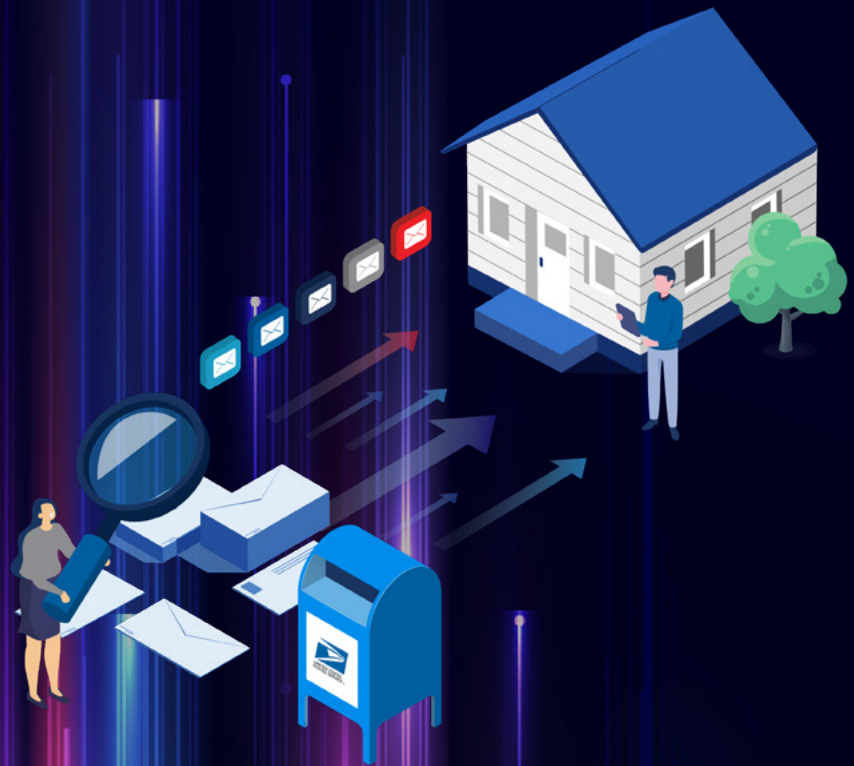


2026

CONTINUOUS CONTACT PROMOTION

Increase touchpoints with
customers and contacts.



2026 CONTINUOUS CONTACT PROMOTION

PROMOTION OVERVIEW

Marketing that's right on target.

Plan marketing campaigns with multiple touchpoints to adopt a more targeted approach that drives customer behavior.

Through this promotion, participants receive a discount for sending follow-up mailings that repeatedly deliver qualifying USPS Marketing Mail® letters and flats to the same address. These repeated mailings must complement or build upon (but not duplicate) the initial mailing. The result is an ongoing, targeted conversation with the recipient, and the potential to increase conversion rates.



5% DISCOUNT

Follow-Up Mailing

Mark Your Calendar

Registration Period

Promotion Period

DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
		FEB 15										DEC 31
			APR 1									DEC 31

QUICK START

1 Select an Eligible Mail Option

Eligible Mail Options

- USPS Marketing Mail® letters and flats
- Nonprofit Marketing Mail letters and flats
- Content of eligible mailings must build upon/ complement the initial mailing

Ineligible Mailpieces

- All USPS First-Class Mail® pieces
- Periodicals
- Bound Printed Matter
- Media Mail
- Mailings that are a duplicate of the initial mailing



“Mail diversion” messages included on the mailpiece will make the mailing ineligible for the promotion discount, regardless of whether or not the mailing includes qualifying treatment, technique, or technology for the promotion.

2 Promotion Process at a Glance

1

Get pre-approval of initial and follow-up mailpieces from USPS via the Mailing Promotions Portal on the Business Customer Gateway and receive a pre-approval letter.



2

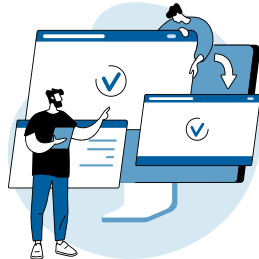
Register for the Continuous Contact Promotion on the Business Customer Gateway via Incentive Programs.



3

If approved and registered, prepare and submit initial and follow-up postage statements electronically. **Be sure to claim the correct Component Characteristic Record (CCR) Code: CC** and identify whether the mailing is an **initial mailing** or a **follow-up mailing**.

Reminder: Claim relevant Add-Ons at this time.



4



Send your mailing.



PROMOTION DETAILS

Program Information

 Registration Period  Promotion Period

DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
		 FEB 15										DEC 31
			 APR 1									DEC 31

5% DISCOUNT

Continuous Contact

The discount is calculated in the PostalOne!® system 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 technologies and/or print treatments on or within a mailpiece will not increase the discount amount. Mailers may qualify for and claim Add-Ons in addition to a promotion. For additional information, [see the Add-Ons section](#).

Promotion Process

01 Design your **mailpieces**.

- You will need both the initial mailing and the follow-up mailings, which should be related but not identical.
- [Ensure eligibility by following the requirements listed in Promotion Details.](#)
- Create an electronic sample** to send to USPS for pre-approval.

02 Submit your **electronic sample** within the Mailing Promotions Portal 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>.
- Log in to the Portal and select **Submit Mailpiece Pre-approval**. Complete all fields and upload your electronic samples, including initial mailing.
- Open a Service Request and submit at least two pieces, your initial mailing and one follow-up. Other follow-ups should be uploaded once available in a new Service Request if not within the first Service Request.**
- Describe how your follow-ups relate back to the initial piece.
- Wait for **USPS to review and pre-approve**. We'll respond within four business days, and we may have a few revisions to ensure that you qualify for the discount.
- Receive decision via email and through the Mailing Promotions Portal.**

03 If you haven't already registered, sign up for the **Continuous Contact Promotion** on the **Business Customer Gateway** via Incentive Programs. Make sure to do this at least two hours before sending your mail.

[Visit the Business Customer Gateway for more details.](#)

PROMOTION DETAILS

- 04 Prepare your postage statements and submit them electronically.** Remember to claim your discount and identify whether you are sending an initial or follow-up mailing. Identify CCR Type C for an Initial Mailing and CCR Type I for a Follow-Up Mailing. In addition to identifying whether it is an initial or follow-up, the discount must also be claimed utilizing CCR code CC to identify Continuous Contact:

CC Continuous Contact

CCR Type C

Initial Mailing (No Discount)

CCR Type I

Follow-Up Mailing (5% Discount)

Reminder: If participating in any Add-Ons, claim the Add-On discount at this time using the correct, Type A (Add-On), two-letter characteristic code. For details, [visit the Add-On section](#).

- 05 Send your mailing** and remember to keep a hard copy for your records.

- 06 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

For questions about Portal functionality, please visit <https://postalpro.usps.com/promotions/portal>.



Add-Ons

Include add-ons like Informed Delivery® or Sustainability to receive an **additional** discount and give your customers an even more well-rounded mail experience. Through Informed Delivery®, business mailers can conduct a marketing campaign that reaches their target audience via email. With Sustainability, your mailpiece showcases company efforts to be environmentally conscious.

See the Add-Ons section for more information.

PROMOTION DETAILS



Continuous Contact Requirements

The Continuous Contact promotion offers an incentive to mailers for creating multiple touchpoints with their customers.

Send an initial mailer to get the conversation started then follow-up with additional touchpoints to drive conversion.

Requirements

- **Claim the discount via the correct CCR code (see page 4 for details)**
- All mailings, including the initial and follow-up must take place during the promotion period.
- Content of the follow-up mailing must be iterative related to but not identical to the initial mailing. Participants can explain the connections between their pieces in their Service Requests.

Non-Eligible

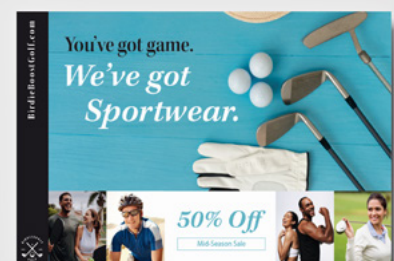
- * Mailings that duplicate the initial mailing's content
- * Any follow-up mailings identical to other follow-up mailers
- * Content that is not related to the marketing objective of the initial or previous follow-up mailings
- * Content cannot be added to the end of the page to qualify, the overall piece must be related (example: adding a sentence of copy to connect two pieces that are clearly not related)

Examples of Eligible and Ineligible Mailings

The content in each follow-up mailing should iterate, or build upon, the initial message's content, as well as any prior mailings.

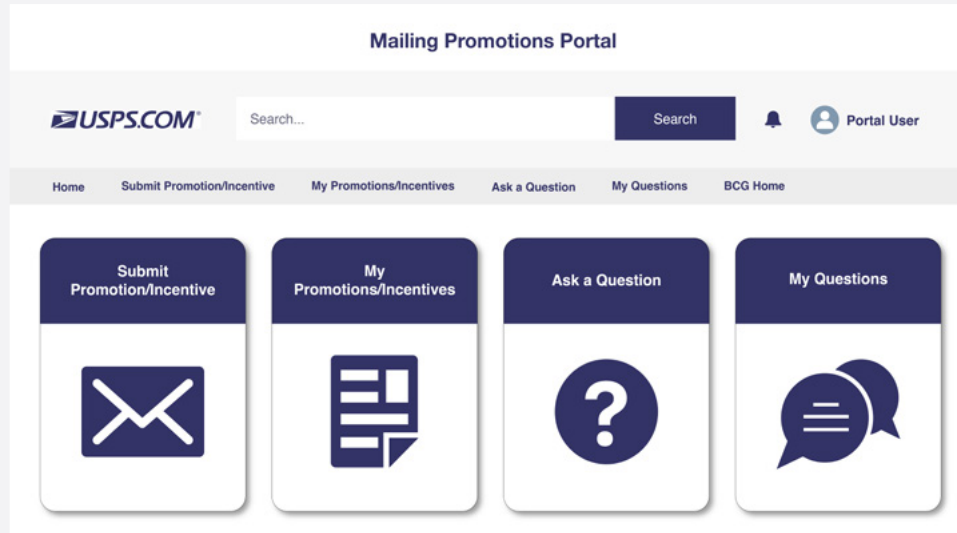
Eligible	Ineligible
<p>Initial Mailer Content advertising golf clubs</p> <p>Follow-up Mailer 1 Content advertising a sale on sporting apparel</p> <p>Follow-up Mailer 2 Content announcing a new golf tournament</p> <p>.....</p> <p>Each follow-up mailer here complements the initial mailer without duplicating it or each other. The content logically builds upon what comes before it.</p>	<p>Initial Mailer Content advertising golf clubs</p> <p>Follow-up Mailer 1 Piece identical to initial mailing (i.e., golf clubs). Identical means no creative change, no copy change, no offer change)</p> <p>Follow-up Mailer 2 Advertising kitchen knives</p> <p>.....</p> <p>A follow-up mailer advertising kitchen knives is not obviously related to the initial mailing about golf clubs. The first follow-up is ineligible because the piece was identical (did not change Call to Action, did not change to golf apparel, etc).</p>

Eligible Initial and Follow-up



PROMOTION DETAILS

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. Be sure to identify where your pieces are mailing from.
- 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.
- 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 2026 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 2026 **Continuous Contact** promotion, populate the Characteristics Record (CCR) file with the two-letter characteristic CC for eligible 5% Continuous Contact.
- Identify whether you are sending an initial or follow-up mailing. Identify CCR Type C for an Initial Mailing and CCR Type I for a Follow-Up Mailing.
- One of the parties in the by/for of the postage statement must be registered for the promotion.
- Claim any relevant [Add-On discount](#) when you file your mailing using the correct, Type A, two-letter characteristic code.

ADD-ONS

About Add-Ons

In 2026, USPS will be offering add-ons to USPS® Mailing Promotions, through which you can increase your Promotion discount by pairing your qualified mailpiece with features that enhance mail’s reach and ROI. The available Add-Ons are:



Informed Delivery®
Enhance your marketing with USPS’ omni-channel feature to give your mailpiece a digital element.



Sustainability
Enhance your campaigns with environmentally conscious materials by demonstrating the paper used in the mailing came from a certifiable, responsible source.

How do they work?

- Add-On discounts are added to the Promotion discount percentage on eligible mailpieces
- Add-Ons must be added to a Promotion and cannot be claimed alone
- You may claim up to two Add-Ons in addition to a Promotion
- Mailers who qualify may leverage one or both Add-Ons
- Reply Mail IMbA is not eligible for Add-Ons

Incorporating Add-Ons to a Promotion can boost your savings by an additional 1 - 2%.

Promotion (5%)

+

Add-On (1%)

=

7% Discount on eligible mail

Promotion (5%)

+

Add-On (1%)

=

6% Discount on eligible mail

2026 Add-Ons Calendar

Add-On Registration Period

Add-On Promotion Period

NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
NOV 20, 2025													DEC 31
JAN 1													DEC 31

ADD-ONS: INFORMED DELIVERY®

+ Informed Delivery®

Through Informed Delivery®, business mailers can conduct a marketing campaign that reaches their target audience via email. Think full color, clickable Ride-along Images in an email message with a 64% open rate.

These messages can take users directly to the target URL of your choice, straight from their inbox to action.



1% DISCOUNT

Discount Added to Mailers Promotion Discount on Eligible Mail Pieces

0.5% INCENTIVE

eDoc Postage Statement Submitter

Eligible Mail

- First-Class Mail® automation letters, postcards, and flats
- USPS Marketing Mail® automation letters and flats
- USPS Marketing Mail DDU-entered Carrier Route Saturation Flats
- Nonprofit USPS Marketing Mail automation letters and flats
- Nonprofit USPS Marketing Mail DDU-entered Carrier Route Saturation Flats

How to Participate

- 01 Submit pre-approval** via Mailing Promotions Portal on the Business Customer Gateway with a Ride-Along, URL, and Representative Image of Mailpiece (representative image required for flat-sized mailpieces; optional for letters).

If you haven't already registered, **sign-up for the Informed Delivery Add-On** via Incentive Programs 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.](#)

- 02 Submit your Informed Delivery campaign.** For instructions on how to submit a campaign, please visit <https://www.usps.com/business/informed-delivery.htm>.

TIP: About 80% of Postage Statement submission errors occur because:

- Informed Delivery campaigns are not in Submitted or Active status when the postage statement is submitted via eDoc.
- Postage Statement mailing dates fall outside the Informed Delivery campaign timeline.

- 03 Prepare your postage statements and submit them electronically.**

- Reminder: You must be eligible for and claim a promotion (e.g., Tactile, Sensory, Interactive; Integrated Technology; First-Class Mail Advertising) when claiming an Add-On, by using the correct Type I (Incentive) two-letter characteristic code.
- Claim the Add-On discount when you file your mailing using the correct Type A (Add-On) two-letter characteristic code:

PI

Informed Delivery

- 04 Send your mailing and remember to keep a hard copy for your records.**

ADD-ONS: INFORMED DELIVERY®

eDoc Submitter Enrollment

eDoc Submitter Incentive Enrollment

- For the 2026 Informed Delivery Add-On, USPS is offering eDoc Postage Statement Submitters 0.5% incentive for Postage Statements that are successfully processed.
- A Postage Statement is considered successfully processed if the Add-On discount is applied at the time of mailing.
- The incentive only applies to pieces that successfully received the Informed Delivery Add-On discount.

Requirements

In order to participate in the 0.5% incentive, the eDoc Submitter:

- Must have a permit linked to an EPS account (with EPS Admin or EPS Payment Manager privilege).
- Must select a permit that is linked to the eDoc Submitter Customer Registration ID (CRID).
- Must register the permit that will receive the 0.5% incentive via the Business Customer Gateway (BCG), Manage Permit section for **Informed Delivery Incentive Permit**.

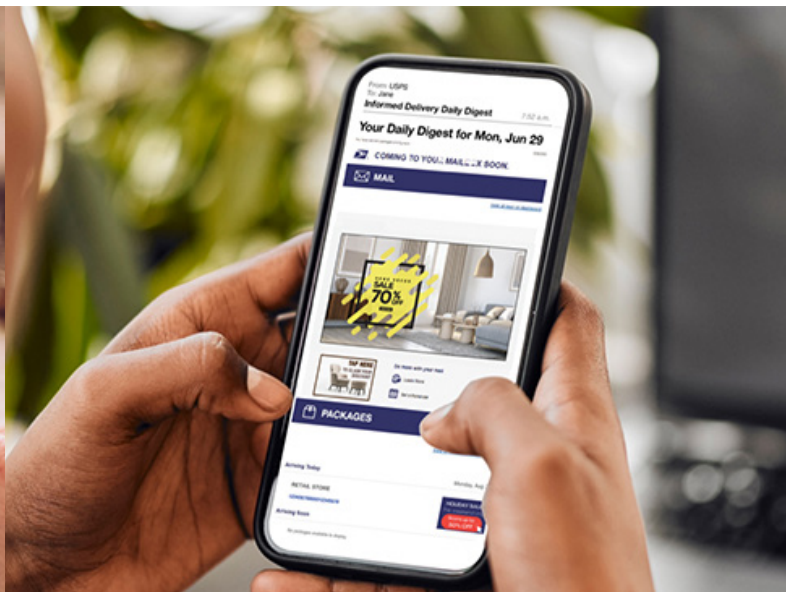
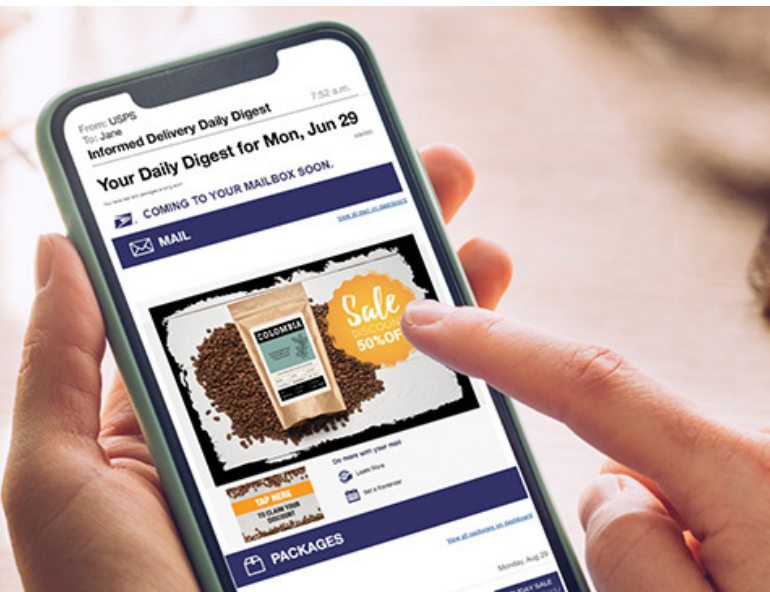
eDoc Enrollment Guide | PostalPro

A step-by-step guide (with BCG screen shots) for registering your permit is available on the PostalPro™ website. To access the guide, please click the button above.



eDoc Submitter Permit Enrollment Overview

- | | |
|--|---|
| <ol style="list-style-type: none"> 1 Log into BCG 2 Manage Permits 3 Select Business Location | <ol style="list-style-type: none"> 4 Select Informed Delivery Incentive Permit 5 Select Desired Permit by Checking Box 6 Permit is Registered for eDoc Submitter Incentive |
|--|---|



ADD-ONS: INFORMED DELIVERY®

Campaign Elements Requirements

Informed Delivery campaigns must include the required elements below to be eligible for the discount.



Ride-Along Image with Call-to-Action

A full-color image with a call-to-action to engage recipients.

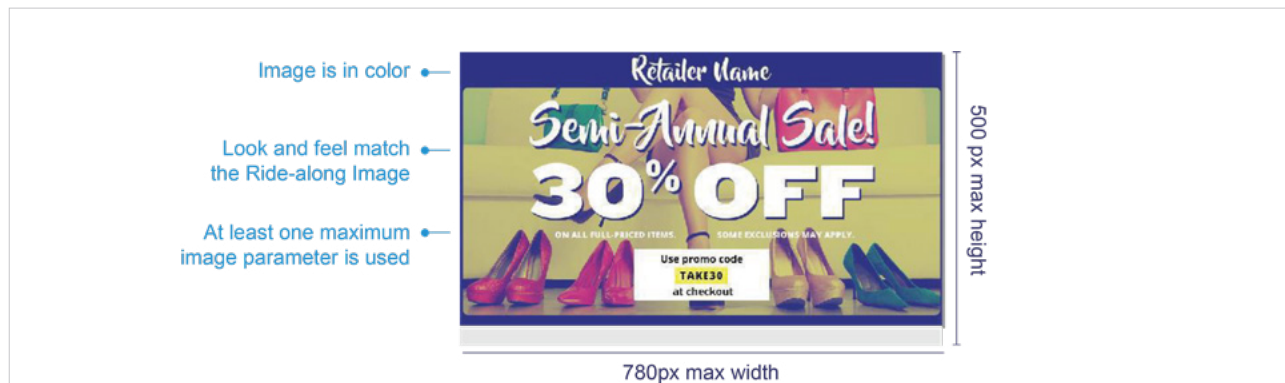
- Interactive image that appears in Informed Delivery users' daily digest email.
- Redirects users to a target URL via a clickable interaction, reinforcing the mailpiece's call-to-action and business objectives.



Representative Image of Mailpiece

A colorful preview of what's coming in the mail.

- Image that appears in users' daily digest email or on their USPS dashboard in place of the scanned mailpiece.
- Required for flat-sized mailpieces and optional for letters or other mail.



URL

A live URL embedded in the Ride-Along that correlates with your campaign.

- Target URL must be live and functioning, directing users to the appropriate webpage.

For instructions on how to upload your Informed Delivery campaign, please visit <https://www.usps.com/business/informed-delivery.htm>.

ADD-ONS: SUSTAINABILITY



Sustainability

Demonstrate the paper used in your mailings is responsibly sourced and sustainability produced by exhibiting an eligible certification.


1% DISCOUNT

Discount Added to Mailers Promotion Discount on Eligible Mail Pieces

Eligible Mail

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

Requirements

Mailer must qualify for and demonstrate one of the following certifications:

- 1 Sustainable Forestry Initiative
- 2 Forest Stewardship Council
- 3 Programme for the Endorsement of Forest Certification
- 4 Bureau Veritas
- 5 SCS Global Services
- 6 Print ReLeaf
- 7 Submit a Certificate for Review with URL

How to Participate

- 01 **Submit pre-approval** via Mailing Promotions Portal on the Business Customer Gateway with an eligible certification.
 - The Promotions team will review certifications and confirm eligibility.
- 02 If you haven't already registered, sign up for the Sustainability Add-On 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.](#)
- 03 **Prepare your postage statements and submit them electronically.**
 - Reminder: You must be eligible for and claim a promotion (e.g., Tactile, Sensory, Interactive; Integrated Technology) when claiming an Add-On, by using the correct Type I (Incentive) two-letter characteristic code.
 - Claim the Add-On discount when you file your mailing using the correct Type A (Add-On) two-letter characteristic code:

ST

Sustainability

- 04 **Send your mailing and remember to keep a hard copy for your records.**

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 technology and/or print treatments eligible for other promotion discounts will not increase the discount amount. Up to two Add-Ons may be claimed in addition to the Promotion.*

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**. Identify whether you are sending an initial or follow-up mailing. Identify CCR Type C for an Initial Mailing and CCR Type I for a Follow-Up Mailing.

CC Continuous Contact

CCR Type C

Initial Mailing (No Discount)

CCR Type I

Follow-Up Mailing (5% Discount)

All relevant CRIDs participating in the promotion must be enrolled prior to the first mailing claiming the promotion.

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 be 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 the PostalOne! system, please follow the instructions in the **PostalOne!** Contingency Plan posted on the PostalPro website: <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 the 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, or 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.

REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

..... MAILER MUST **RETAIN**

A HARD COPY SAMPLE MAILPIECE

FOR 90 DAYS

AFTER THE END OF THE PROMOTION PERIOD

MAILING SUBMISSION AND ACCEPTANCE

F Verification

In the event of an audit for the Continuous Contact promotion, USPS will request documentation confirming that follow-up mailings include recipients from the original mailing. Mailers may add up to 10 percent new addresses on their follow up mailing.

It is the mailer's responsibility to keep adequate records that support that they were entitled to the discount. Documentation may include but is not limited to Job number, Postage Statement, and Mailing Dates.

Sample Scenarios:

All Repeat Customers

Initial Mailing: 100,000 recipients

Follow up:
50,000 repeat recipients
0 New Customer Addition

New Customer Addition Within Allowable Limit

Initial Mailing: 100,000 recipients

Follow up:
100,000 repeat recipients
Up to 10% New additions
0 to 10,000 first time recipients

New Customer Addition NOT Within Allowable Limit

Initial Mailing: 100,000 recipients

Follow up:
100,000 repeat recipients
1,000,000 first time recipients

G 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 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.*



H Post Mailing Requirements

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 Program Office.

Mailers will be required to keep a sample of the hard copy mailpiece used in their campaign for 90 days after the end of the 2026 promotional period. The promotion office will conduct random audits. The mailer must provide sample along with approved Service Request within 15 business days of notification. If mailer is unable to furnish proof, USPS has the right to reverse any discounts provided.

I Refund Request Policy

Customers may submit a refund request within **45 days** from the mailing date indicated on the postage statement to the Program Office for review. To request a refund, customers must provide a PDF of the original USPS postage statement, a completed PS-Form 3533, and a valid reason for the request.

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>.

Please direct questions about promotion requirements to the Mailing Promotions Portal.

For questions about Portal functionality, please 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>.

Enrollment or Technical Assistance

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.

**DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING
DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE.**



2026

CONTINUOUS CONTACT PROMOTION



REVISION HISTORY

Date	Section	Reason for Revision	Version