



QUANTUM
GROUP

2026 USPS PROMOTIONS GUIDE





2026 USPS PROMOTIONS CALENDAR

USPS Promotions encourage marketers, printers, and mailers to try out new technology and print techniques that drive higher customer engagement and response rates and increase return on investment in mail. By incentivizing the use of these technologies through discounts, the Postal Service is helping to increase the value of direct mail and ensuring its continued place in the modern communications and marketing landscape.



CATALOG INSIGHTS

Redefining the Marketing Landscape Catalogs offer a unique marketing perspective to products and services and provide important value to the mailbox. Whether you're nurturing loyal customers or reaching new ones, this promotion can deliver a measurable lift in visibility and response — at a lower cost.

Promotion Period: October 1, 2025–June 30, 2026

<https://postalpro.usps.com/promotions/catalog>

10% DISCOUNT



TACTILE, SENSORY, AND INTERACTIVE

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.

Promotion Period: January 1–June 30, 2026

<https://postalpro.usps.com/promotions/26-tsi>

5% DISCOUNT



FIRST-CLASS MAIL® ADVERTISING

Whether you craft standalone advertisements or incorporate marketing messages onto First-Class Mail pieces, this promotion offers unparalleled opportunity to captivate recipients' attention and drive engagement. By combining the reliability and prestige of First-Class Mail with advertising's effectiveness, businesses can unlock new avenues for connecting with customers and achieving marketing success.

Promotion Period: Sept 1–Dec 31, 2026

<https://postalpro.usps.com/promotions/26-fcma>

5% DISCOUNT



INTEGRATED TECHNOLOGY PROMOTION

The start date begins on the first mail date claiming the discount and must run for up to 6 consecutive months during the **January 1–December 31, 2026** calendar year. Start and end dates are linked to a mailer's Customer Registration ID (CRID) and will be tracked so that the claimed discount can only be used during the eligible **6-month maximum campaign period**. Eight ways to create a new mail experience.

Promotion Period: Choose your start date

<https://postalpro.usps.com/promotions/26-it>

5% DISCOUNT



CONTINUOUS CONTACT

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.

Promotion Period: April 1–December 31, 2026

<https://postalpro.usps.com/promotions/26-cc>

5% DISCOUNT

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.



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.

January 1–December 31, 2026

<https://postalpro.usps.com/promotions/guidebooks/26-add-ons>

ADDITIONAL 1% DISCOUNT

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
 CATALOG INSIGHTS	PROMOTION PERIOD: OCTOBER 1, 2025–JUNE 30, 2026 10% DISCOUNT												
 INTEGRATED TECHNOLOGY PROMOTION	CHOOSE YOUR START DATE—FOR 6 CONSECUTIVE MONTHS 5% DISCOUNT												
 TACTILE, SENSORY, AND INTERACTIVE	PROMOTION PERIOD: JANUARY 1–JUNE 30, 2026 5% DISCOUNT												
 CONTINUOUS CONTACT					PROMOTION PERIOD: APRIL 1–DECEMBER 31, 2026 5% DISCOUNT								
 FIRST-CLASS MAIL® ADVERTISING										PROMOTION PERIOD: SEPT 1–DEC 31, 2026 5% DISCOUNT			
ADD-ONS  INFORMED DELIVERY®  SUSTAINABILITY	JANUARY 1–DECEMBER 31, 2026 ADDITIONAL 1% DISCOUNT												



OVERVIEW

CATALOG INSIGHTS

Redefining the Marketing Landscape Catalogs offer a unique marketing perspective to products and services and provide important value to the mailbox. Whether you're nurturing loyal customers or reaching new ones, this promotion can deliver a measurable lift in visibility and response — at a lower cost.

October 1, 2025–June 30, 2026

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10% DISCOUNT





REQUIREMENTS

CATALOG INSIGHTS

DATA REQUIRED

Data points required in the Mailing Promotions Portal during the pre-approval process. Mailers must answer all required questions and provide the requested data listed.

- Distribution Frequency (within 12-month span)
- What are the catalogs reach?
- What percentage of a typical catalog mailing is for prospecting?
- This promotion will allow the brand to increase:
- What additional channels support catalog campaigns?
- Percentage of Conversions driven by channel
- Indicate the approximate percentage of your sourcing for products or services promoted by the catalog in the following categories within the past year.





REQUIREMENTS

CATALOG INSIGHTS



- The mailer must appropriately identify the relevant mailpieces as Catalogs* on the postage statement and/or the eDoc.
- Must apply correct CCR code “CT”
- Must include a minimum of six double-sided, non-blank pages, with one of those six pages designated as the cover.

*Catalog Definition: A catalog is a bound (stapled, stitched, glued or fastened together along one edge) mailpiece with at least 12 pages, providing an organized listing of products or services offered for sale. A catalog mailpiece may be letter-shaped, flat-shaped or parcel-shaped, and is mailed at USPS Marketing Mail® or Bound Printed Matter rates.

The product listing must include images, photographs or illustrations of the products or services, descriptive details, fulfillment information and prices or contain an alternate method for the reader to determine prices. Catalogs must contain enough information to allow an order to be placed, e.g., an order form, a phone number, a web address, or the means to access a web address. Catalogs will also enable fulfillment options for the products or services offered for sale.

* Bound Printed Matter not eligible for Catalog Insights Promotion



ELIGIBILITY

CATALOG INSIGHTS

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.
- 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 2025/2026 Program Requirements.

PRE-APPROVAL 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 2025/2026 Catalog Insights Promotion, populate the Characteristics Record (CCR) file with the two-letter Characteristic “CT” and the characteristic Type “I” for eligible 10% Catalogs.
- 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.



OVERVIEW

INTEGRATED TECHNOLOGY PROMOTION

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5% DISCOUNT





SELECT A TECHNOLOGY AND CORRESPONDING TECHNOLOGY TRIGGER

Promotion Technologies
Pick from one of these technologies

	 Apps	 QR code® or Barcode	 NFC	 Voice Assistant	 Video Embedding
Video in Print Technology	☒	☒	☒	☐	☒
Mixed Reality	☒	☒	☒	☐	☐
Virtual Reality	☒	☒	☒	☐	☐
Augmented Reality (AR)	☒	☒	☐	☐	☐
Mobile Shopping	☒	☒	☐	☐	☐
Near Field Communication	☐	☐	☒	☐	☐
Integration with Voice Assistant	☐	☐	☐	☒	☐

Corresponding Technology Triggers

Make sure your mailer includes the right technology trigger.



ELIGIBLE TECHNOLOGIES



Augmented Reality (AR) Requirements

Augmented Reality is an interactive experience that depicts real world objects which are enhanced digitally using 3-D technology in a physical world.

Technology Triggers



Apps



QR code® or Barcode



Mixed Reality (MR) Requirements

MR combines both augmented and virtual experiences through a combined immersive technology that can include sight, sound, and touch. MR can include different experiences, but some of the most common include blending physical and virtual experiences via a headset.

Technology Triggers



Apps



QR code® or Barcode



NFC



Virtual Reality (VR) Requirements

VR, also known as immersive multimedia or computer-simulated reality, is a computer technology that creates replicas of an environment, real or simulated, that include a user's physical presence to allow for user interaction. Virtual realities artificially create sensory experiences, which can include sight, touch, and hearing.

Technology Triggers



Apps



QR code® or Barcode



NFC



Integration with Voice Assistant Requirements

Integration with Voice Assistant will utilize voice technology that makes use of existing search functionality of a voice assistant or complex voice skills to provide an experience customized to the brand.

Technology Triggers



Voice Assistant Prompt



ELIGIBLE TECHNOLOGIES



Video in Print (ViP) Requirements

Video in Print (ViP) is playable video content that is integrated into printed material, such as print catalogs or mailpieces.

Technology Triggers



Apps



QR code® or Barcode



NFC



Video Embedding



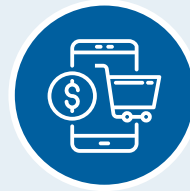
Near Field Communication (NFC) Requirements

NFC technology typically consists of a small chip that is embedded into a carrier piece, such as a mailpiece. The user initiates an interactive experience by touching an NFC-enabled device, such as a smartphone or tablet, to the NFC-embedded item, or by placing the device in proximity to the NFC chip.

Technology Triggers



NFC



Mobile Shopping

Capture a customer's attention with mail that puts purchases a few clicks away.

Technology Triggers



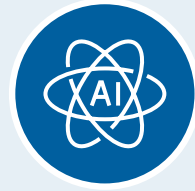
QR code® or Barcode



Image Recognition



Digital Watermark



Artificial Intelligence (AI)

Leverage Artificial Intelligence to simplify the process of creating an exciting, impactful mailpiece. Use AI to efficiently generate unique copy and images to craft a message that resonates with recipients.



ELIGIBILITY

INTEGRATED TECHNOLOGY PROMOTION

ELIGIBLE MAIL OPTIONS

Choose one of these three options. Make sure the shape (letter, card, or flat) and class are eligible

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

INELIGIBLE MAIL OPTIONS

The following are ineligible for this promotion, and will not be approved.

- Periodicals
- Bound Printed Matter
- Media Mail

PROMOTION PROCESS AT A GLANCE

1. Submit for a pre-approval of your mailpiece via the Mailing Promotions Portal.
2. Register for the Integrated Technology Promotion via Incentive Programs on the Business Customer Gateway.
3. If approved in step 1 and registered (step 2), prepare and submit postage statements electronically. Be sure to claim the correct Component Characteristic Record CCR Code: IT.
4. Send your mailing.



OVERVIEW

TACTILE, SENSORY, AND INTERACTIVE PROMOTION

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.

Promotion Period: January 1–June 30, 2026

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5% DISCOUNT





FEATURES

TACTILE, SENSORY, AND INTERACTIVE PROMOTION



SPECIALTY INKS

Showcase the unique properties of ink on your mailpiece in visible and distinguishable ways.

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 Papers that are soft to the touch, leathery, crinkly, or feature embossing

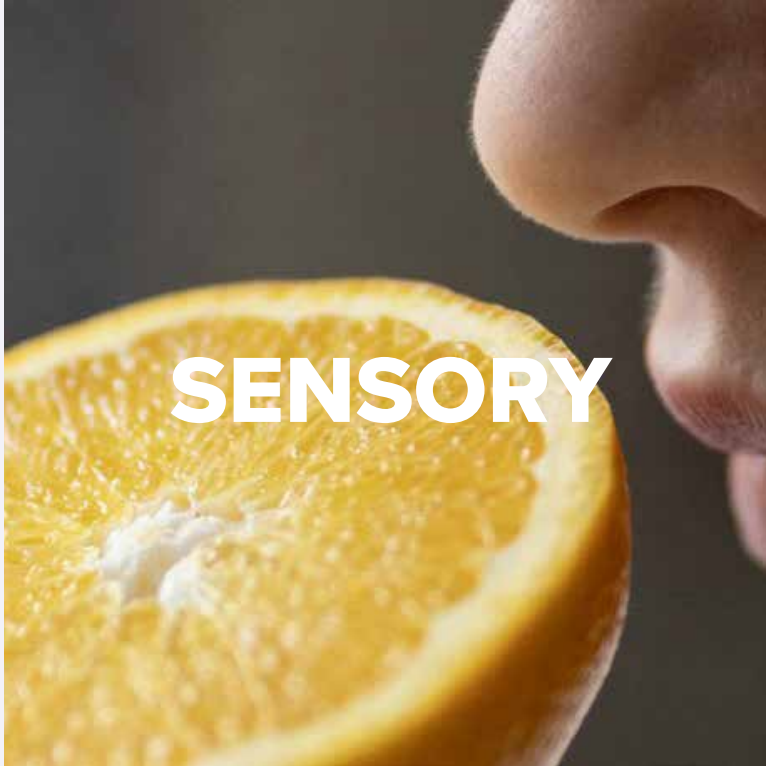
Metallic & Optically Variable Inks

Light-reflective inks and inks with metallic sheens



FEATURES

TACTILE, **SENSORY**, AND INTERACTIVE PROMOTION



SENSORY TREATMENTS

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

Texture

Papers that are soft to the touch, leathery, crinkly, or feature embossing, etc.

Scent Marketing

Scented varnishes, coatings, or labels that feature unique aromas complimenting the content of your mailpieces.

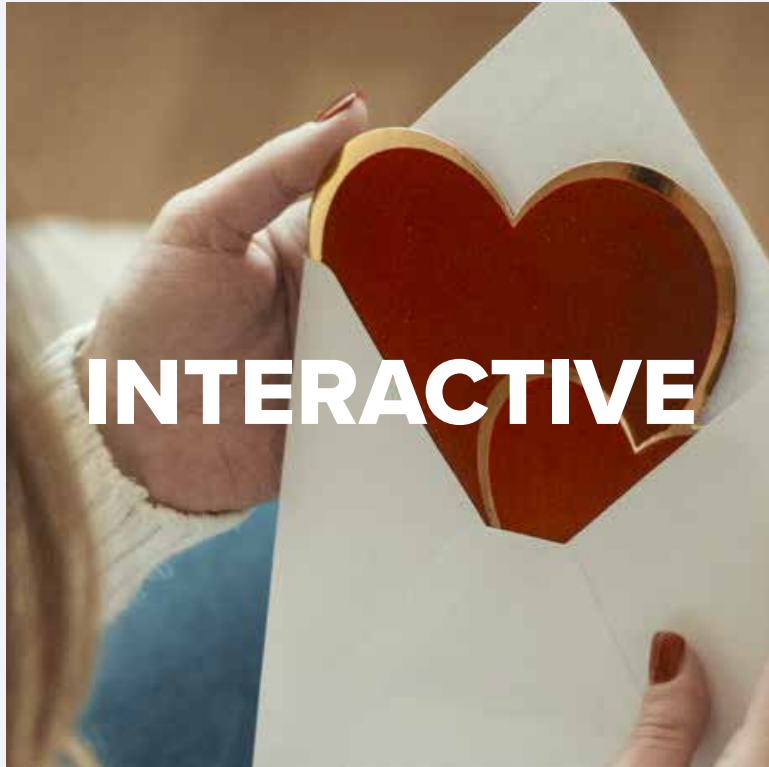
Visual Effects

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



FEATURES

TACTILE, SENSORY, AND INTERACTIVE PROMOTION



INTERACTIVE ELEMENTS

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

Integration

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

Infinite folds

Layers of information hidden behind 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



ELIGIBILITY

TACTILE, SENSORY, AND INTERACTIVE PROMOTION

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 MAIL OPTIONS

- Periodicals
- Bound Printed Matter
- Media Mail

PROMOTION PROCESS AT A GLANCE

1. Submit pre-approval and 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 address provided by the Mailpiece Design Analyst (MDA) assigned to your ticket. Approval decisions are provided via the Portal and email.
3. Register for the Tactile, Sensory, and 4 Interactive Promotion on the Business Customer Gateway via Incentive Programs.
4. Be sure to claim the correct CCR code SS electronically and submit your mailing.



OVERVIEW

CONTINUOUS CONTACT PROMOTION

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.

Promotion Period: April 1–December 31, 2026

<https://postalpro.usps.com/promotions/26-cc>

5% DISCOUNT





FEATURES

CONTINUOUS CONTACT PROMOTION

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.

Deliver follow-up mailers with content related to the initial mailing.





ELIGIBILITY

CONTINUOUS CONTACT PROMOTION

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.

ELIGIBLE EXAMPLE:

Initial Mailer

Content advertising golf clubs

Follow-up Mailer 1

Content advertising a sale on sporting apparel

Follow-up Mailer 2

Content announcing a new golf tournament

Each follow-up mailer here complements the initial mailer without duplicating it or each other. The content logically builds upon what comes before it.

INELIGIBLE EXAMPLE:

Initial Mailer

Content advertising golf clubs

Follow-up Mailer 1

Piece identical to initial mailing (i.e., golf clubs). Identical means no creative change, no copy change, no offer change)

Follow-up Mailer 2

Advertising kitchen knives

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).



ELIGIBILITY

CONTINUOUS CONTACT PROMOTION

ELIGIBLE MAIL OPTIONS

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

INELIGIBLE MAIL OPTIONS

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

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.



OVERVIEW

FIRST-CLASS MAIL[®] ADVERTISING PROMOTION

Whether you craft standalone advertisements or incorporate marketing messages onto First-Class Mail pieces, this promotion offers unparalleled opportunity to captivate recipients' attention and drive engagement. By combining the reliability and prestige of First-Class Mail with advertising's effectiveness, businesses can unlock new avenues for connecting with customers and achieving marketing success.

Promotion Period: September 1–December 31, 2026

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5% DISCOUNT





OVERVIEW

FIRST-CLASS MAIL® ADVERTISING PROMOTION



ADVERTISING IN A CLASS OF ITS OWN

First-Class Mail is a powerful tool to help businesses reach their target audience with impactful advertisements.

Whether you craft standalone advertisements or incorporate marketing messages onto First-Class Mail pieces, this promotion offers unparalleled opportunity to captivate recipients' attention and drive engagement.

By combining the reliability and prestige of First-Class Mail with advertising's effectiveness, businesses can unlock new avenues for connecting with customers and achieving marketing success.



ELIGIBILITY

FIRST-CLASS MAIL® ADVERTISING PROMOTION



MARKETING MESSAGES

A variety of marketing messages qualify for use in this promotion. Some common examples of marketing messages in different categories are listed below, but do not represent a comprehensive list.

- Discount Offers
- Limited Time Offers
- New Product Introductions
- Customer Loyalty Rewards
- Event Invitations
- Personalized Offers

INELIGIBLE MARKETING MESSAGES

- Content that promotes or suggests mail diversion like “going paperless” or “switching to eBilling”
- Non-marketing messaging, such as a message about paying bills online
- Informational messaging without a marketing message
- Marketing messaging must be on mailpiece and cannot only be on buck slips, stickers, note cards, etc



ELIGIBILITY

FIRST-CLASS MAIL® ADVERTISING PROMOTION

ELIGIBLE MAIL OPTIONS

- First-Class Mail® letters, cards, and flats

INELIGIBLE MAIL OPTIONS

- All USPS Marketing Mail pieces™
- Periodicals
- Bound Printed Matter
- Media Mail pieces®

PROMOTION PROCESS AT A GLANCE

1. Get pre-approval of mailpiece from USPS via the Mailing Promotions Portal on the Business Customer Gateway and receive a pre-approval letter.
2. Register for the First-Class Mail Advertising Promotion on the Business Customer Gateway via Incentive Programs.
3. If approved and registered, prepare and submit postage statements electronically. Be sure to claim the correct Component Characteristic Record (CCR) Code: FA.
Reminder: Claim relevant Add-Ons at this time.
4. Send your mailing.

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