage Payment</b>	Postage must be paid using a Permit Imprint or Precanceled Stamp Permit. OMAS and “Official Government Mail” mailings are eligible for the promotion. Select meter permit mailings may qualify. Every Door Direct Mail (EDDM) deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.
<b>eDoc</b>	Mailings must be submitted electronically via Postal Wizard, Mail.dat or Mail.XML. The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID) and/or Mailer ID (MID).
<b>Commingled Mail</b>	The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying pieces must be submitted on separate postage statements or by mailpiece version.
<b>Pre-Verification and Mailpiece Samples</b>	Mailers must submit a hard copy sample to the program office for pre-verification prior to mailing to ensure that program requirements are met. Participants must provide a hard copy mailpiece claiming the promotion discount to the Business Mail Entry Unit (BMEU)/acceptance clerk at the time of mailing. If a mailing agent submits promotional mailings from multiple mailers, a hard copy of each mailer’s mailpiece must be presented to the BMEU.

## Emerging and Advanced Technology Promotion

As mobile and other print technologies evolve, mail has the potential to offer greater value by engaging customers in new and exciting ways. In order to ensure that direct mail continues to be a relevant part of the marketing mix, the Postal Service is offering another promotion encouraging customers to incorporate technologies such as “Enhanced” Augmented Reality, Virtual Reality and Mixed Reality, Near Field Communication (NFC), Video in Print (ViP) featuring Shoppable Video, and Integration with Voice Assistants.

**Eligible Mail:** First-Class Mail letters, cards, and flats, USPS Marketing Mail letters and flats, and Nonprofit USPS Marketing Mail letters and flats

**Discount:** 2 percent or 3 percent off eligible mailpieces

**2% Eligible Techniques:**

- Enhanced Augmented Reality (AR)
- Basic Integration with Voice Assistant

**3% Eligible Techniques:**

- Video in Print
- NFC
- Virtual Reality(VR)/Mixed Reality (MR)
- Advanced Integration with Voice Assistant

**Registration Period:** January 15, 2022 – August 31, 2022

**Promotion Period:** March 1, 2022 – August 31, 2022

**Mailpiece Requirements:** To be eligible for the promotion, the mailpiece must incorporate any of the following elements:

1. Interactive NFC technology (examples include the ability to create calendar events; toggle on and off device features; or trigger messaging services, video, or other device features).
2. “Enhanced” Augmented Reality: must include two or more of the following elements:
  - 3D elements or modules;
  - Animation;
  - Interplay between the physical mailpiece and the digital world that actively uses the viewer’s perspective.

Enhanced AR also includes “print and visual search integration” which allows the recipient to scan an image from the mailpiece using image recognition software and interact with the 3D image of the item on their mobile device.

3. Virtual Reality (VR): the mailpiece must provide a link to immersive VR experiences, and can either provide a low-cost paper/cardboard version of a VR viewing device OR may link users to specific VR experiences from the mailpiece, leveraging the recipient’s own viewing device .
4. Mixed Reality (MR): Mixed Reality combines both augmented and virtual experiences through a combined immersive technology that can include sight, sound, and touch. Mixed Reality can include different experiences but some of the most common include blending physical and virtual experiences via a head-set. For purposes of the promotion, the direct

mailpiece must have a trigger leading to a Mixed Reality experience, similar to the requirement for augmented reality and VR.

5. **Video in Print (ViP) Technology:** ViP is video advertising that integrated into a printed piece that is featured in print catalogs and/or mailpieces. Simply linking to video content is not adequate to meet the criteria for ViP. ViP can be integrated into a printed piece in several ways including:

- Integrated video screen within a printed, mailable piece;
- Integrated Video/Picture utilizing translucent paper;
- 360 degree view of mobile optimized website or video;
- Shoppable Video.

6. **Integration with Voice Assistants:** A voice assistant is a digital assistant that uses voice recognition, language processing algorithms, and voice synthesis to listen to specific voice commands and return relevant information or perform specific functions as requested by the user. Mailpieces that contain printed voice assistant commands that enable voice assisted tasks or experiences that are aligned to the to the marketing message on the printed mailpiece may qualify for the promotion. Basic tasks and interactions will qualify for a 2% discount and Advanced Voice Assistant tasks and interactions will qualify for a 3% discount.

1. **Basic Voice Assistant** will provide a 2% discount on all eligible mailpieces that integrate with voice technology that makes use of existing search or skill functionality. These experiences typically have minimal customization and require less development by the mailer.
2. **Advanced Voice Assistant** will provide a 3% discount on all eligible mailpieces that use more complex voice skills or actions that require greater development and investment. These experiences are unique and customized to the brand and may require that a customized skill or action be built.

<b>Enrollment</b>	Participants and/or Mail Service Providers (MSPs) should register on the Business Customer Gateway (BCG) via the Incentive Programs ( <a href="http://gateway.usps.com">gateway.usps.com</a> ). Promotion participants should complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and specify which permits and CRIDs will be participating in the promotion.
<b>Mailing Dates and Mail Preparation</b>	Mail must be tendered for acceptance during the promotion period, March 1 – August 31, 2022. All promotion eligible mailings must be finalized in <i>PostalOne!</i> no earlier than March 1, 2022 and no later than August 31, 2022 (the last day of the promotion).  Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and that qualify for the promotion, will be accepted at destination entry postal facilities through September 15, 2022 (at the discounted rate), when presented with appropriate verification and payment documentation (PS Form 8125).
<b>Postage Payment</b>	Postage must be paid using a Permit Imprint or Precanceled Stamp Permit. OMAS and “Official Government Mail” mailings are eligible for the promotion. Select Meter Permit mailings may qualify. Every Door Direct Mail (EDDM) deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.

<b>eDoc</b>	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) and/or Mailer ID (MID).
<b>Commingled Mail</b>	The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying pieces must be submitted on separate postage statements or by mailpiece version.
<b>Pre-Verification and Mailpiece Samples</b>	Mailpieces must be reviewed by the program office prior to mailing to ensure that promotion requirements are met. Participants must provide a hard copy mailpiece sample at the time of mail entry, unless other sample submission options specified in the promotion requirements are applicable.

**Earned Value Reply Mail Promotion**

The 2022 Earned Value Reply Mail Promotion encourages mailers to continue distributing Business Reply Mail (BRM), Courtesy Reply Mail (CRM) and Share Mail pieces. Mailers who register their Mailer ID (MID) information and use eligible Intelligent Mail barcodes on their BRM and CRM letters and cards, and Share Mail pieces may receive a postage credit for each mailpiece that is placed in the mailstream by the recipient and scanned during the promotion period.

The Earned Value Reply Mail Promotion will run from April 1, 2022 through June 30, 2022 during which time, eligible reply pieces will be counted. At the end of the promotion, the eligible BRM and CRM letters and cards and Share Mail pieces will be totaled and the earned postage credit applied to the customer permit accounts. The participant can apply the earned credits to future mailings of First-Class Mail® Presort and Automation cards, letters and flats, and USPS Marketing Mail™ letters and flats. Earned Value credits will expire on December 31, 2022.

- Eligible Mail:** BRM and CRM letters and cards, and Share Mail (Permit Reply Mail and Ballot Mail are excluded)
- Credit Amount:** All Participants: \$0.02 credit for each BRM and CRM and/or Share Mail piece counted
- Registration Period:** February 15, 2022 – March 31, 2022
- Promotion Period:** April 1, 2022 – June 30, 2022
- Credit Redemption Period:** July 1, 2022 – December 31, 2022
- Credit Expiration:** December 31, 2022
- Mailpiece Requirements:** BRM, CRM, and Share Mail mailpieces must contain an IMb with the registered MID encoded to qualify. BRM must be barcoded with a valid and properly used ZIP+4 code on the mailpiece, and the same ZIP+4 code must be encoded within the IMb. The IMb on all BRM, CRM, and Share Mail pieces must contain the barcode ID, qualifying service type ID, and correct ZIP+4 routing code. (Qualifying service type IDs include: 708, 052, 703, 050, 030, 733, 734, 070, 030, 072, and 032.)

<b>Enrollment</b>	Mailers must register their permits and MIDs no later than March 31, 2022 and select the Permit Imprint account(s) to which future earned credits will be applied.
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<b>Tracking</b>	All mailpiece counts for BRM, CRM, and Share Mail pieces with qualifying barcodes that contain the registered MID(s) will be counted in the mailstream during the promotion period.
<b>Credit Calculation/Application</b>	At the end of the promotion, the applicable credit amount will be multiplied by the total BRM, CRM, and Share Mail pieces counted, for each enrolled CRID. Once credits are accepted, they will be applied to the Permit accounts.
<b>Acceptance Period for Credits:</b>	Credits will be released, beginning on July 1 <sup>st</sup> , when the mailer agrees to their piece counts, after the promotion ends. Agreement on piece counts must be reached by September 15, 2022; otherwise the credits will be forfeited.

**2022 Personalized Color Transpromo Promotion**

This promotion encourages mailers of bills and statements to use color messaging in order to create a greater connection to and response from consumers. The Promotion is intended to increase the value of First-Class Mail and encourage mailers to invest in color print technology. An upfront postage discount is provided to mailers who use dynamic/variable color print for personalized and transpromotional marketing messages on their bills and statements. For companies/mail owners who have not previously participated in the promotion, only the dynamic color messaging requirement must be satisfied in their first year of participation.

- **Eligible Mail:** First-Class Mail® presort and automation letters
- **Discount:** 3 percent off eligible mailpieces
- **Registration Period:** May 15, 2022 – December 31, 2022
- **Promotion Period:** July 1, 2022 – December 31, 2022
- **Mailpiece Content Restriction:** Bills and statements only

<b>Enrollment</b>	Participants and/or Mail Service Providers (MSPs) should register on the Business Customer Gateway (BCG) via the Incentive Programs (gateway.usps.com). Promotion participants should complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and specify which permits and CRIDs will be participating in the promotion.
<b>Mail Preparation</b>	Letters must be prepared according to First-Class Mail standards
<b>Mailing Date</b>	Mail must be tendered for acceptance during the promotion period, July 1, 2022 – December 31, 2022. All promotion eligible mailings must be finalized in <b>PostalOne!</b> no earlier than July 1, 2022 and no later than December 31, 2021 (the last day of the promotion).
<b>Postage Payment</b>	Postage must be paid using a Permit Imprint or Precanceled Stamp Permit. Select Meter Permit mailings may qualify.
<b>eDoc</b>	Mailings must be submitted electronically via Postal Wizard, Mail.dat or Mail.XML. The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID) and/or Mailer ID (MID).

<b>Commingled Mail</b>	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.
<b>Pre-Verification and Mailpiece Samples</b>	Mailpieces must be reviewed by the program office prior to mailing to ensure that promotion requirements are met. Participants must provide a hard copy mailpiece sample at the time of mail entry, unless other sample submission options specified in the promotion requirements are applicable.

**2022 Mobile Shopping Promotion**

This promotion is aimed at businesses and mailers offering products for sale, especially during the 2022 holiday shopping season. The CY 2022 Mobile Shopping Promotion encourages mailers to use techniques that help reduce friction from moving the recipient from a hard copy mailpiece to a mobile online shopping experience.

**Eligible Mail:** USPS Marketing Mail letters and flats, and USPS Nonprofit Marketing Mail letters and flats

**Discount:** 2 percent off eligible mailpieces

**Registration Period:** July 15, 2022 – December 31, 2022

**Promotion Period:** September 1, 2022 – December 31, 2022

**Mailpiece Requirements:** All qualifying mail must contain a barcode, printed command, or other technology that allows the user to engage in a mobile shopping experience. Qualifying technologies include but are not limited to: open-sourced barcodes; proprietary barcodes or tags; an image embedded with a digital watermark; intelligent print image recognition; Augmented Reality; Shoppable Video; and Voice Assistant Command.

In addition, the print/mobile technology must lead to a mobile optimized shopping site or a social media web page with a click to shop feature, or an app enabled barcode payment.

<b>Enrollment</b>	Participants and/or Mail Service Providers (MSPs) should register on the Business Customer Gateway (BCG) via the Incentive Programs (gateway.usps.com). Promotion participants should complete their registration (including agreeing to the promotion terms) at least 2 hours prior to presenting the first qualifying mailing and specify which permits and CRIDs will be participating in the promotion.
<b>Mailing Date and Mail Preparation</b>	All promotion eligible mailings must be finalized in <i>PostaOne!</i> during the promotion period, September 1, 2022 – December 31, 2022. PVDS mailings that are verified and paid for during the promotion period and that qualify for the promotion, will be accepted at destination entry postal facilities through January 15, 2023 (at the discounted rate), when presented with appropriate verification and payment documentation (PS Form 8125).
<b>Postage Payment</b>	Postage must be paid using a Permit Imprint or Precanceled Stamp Permit. OMAS and “Official Government Mail” mailings are eligible for the promotion. Select meter permit mailings may qualify. EDDM deposited at a Business Mail Entry Unit may qualify, but EDDM Retail mailings taken to local Post Office retail units are ineligible to participate.

<b>eDoc</b>	Mailings must be submitted electronically via Postal Wizard, Mail.dat or Mail.XML. The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID) and/or Mailer ID (MID).
<b>Commingled Mail</b>	The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying pieces must be submitted on separate postage statements or by mailpiece version.
<b>Pre-Verification &amp; Mailpiece Samples</b>	Mailpieces must be reviewed by the program office prior to mailing to ensure that promotion requirements are met. Participants must provide a hard copy mailpiece sample at the time of mail entry, unless other sample submission options specified in the promotion requirements are applicable.

**2022 Informed Delivery Promotion**

The Postal Service has created its own omni-channel tool for mail through the development of the Informed Delivery platform. In an effort to help mailers improve the results of their Informed Delivery campaigns, the Postal Service is offering a 4 percent discount off postage for mailings that use best practices and techniques in their Informed Delivery campaigns. Mailers who seek to qualify for this promotion by using Informed Delivery must:

- Create an Informed Delivery campaign through the Informed Delivery Portal or through eDoc submission;
- Ensure the dates of the Informed Delivery campaign coincide with the physical mailing claiming the promotion;
- Ensure the serial number range for that campaign is sufficient to include all the volumes in the mailing;
- Supply the Program Office with an image sample of the campaign ride-a-long image prior to mailing submission; The ride-a-long image must include a call-to-action and meet best practice requirements;

**Eligible Mail:** First-Class Mail automation letters, cards, and flats, USPS Marketing Mail automation letters and flats, and Nonprofit USPS Marketing Mail automation letters and flats (The following exclusions apply: First-Class Mail or USPS Marketing Mail automation letters and flats that do not generate an informed delivery image; Examples may include mailings to business addresses, Saturation, EDDM or DDU entry)

**Discount:** 4 percent off eligible mailpieces  
**Registration Period:** June 15, 2022 – December 31, 2022  
**Promotion Period:** August 1, 2022 – December 31, 2022

**Mailpiece Requirements:** To be eligible for the promotion, the mailpiece must incorporate an Informed Delivery campaign with their mailings.

<b>Enrollment</b>	Participants and/or Mail Service Providers (MSPs) should register on the Business Customer Gateway (BCG) via the Incentive Programs (gateway.usps.com). Promotion participants should complete their registration (including agreeing to the promotion terms) at least 2 hours
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	prior to presenting the first qualifying mailing and specify which permits and CRIDs will be participating in the promotion.
<b>Mailing Dates and Mail Preparation</b>	Mail must be tendered for acceptance during the promotion period, August 1, 2022 – December 31, 2022. All promotion eligible mailings must be finalized in <i>PostalOne!</i> no earlier than August 1, 2022 and no later than December 31, 2022 (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 through January 15, 2022 (at the discounted rate), when presented with appropriate verification and payment documentation (PS Form 8125).
<b>Postage Payment</b>	Postage must be paid using a Permit Imprint or Precanceled Stamp Permit. OMAS and “Official Government Mail” mailings are eligible for the promotion. Some Meter Permit mailings may qualify.
<b>eDoc</b>	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) and/or Mailer ID (MID).
<b>Commingled Mail</b>	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.
<b>Pre-Verification and Mailpiece Samples</b>	Mailpieces and accompanying digital images must be reviewed by the program office prior to mailing to ensure that promotion requirements are met. Participants must provide a hard copy mailpiece sample at the time of mail entry, unless other sample submission options specified in the promotion requirements are applicable.