

# 2025 MAILING PROMOTIONS



**INTEGRATED TECHNOLOGY**



**TACTILE, SENSORY, INTERACTIVE**



**CONTINUOUS CONTACT**



**REPLY MAIL IMBA™**



**FIRST-CLASS MAIL ADVERTISING**

## 2025 PROMOTIONS CALENDAR

📅 Registration Period 🗓️ Promotion Period

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
<b>INTEGRATED TECHNOLOGY</b> 3% Discount Marketing Mail   First Class Mail													DEC 31
📅 NOV 20													
🗓️ PICK YOUR START DATE FOR 6 CONSECUTIVE MONTHS													
<b>TACTILE, SENSORY &amp; INTERACTIVE</b> 4% Discount Marketing Mail   First Class Mail													
📅 DEC 15													
🗓️ FEB 1													
🗓️ JUL 31													
<b>CONTINUOUS CONTACT</b> 3% Discount Marketing Mail													
📅 FEB 15													
🗓️ APR 1													
DEC 31													
<b>REPLY MAIL IMBA™</b> 3% OR 6% Discount First Class Mail (QBRM only)													
📅 MAY 15													
🗓️ JUL 1													
DEC 31													
<b>FIRST-CLASS MAIL ADVERTISING</b> 3% Discount First Class Mail													
📅 JUL 15													
🗓️ SEPT 1													
DEC 31													

Add-Ons | Additional discount to a promotion. Available all year long.

INFORMED DELIVERY	+ 1% to mailer		SUSTAINABILITY	+ 1%
	+ 0.5% credit to eDoc submitter			

## 2025 MAILING PROMOTIONS TECHNICAL INFORMATION

PROMOTION	PROMOTION PERIOD	CCR INCENTIVE CODE	ELIGIBLE MAIL CLASS/ PROCESSING CATEGORY	DISCOUNT CALCULATION
<b>INTEGRATED TECHNOLOGY</b>	Pick your start date for 6 consecutive months	IT	First-Class Mail® & Marketing Mail®	3% Discount off at Postage Statement line level
<b>TACTILE, SENSORY, AND INTERACTIVE</b>	February 1 – July 31	SS	First-Class Mail® & Marketing Mail®	4% Discount off at Postage Statement line level
<b>CONTINUOUS CONTACT</b>	April 1 – December 31	CC (Type C – Initial) (Type I – Follow-Up)	Marketing Mail®	3% Discount off at Postage Statement line level
<b>REPLY MAIL IMBA</b>	July 1 – December 31	-	First-Class Mail® (QBRM only)	3% Discount off Static IMBA 6% Discount off Serialized IMBA
<b>FIRST-CLASS MAIL ADVERTISING</b>	September 1 – December 31	FA	First-Class Mail®	3% Discount off at Postage Statement line level
<b>ADD-ONS - In order to claim an Add-On, you must be eligible for and claim a Promotion (e.g., Integrated Technology). When claiming an Add-On utilize the correct Type A (Add-On) two letter characteristic code.</b>				
<b>SUSTAINABILITY – ADD ON</b>	Available all year long	ST	First-Class Mail® & Marketing Mail®	1% Discount off at Postage Statement line level
<b>INFORMED DELIVERY – ADD ON</b>	Available all year long	PI	First-Class Mail® & Marketing Mail®	1% Discount off for mailers at Postage Statement line level 0.5% credit to eDoc submitter