











2025 USPS PROMOTIONS CALENDAR

 Registration Period
  Promotional Period

PROMOTIONS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
INTEGRATED TECHNOLOGY 3% Discount Marketing Mail First Class Mail	 ← NOV 20, 2024 DEC 31											
	 PICK YOUR START DATE FOR 6 CONSECUTIVE MONTHS											
TACTILE, SENSORY & INTERACTIVE 4% Discount Marketing Mail First Class Mail	 ← DEC 15, 2024 JUL 31											
	 FEB 1 JUL 31											
CONTINUOUS CONTACT 3% Discount Marketing Mail	 FEB 15 DEC 31											
	 APR 1 DEC 31											
REPLY MAIL IMbA™ 3% OR 6% Discount First Class Mail (QBRM only)	 MAY 15 DEC 31											
	 JUL 1 DEC 31											
FIRST-CLASS MAIL ADVERTISING 3% Discount First Class Mail	 JUL 15 DEC 31											
	 SEPT 1 DEC 31											

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

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