

# 2022 USPS PROMOTIONS CALENDAR

Want to save on direct mail costs?

There's one easy way to reduce costs without ever having to touch your actual mailers. The US Postal Service often runs a variety of promotions, which are a great way for companies to save on postage costs and reduce the overall costs of direct mail campaigns. Lithographics can provide all the support you need to determine what is needed to qualify and fill out any required postal documentation.



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## TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT

Encourages mailers to enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.

- **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats
- **DISCOUNT** 4%

**Promotion Period:** February 1 — July 31, 2022  
**Registration Period:**  
December 15, 2021 — July 31, 2022



## INFORMED DELIVERY

Encourages mailers to use USPS' Informed Delivery omni-channel feature. Participants must create Informed Delivery campaigns through the Portal or submit elements through eDoc submission and develop campaigns that meet best-practice requirements.

- **ELIGIBILITY** Qualifying automation Marketing Mail letters and flats; qualifying automation First-Class Mail letters, cards, and flats
- **DISCOUNT** 4%

**Promotion Period:** August 1 — December 31, 2022  
**Registration Period:**  
June 15, 2021 — December 31, 2022



## EMERGING AND ADVANCED TECHNOLOGY

Encourages mailers to incorporate emerging technologies such as Enhanced AR, VR/MR, NFC, Video in Print, multichannel mail integration with voice assistants.

- **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats
- **DISCOUNT** 2%-3%

**Promotion Period:** March 1 — August 31, 2022  
**Registration Period:**  
January 15, 2021 — August 31, 2022



## MOBILE SHOPPING

Encourages mailers to integrate mobile technologies that facilitate convenient, seamless online shopping experiences. Many new mobile technologies can be leveraged to qualify for this promotion.

- **ELIGIBILITY** Qualifying Marketing Mail letters and flats
- **DISCOUNT** 2%

**Promotion Period:** September 1 — December 31, 2022  
**Registration Period:**  
June 15, 2021 — December 31, 2022