2023

TACTILE, SENSORY, INTERACTIVE PROMOTION

Enhance how consumers interact and engage with mail

OVERVIEW

See what this promotion is about

LEARN MORE

FEATURES

Understand how to use Tactile, Sensory, Interactive

LEARN MORE

QUICK START

Learn the key steps in the process

LEARN MORE

PROMOTION DETAILS

Know how to get your Tactile, Sensory, Interactive mailer right

LEARN MORE

MAILING SUBMISSION AND ACCEPTANCE

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

LEARN MORE

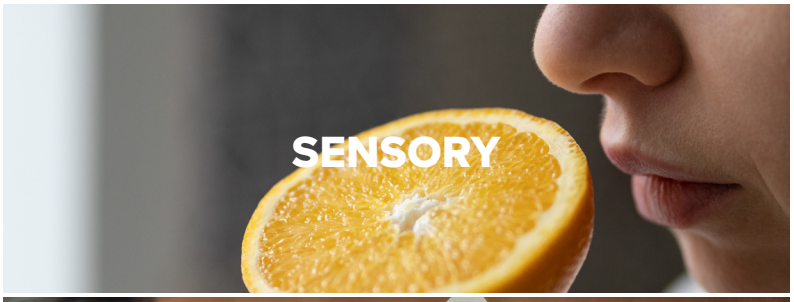
SUPPORT

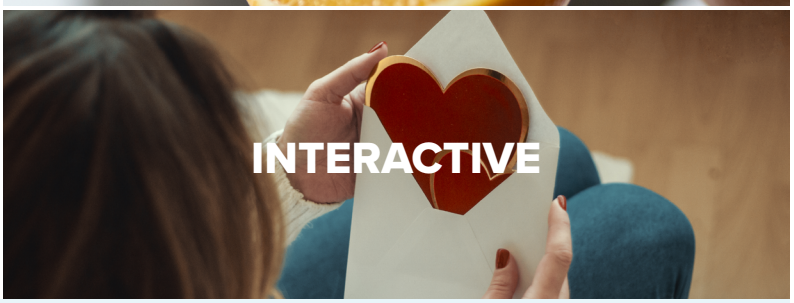
Find online resources and contact information for questions

LEARN MORE

UNITED STATES POSTAL SERVICE®

PROMOTION OVERVIEW





The Tactile, Sensory & Interactive (TSI) Promotion encourages mailers to excite their customers' senses by incorporating innovative techniques into their First-Class Mail® and USPS Marketing Mail®.

New developments in papers and paper stocks, substrates, finishing techniques, and inks can be incorporated into mailpieces to create a multi-sensory experience through special visual effects, sound, scent, texture, and even taste! Features like pop-ups, infinite folds, and other dimensional treatments encourage interaction and drive customer engagement.

5% DISCOUNT Tactile, Sensory, Interactive Promotion

Specialty Inks

Catch your customer's eye with unexpected sheens, special effects, and reactive colors

Sensory Treatments

Use unique treatments and paper substrates to trigger memorable experiences

Interactive Elements

Expand the experiential dimensions of your pieces through consumer interactions

Mark your calendar

Registration Period | Promotion Period

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
JAN 9	FEB 1					JUL 31					

PROMOTION FEATURES:
SPECIALTY INKS

Make your content fly off the page

Treatments like thermal ink add a memorable layer of interaction to everyday mail. In the mailpiece on the left, body heat turns the ink from opaque to transparent to reveal a code.

Specialty Inks

Showcase the unique properties of your inks in visible and distinguishable ways

POPULAR TREATMENTS

Conductive Inks
Electronic device activation and printed battery-powered circuits

Thermochromics
Temperature-influenced ink colors and dyes

Photochromics
Colors that change with UV light exposure

Metallic & Optically Variable Inks
Light-reflective inks and inks with metallic sheens

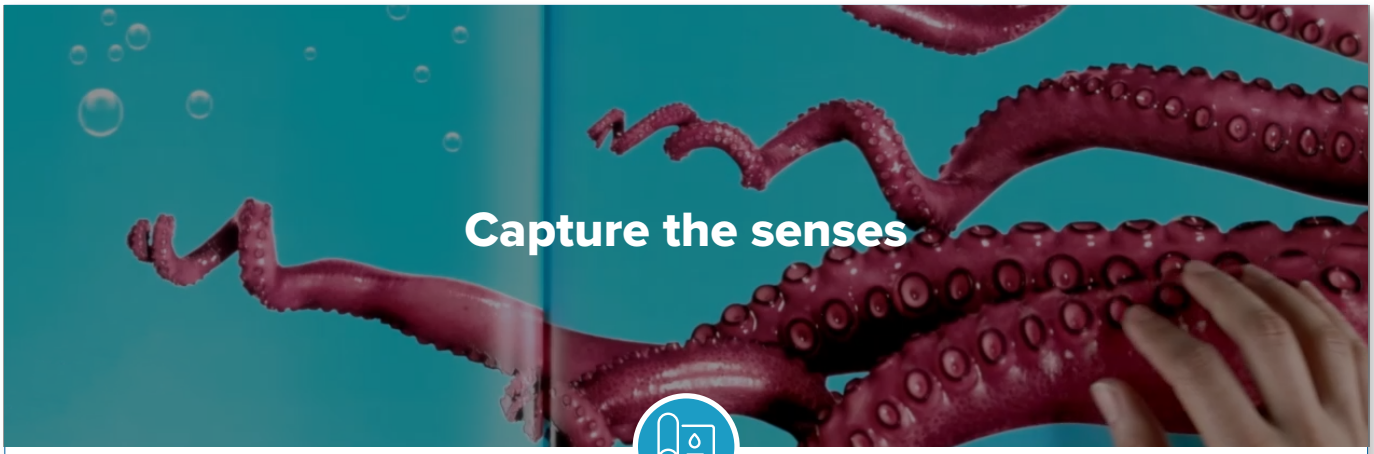
5% DISCOUNT

SEE PROMOTION DETAILS

PROMOTION FEATURES:
SENSORY TREATMENTS

Deliver a sensational customer experience

Whether through scent infusions, tactile components, or even edible features, using unique treatments such as sandpaper and spot UV (which was used in the sample on the left) along with paper substrates, all trigger memorable sensory experiences.



Sensory Treatments

Employ any combination of sight, sound, smell, taste, and touch to engage your audience.

POPULAR TREATMENTS

Texture

Papers that are soft to the touch, leathery, crinkly, or feature embossing, to name a few!

Scent Marketing

Utilize scented varnishes, coatings, or labels to create unique aromas that complement content on your mailpieces.

Visual Effects

Paper that incorporates special effects, such as holographic treatments, filters and lenticular, that support your marketing message.

5% DISCOUNT

SEE PROMOTION DETAILS

PROMOTION FEATURES:
INTERACTIVE ELEMENTS

Pop-Up

Take engagement to whole new dimensions

Incorporate pop-ups and complex folds into your mailpieces to encourage novel consumer interactions.

Interactive Elements

Surprise and delight recipients by giving them a dynamic experience at their fingertips.

POPULAR TREATMENTS

Integration

Three-Dimensional elements, pop-ups, zip strips, clean release cards, and so many other creative interactions are possible!

Infinite Folding

Layers of information hidden behind complex folds, waiting for your customer to uncover.

Trailing Edge Die-Cut (TED-C) Envelopes

Eye-popping cutouts and shapes that allow your piece to stand out.

5% DISCOUNT

SEE PROMOTION DETAILS

QUICK START

1 Select an Eligible Mail Option

See Promotion Details Section 1A for more details

Treatment Placement

The mailpiece can incorporate one or more of the treatments (or any combination) on the outside of the envelope, on the actual mailpiece or both (blow in cards, inserts, order forms or reply envelopes are not eligible).

Eligible Mail Options

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

Ineligible Mailpieces

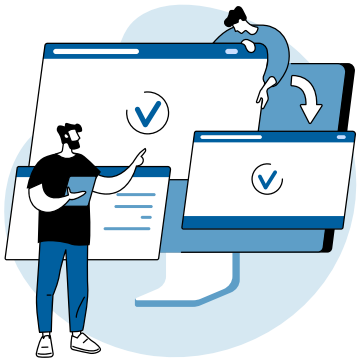
- Periodicals
- Bound Printed Matter
- Media Mail

2 Promotion Process at a Glance

See Promotion Details Section 1B for more details

1. Create a Service Request for Tactile, Sensory, Interactive via the Mailing Promotions Portal on the Business Customer Gateway. Upload a PDF copy of your mailpiece.

2. Print information from your service request and include it with the sample. Send your mailpiece sample to the Promotions PO Box for review. Await approval via the Portal and email.



3. Register for the Tactile, Sensory, and Interactive Promotion on the Business Customer Gateway via Incentive Programs.

4. Once approved, prepare and submit postage statements electronically and send your mailing.

QUICK START

3 Eligibility Overview

See promotion details section for more detailed requirements

ELIGIBLE

GENERAL

Pieces that incorporate one or more of the qualifying elements, which are:
- Specialty inks
- Sensory Treatments
- Interactive features

Visible and distinguishable treatments that are applied to either/both:
- The mailpiece
- The envelope

INKS

- Inks that create visible and distinguishable effects
  See page 9 for full list of inks.

SENSORY TREATMENTS

Qualifying **scent** features include:
- Microencapsulated scents
- Scented varnishes and coatings
- Ambient scented coatings (no rubbing or scratching required to activate)
- Scent on the outside of the envelope is now being considered for this promotion. Questions regarding scent can be sent via the Mailing Promotions Portal.

Qualifying **sound** features include:
- Paper that incorporates sound chips or speakers

Qualifying **taste** features include:
- Paper that incorporates edible components

Qualifying **visual** features include:
- Paper that incorporates special effects, like filters, holographic stickers, and lenticulars

Qualifying **textural** features include:
- Paper with applied coatings
- Embossed Papers
- Non-geometric-shape die cuts
- Surface treatments such as sandpaper, soft/velvet touch and leather

INTERACTIVE

Qualifying interactive features include, but are not limited to:
- Three-dimensional elements
- Pop-ups
- Scratch-offs
- Infinite folding
- Clean release cards
- Perforated pull open strips* (zip strips)
- Trailing Edge Die-Cuts (TED-Cs)

*cannot be applied to the border

INELIGIBLE

GENERAL

Treatments that do not:
- Appear to be both **visible and distinguishable**
- Enhance the engagement and value of the marketing message and mailpiece

Treatments that rely solely on ineligible features, which include:
- Non-holographed stickers
- Blow-in cards
- Detached Address Labels (DALs)
- Detached Marketing Labels (DMLs)
- Reply envelopes
- Order forms
- Snap packs, perforated stubs, and tear stubs

Enclosures such as greeting cards, coins and samples enclosed within the envelope that have a treatment applied to them do not qualify for the promotion.

Mail diversion on envelopes is excluded from the promotion.

INKS

- Inks that are absorbed into the substrates with limited visibility
- Clear inks
- Inks that look like photos and are not distinguishable as ink applications

PAPERS

- Features that are not bound or sewn into mailpiece
- Linen-embossed paper stock
- Geometric-shaped die cuts
- Laminated postcards

INTERACTIVE

Simple folds, including:
- Half-folds
- Tri-folds
- Gate folds
- Iron cross folds
- Accordion folds

Features that cannot be physically manipulated by recipient

Don't see your treatment here?
Contact us at tactilesensorypromo@usps.gov

PROMOTION DETAILS

1A Program Information

Registration Period | Promotion Period

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
JAN 9	FEB 1					JUL 31					

Discount Amounts

5% DISCOUNT Tactile, Sensory, Interactive

The discount is calculated in PostalOne!® and applied to the postage statement at the time of mailing. The 5% 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 features on or within a mailpiece will not increase the discount amount. Inbound pieces for the IMbA Promotion are considered their own mailing. The outbound mailing distributing the QBRM pieces is eligible to receive a discount if it meets the requirements for one of the other promotions.

1B Promotion Process

- [ ] Design your **mailpiece**
  - [ ] Select a specialty ink, sensory treatment, or interactive element to integrate with your mailpiece.
  - [ ] Ensure eligibility by following the requirements for Specialty Inks, Sensory Treatments, and Interactive Elements.
- [ ] Create a **Service Request** via the **Mailing Promotions Portal** and **upload** a sample of the piece. Print relevant information from the Service Request to mail along with your mailpiece to the Promotions Office for **approval**.
  - [ ] Request access to the Mailing Promotions Portal if you have not previously signed up. For instructions, visit: https://postalpro.usps.com/promotions/portal.
  - [ ] **Mail** the sample of your final mailpiece to the Promotions Office's PO Box at least one week before mailing.
  - [ ] Wait for **USPS to review and approve.** We'll respond within four business days from the date the mailing was received, and we may have a few revisions to ensure that you qualify for the discount.
  - [ ] **Receive approval via email and the Mailing Promotions Portal.**
- [ ] If you haven't already registered, sign up for the **Tactile, Sensory, Interactive Promotion** 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.
- [ ] **Prepare your postage statements and submit them electronically.** Remember to claim your discount when you file your mailing using the correct two-letter characteristic code or the dropdown in PostalWizard:

  SS Tactile, Sensory, Interactive (5% discount)
- [ ] **Send your mailing and include your a hardcopy sample** for mail acceptance. Remember to keep a hardcopy for your records.
- [ ] **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

Please direct questions about promotion requirements to the Mailing Promotions Portal.
For questions about Portal functionality, please contact mailingpromotions@usps.gov.

PROMOTION DETAILS

Mailpiece Sample Review Process

To qualify for the promotion, mailers must first create a Service Request via the Mailing Promotions Portal and upload a PDF preview of the piece. They must then provide the Promotions Office with final hardcopy samples of mailpieces. Final samples should:

- Include all of the mailpiece contents, with individual parts numbered and labeled
- Be mailed alongside any relevant printed information from the Service Request
- Be mailed to the Promotions Office post office box one week prior to the first mailing

If the final mailpiece samples cannot be submitted prior to the first mailing, they should be submitted at the earliest possible date, and no later than 7 days after initial mailing. If samples are received after the initial mailing and the Promotions Office finds that they do not meet the requirements, any discount on mailings that are already submitted would be reversed.

Optional Preliminary Review Process

If final mailpiece samples cannot be submitted a week before mailing

In this case, mailers may submit a prototype, mock-up, or prior year sample of the treatment they plan to use. Mailers will still need to submit a final sample, but submitting these preliminary materials for review will ensure that the proposed use falls within the program requirements and does not jeopardize discount eligibility.

Post Approval/Changes to Design

If there are substantial changes to the mailpiece content or the treatment after submission, the mailpiece will need to be reviewed again. Ongoing successful participation often requires the mailer to maintain quality control of the print production process throughout the promotion period. The Promotions Office conducts ongoing audits. Pieces identified as not meeting the requirements will result in USPS® reversing the discount.

PROMOTION DETAILS

5% DISCOUNT

Specialty Inks

Catch their eye with something unique

Specialty Inks Requirements

Eligible speciality inks

The specialty inks must enhance the engagement and value of the mailpiece. Unique properties of specialty inks must be both visible and distinguishable on paper. Inks that are absorbed into the substrates so that the applied ink is not visible and distinguishable to the TSI Promotions Office do not qualify.

Qualifying inks may include but are not limited to:

- **Conductive inks**
  Conductive inks are used to print circuits that can be used to activate an electronic device. These inks often contain metals such as copper and are printed onto paper and substrates like any other ink. Printed components can include elements such as tiny, flexible batteries that power the printed circuits. Users press a “button” to close the circuit, and can activate other devices, such as lights, sound chips, or other electronic sensors and components.
- **Leuco Dyes/Thermochromics**
  Change color in response to temperature variations.
- **Photochromic**
  Changes color with UV light exposure.
- **Optically Variable Ink**
  Contains metallic materials that change appearance when viewed from different angles.
- **Piezochromic**
  Change appearance under pressure.
- **Hydro chromic**
  Changes appearance when exposed to water or liquids.
- **Metallic Ink***
  Metallic ink is a varnish or vehicle containing metallic particles. Common metals used to manufacture metallic ink include copper, aluminum, bronze or zinc. When metallic ink is printed and left to dry, the metallic particles rise to the surface, reflecting light and creating a metallic sheen.

*** Replicate metallic ink is allowed if it is visible and distinguishable while reflecting light and creating a metallic sheen.**

Non-Eligible ink treatments

If the specialty ink looks like a photo and is not distinguishable as one of the eligible inks, it does not qualify.

The treatment must create an effect to stand out in the mailbox and must be visible and distinguishable to the recipient.

PROMOTION DETAILS

5% DISCOUNT

Sensory Treatments

Awaken the senses with Scent, Sound, and Taste

Sensory Treatments Requirements

A variety of paper substrates lend themselves to use of unique treatments that trigger sensory engagements. Sensory treatments fall within five basic categories: Scent, Sound, Taste, Visual, and Textural. To be eligible for the promotion, the treatments must relate to or enhance the message of the mailpiece.

Examples of Sensory Treatments treatments

Scent
- Paper infused with scent (e.g., catnip, fresh bread)
- Calls to action that enhance the mailpiece's value with scent
- Scent on the outside of the envelope is now being considered for this promotion. Questions regarding scent can be sent via the Mailing Promotions Portal.
- Ambient scented coatings
- Scents can be microencapsulated or applied with a varnish technique, but cannot be applied to an opening mechanism
- Scents cannot contain unpleasant odors

Sound
- Paper that incorporates a sound chip/speakers (e.g., motorcycle engine sound)

Taste
- Paper that incorporates edible components

Visual
- Holographs
  - Can be applied as a sticker (minimum size 2" x 2") if it is part of the mailpiece and integrated into mailpiece messaging
- Lenticular

Textural
Paper surfaces that are coated, made of unique materials, or that incorporate surface treatment techniques to create a sensory experience. The treatment must create an effect to stand out in the mailbox and must be visible and distinguishable to the recipient. Some treatments (such as soft touch and embossing) may require higher quality paper, coatings, or cardstock to be implemented in a way that meets the requirements.

Popular treatments include:
- Grit or leather texture
- Glitter or gloss (minimum of 2" x 2" or 4 square inches)
- Soft touch texture
- Embossing
- Non-geometric-shape die-cuts
- Trailing edge die cuts (TED-C)
- Gloss varnish or gloss stock
  - Gloss treatments must enhance the value of the mailpiece in order to qualify. Laminated postcards are not eligible.

Excluded treatments include:
- Linen embossed paper stock
- Laminated postcards
- Stickers (except for holograph treatments)
- Geometric-shaped die cuts

Qualifying USPS® Product – TED-C

Trailing Edge Die-Cut (TED-C) is a USPS product where a mailpiece may have a shape cut into the trailing edge of the letter. To learn more, visit PostalPro @ https://postalpro.usps.com/alternative_designs/ted_c_process. Once PCSC has approved a TED-C design, the actual mailpiece and the approval letter issued by the PSCS must be mailed to the TSI Promotions Office for authorization to claim the TSI Promotion discount.

PROMOTION DETAILS

5% DISCOUNT

Interactive Elements

Give customers a creative way to engage with your mail

Interactive Element Requirements

To qualify for the discount based on interactive elements, mailpieces must engage recipients through dynamic effects using folds and other dimensional enhancements. Simple folds such as half folds, tri-folds, gate folds, iron cross, and accordion folds do not qualify. The mailpiece must include elements that the recipient can physically manipulate (i.e., twist, spin, dial, pull, bend, etc.).

Eligible Examples

- 3-Dimensional
- Pop-ups
- Scratch-off
- Infinite folding
- Clean release cards
  - Minimum card weight of 7-point gloss card stock
  - The card must be detached or glued
- Perforated pull open strip (zip strip) opening mechanism
  - Minimum 7-point die strike
  - Perforated pull-open strips located at the top of the envelope do not qualify

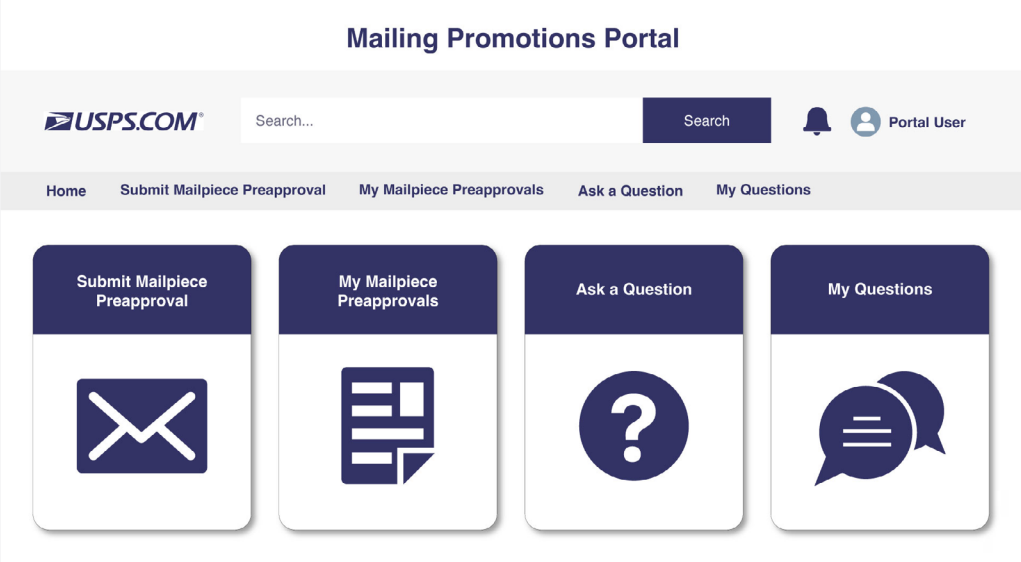
Non-Eligible

- Stickers (except holograph)
- Reveals
- Snap packs, perforated stubs, and tear stubs

Samples enclosed within the envelope are not eligible for the TSI Promotion. Samples include, but are not limited to: coins, fabric, greeting cards, dream catchers, etc.

PROMOTION DETAILS

2 Reminders



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.
- 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 2023 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 2023 **Tactile, Sensory, Interactive Promotion**, populate the Characteristics Record (CCR) file with the two-letter characteristic SS for eligible 5% Tactile, Sensory, Interactive.
- One of the parties in the by/for of the postage statement must be registered for the promotion.

MAILING SUBMISSION AND ACCEPTANCE

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 multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount. Inbound pieces for the IMbA Promotion are considered their own mailing. The outbound mailing distributing the QBRM pieces is eligible to receive a discount if it meets the requirements for one of the other promotions.

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 or it must be selected on PostalWizard in the dropdown.**

SS	Tactile, Sensory, Interactive (5% Discount)

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 b e 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 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 start of a promotion is not eligible for the promotion discount.

MAILING SUBMISSION AND ACCEPTANCE

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 and 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.

Scan the QR Code or click the link below to access the meter mail price chart. Please note that the processing categories listed in the chart only apply to the eligible mail classes listed in this promotion guidebook.

https://postalpro.usps.com/promotions/Promotion-and-Incentives-Pricing-Chart

All existing requirements around mail preparation and acceptance as they are described in the Domestic Mail Manual (DMM) remain in place. Please refer to http://pe.usps.gov/text/dmm300/dmm300_landing.htm for more information.

MAILING SUBMISSION AND ACCEPTANCE

REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

CHECKLIST

- Mailer must provide a hard copy sample mailpiece at BMEU
- Mailer must retain a sample mailpiece for USPS® post-mailing sampling

To claim the discount, participants must provide a hard copy unaddressed mailpiece sample at the time of mail entry to the Business Mail Entry Unit/acceptance clerk. This applies unless other sample submission options specified in the promotion requirements are applicable.

If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented to BMEU. All mailings are subject to standard acceptance and verification procedures and may be inspected for use of mobile print technologies, images, directional copy, and more.

A Seamless Acceptance

Mailers participating in Seamless Acceptance must follow the process applicable to their situation to submit mailpiece production samples.

Facing Slip Requirement for All Seamless Acceptance Mailpiece Samples

For all promotion production samples submitted by seamless acceptance mailers, the production sample must be attached to a facing slip that contains the following information: Promotion claimed, Mailer name, Mailer CRID and Job ID.

Mail entered at DMU

For seamless mailers who use a DMU for mail entry, when a USPS clerk is not present, the mailer should deposit production samples with facing slips in an inbox or other agreed upon place. USPS clerks will collect the samples when they visit the DMU and will bring them back to the BMEU to hold for audit purposes.

Mail entered at a BMEU with no BMEU clerk present

If no Postal employee is available at the time the mail is deposited at the BMEU, the promotion participant should forward production samples, with a facing slip for each, to the BMEU via mail. Samples can be bundled and sent in batches on a weekly basis.

Mail drop shipped from a DMU

When a USPS clerk is not present at the DMU, the participant should deposit production samples with facing slips in an inbox or other agreed upon place. USPS clerks will collect the samples when they visit the DMU and will bring them back to the BMEU to hold for audit purposes.

MAILING SUBMISSION AND ACCEPTANCE

Mail drop shipped from other locations

In this scenario the participant has two options.

- The participant can hold production samples and deposit them at the BMEU when other mailings are taken to the BMEU or the mailer can,
- Follow the steps above and mail batches of samples with facing slips to the BMEU on a weekly basis.

Mail entered via postal transportation from mailer facility

If the mail is coming from a DMU, the participant should deposit production samples with facing slips in an inbox or other agreed upon place. If the mail originates from an as-needed DMU, the participant has two options.

- The participant can hold production samples and deposit them at the BMEU when other mailings are taken to the BMEU or the participant can,
- Follow the above steps.

B 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 submit a mailpiece sample 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.*

C Post Mailing Requirements

The Promotions Office will conduct a sampling of mailpieces collected at Business Mail Entry Units to verify that submissions meet program requirements. The Postal Service® reserves the right to pursue a revenue deficiency for mailings that do not meet ALL program requirements and to unenroll the mailer from the program or restrict participation in future promotions.

Additionally, 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.

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.

For questions about USPS Promotions, 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.

PostalOne! Helpdesk

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.

2023

TACTILE, SENSORY, INTERACTIVE PROMOTION

REVISION HISTORY

Date	Section	Reason for Revision	Version

UNITED STATES POSTAL SERVICE®