LSC COMMUNICATIONS

2023 USPS MAILING PROMOTIONS

IMPORTANT DETAILS

- New 2023 technical and participation guides are posted for 3/6 promotions.
  - *POSTALPRO* web site: https://postalpro.usps.com/promotions.
- Participants must upload mail piece samples to Mailing Promotions Portal for pre-approval. Do not email (even if approved in past years).
- One promotion discount is applied per mailpiece or mailing.
- Promotions overlap, so identify which is best for your ROI
- Promotion discounts can be applied to qualifying pieces within a combined or commingled mailing.
- Mail must be tendered for acceptance during the promotion period.
- The promotion must be claimed at time of mailing, there will be no rebating at a later date.

2023 PROMOTIONS – WHAT'S NEW

TACTILE, SENSORY, INTERACTIVE

- Discount: Increase
- New eligibility: Scent on the outside of the envelope

Discount: 5%

PERSONALIZED COLOR TRANSPROMO

- Timeframe: Moved from Jul – Dec to Feb – Jul
- Eligibility: Add CRM/BRM inclusion incentive
- Discount: Add tier for reply mail inclusion

Discount: 3% or 4%

EMERGING TECHNOLOGY (NOW INCLUDES MOBILE SHOPPING)

- Combined promotions
- Timeframe: Increase to 7 mos. *(May – Nov)*
- Discount: Increase tier pricing

Discount: 3% or 4%

REPLY MAIL IMBA NEW

- Encourage reply mail customers to adopt IMbA static or serialized barcodes.

Discount: 3% or 6%
(on inbound reply mailpiece scanned)

INFORMED DELIVERY®

- Incentive for eDoc submitters

Discount Mailers: 4%
eDoc Submitter: 0.5%

RETARGETING NEW

- Incentivizes marketers to send out a postcard to a recent website or mobile app visitor that didn't convert.

Discount: 5%

2023 PROMOTIONS CALENDAR

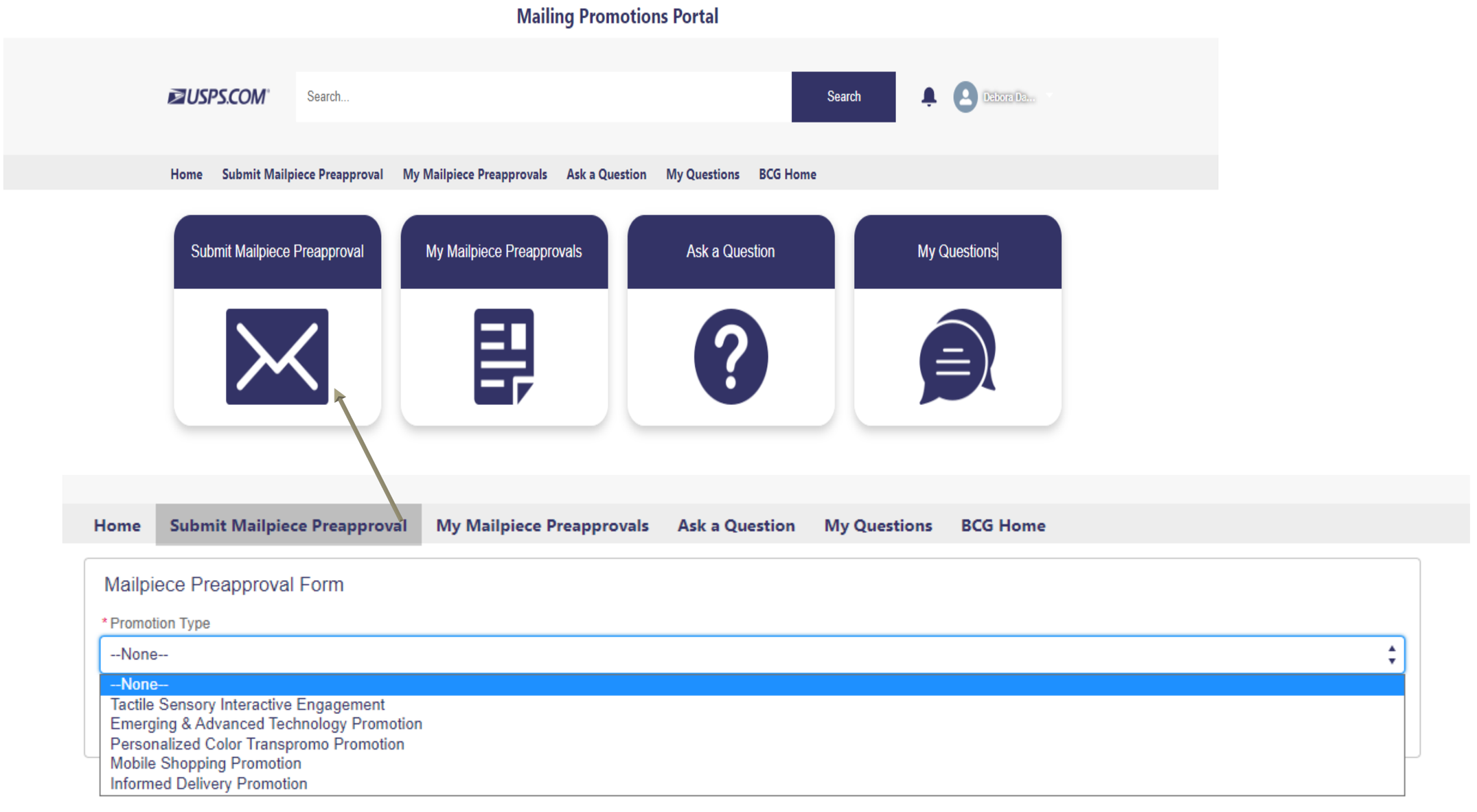
USPS Marketing Mail® and First-Class® Mail Products | First-Class® Mail Service | Registration Period | Promotion Period

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
TACTILE, SENSORY AND INTERACTIVE		JAN 9	FEB 1					JUL 31					
PERSONALIZED COLOR TRANSPROMO		JAN 9	FEB 1					JUL 31					
EMERGING TECHNOLOGY (now includes Mobile Shopping)				MAR 15		MAY 1						NOV 30	
REPLY MAIL IMbA™ NEW							MAY 15	JUL 1					DEC 31
INFORMED DELIVERY®								JUN 15	AUG 1				DEC 31
RETARGETING NEW									JUL 15	SEPT 1		NOV 30	

NOTE: New promotion periods for all original promotions except Informed Delivery. Emerging Technology now extended to seven months.

UNITED STATES POSTAL SERVICE®

MAILING PROMOTIONS PORTAL



TACTILE, SENSORY AND INTERACTIVE PROMOTION (TSI)

Registration: Jan 9th, 2023

Promotion Runs: Feb 1st – Jul 31st

Includes: Marketing Mail letters & flats and First-Class letters & flats.

Discount level: increased from 4% to 5%

NEW!

Encourages innovative techniques and treatments to drive response

Three categories:

- Specialty inks & paper
- Sensory treatments
- Interactive elements (pop-ups, infinite folds, dimensional treatments)

New Approval process:

- Submit through Mail Promotions Portal (MPP)
- Print service request ticket
- Mail one week before mailing

NEW!

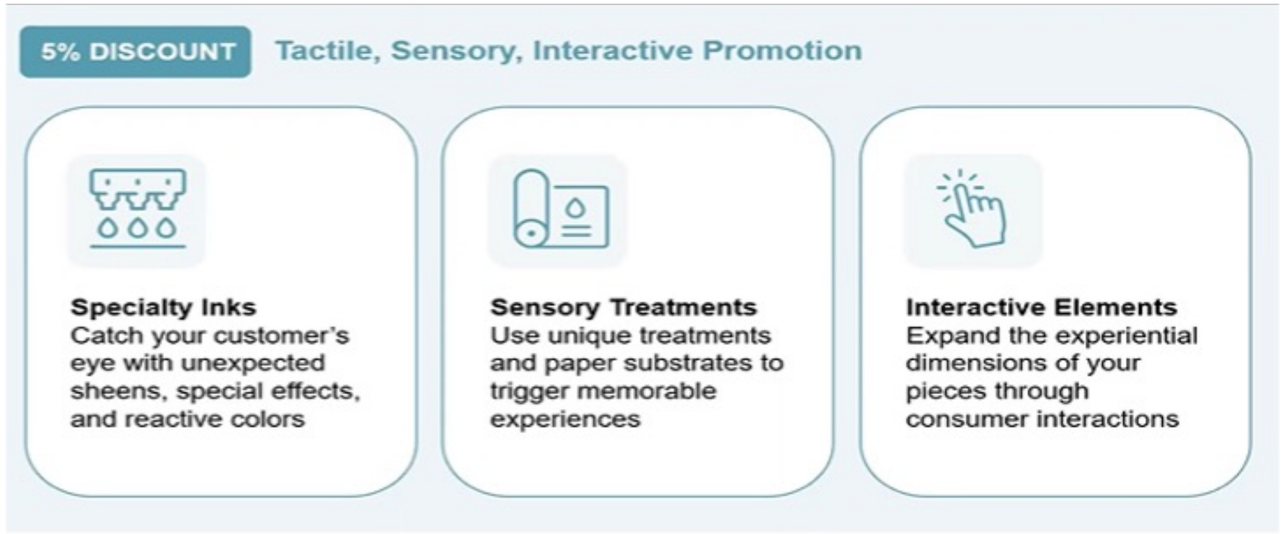
Ineligible:

Treatments that do not:

- Appear visible or distinguishable
- Enhance engagement of marketing message
- Blow in cards, stickers, inserts, order forms or reply envelopes

TACTILE, SENSORY AND INTERACTIVE PROMOTION (TSI)

NEW!



Detailed guide with Eligibility overview, and promotion process posted on POSTALPRO ắ
https://postalpro.usps.com/promotions/2023-tsi

How to apply for promotion:

1. Log in to Mailing Promotions Portal.
2. Select "Submit mail piece preapproval." Follow instructions and upload an image to your sample.
3. Read the mailing instructions page. A service request (SR) will be generated. Select "Print Submission Letter" and include that letter in your mailing of the sample.
4. Send your mailing. Once received, a program manager will review it and provide a decision. You will be notified via email and can also check within the MPP.
5. Direct questions to the Mailing Promotions Portal Questions tab.
6. Pieces may be submitted as early as December 15th.

TACTILE, SENSORY AND INTERACTIVE PROMOTION (TSI)

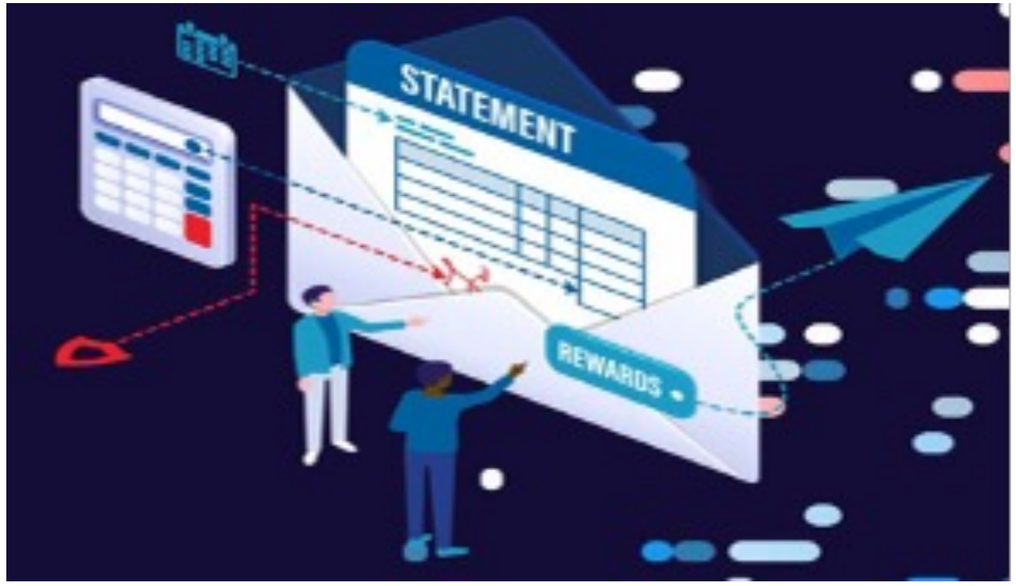
These techniques can be applied on the envelope, cover, or inside the mail piece

ELIGIBILITY

- Examples of applications are below. Full list of eligible/ineligible treatments can be found here - postalpro.usps.com/promotions/2023-tsi

Eligible	Ineligible
Gloss varnish	Reply envelopes
Embossed paper	Order forms
Scented varnishes	Mail diversion
Metallic inks	Geometric (simple) die-cuts
Clean release cards	Simple folds
Soft touch	Blow-in cards
Holographic stickers	Greeting cards
Trailing Edge Die-Cuts	Samples of products
Pop-Ups	Clear ink
Complex folds	

PERSONALIZED COLOR TRANSPROMO



Registration: Dec 15th, 2023

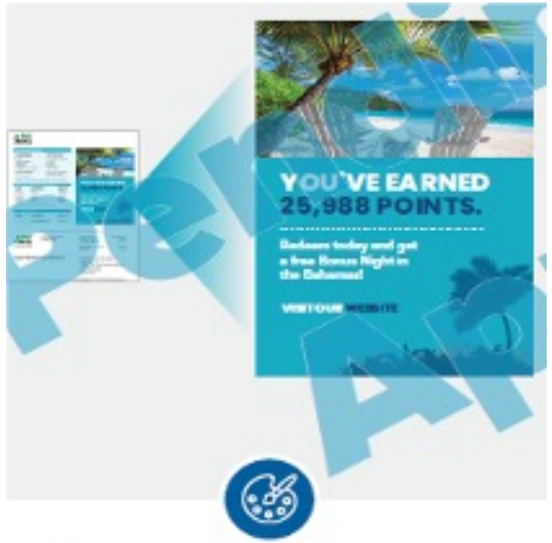
Promotion Runs: Feb 1st – Jul 31st

Includes: Qualifying First-Class Mail presort and automation letters (bills and statements)

Discount level: 3% to 4%

Designed to highlight marketing messages using color incorporated in bills and statements.

- Provide a reply mechanism via BRM/CRM to easily collect responses to receive a 4% discount.



Personalized full color marketing and consumer messaging

Make bills and statements fun by sharing exciting offers with a personal touch

3% DISCOUNT

SEE PROMOTION DETAILS

NEW!

Make it simple for your customer to respond with a Business Reply or Courtesy Reply piece

Provide a reply mechanism via BRM/CRM to easily collect responses

4% DISCOUNT

SEE PROMOTION DETAILS

New 2023 technical & participation guide posted to *POSTALPRO*Å
https://postalpro.usps.com/promotions/2023-ET?

EMERGING AND ADVANCED TECHNOLOGY

Registration: March 15th, 2023

Promotion Runs: May 1st – Nov 30th

Includes: Marketing Mail letters & flats and First-Class letters & flats

Discount level: 3% to 4%

NEW!

Use the latest digital technologies in mailpiece to create exciting customer experiences

Eight ways to participate, red receives 4% discount:

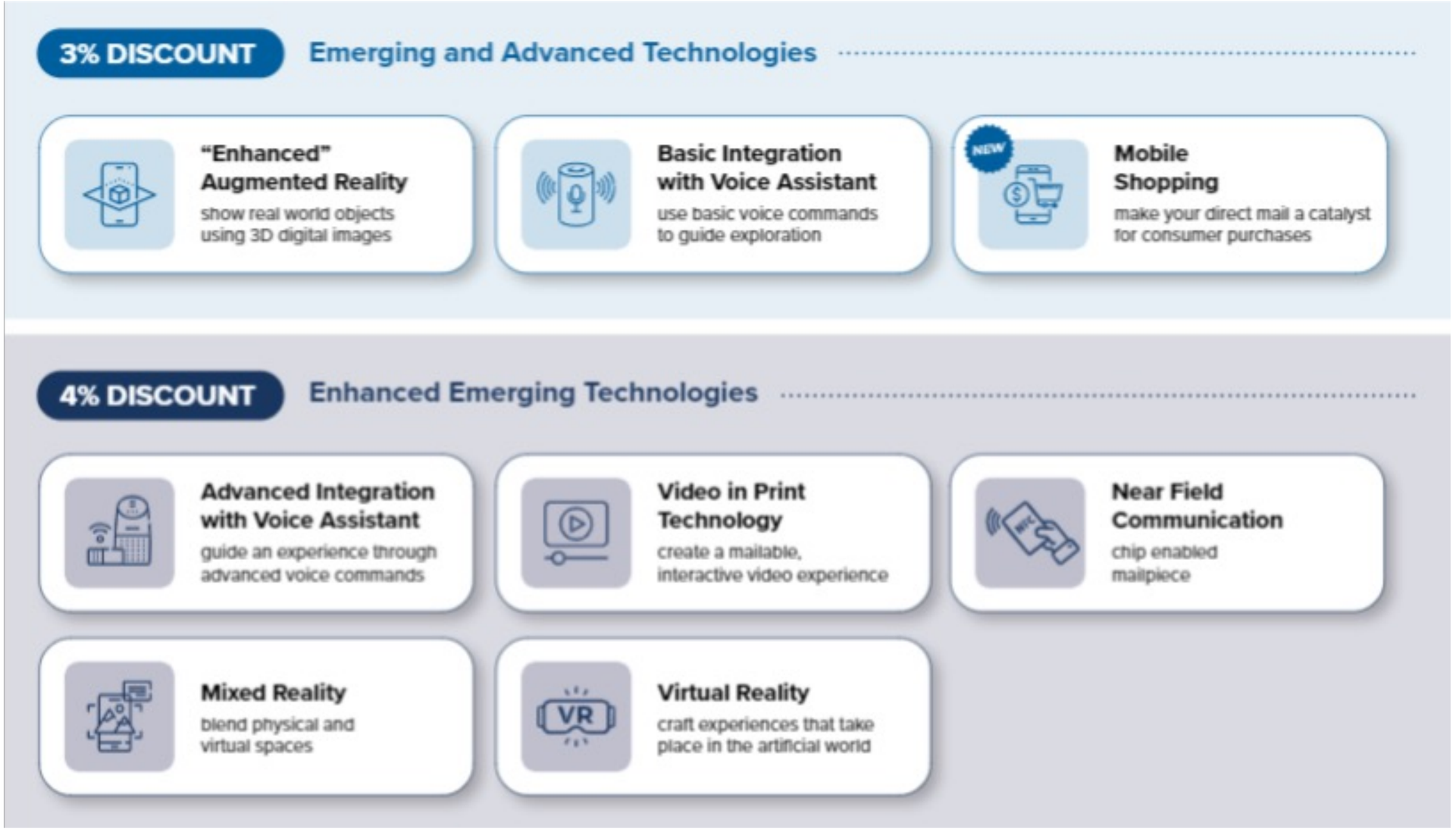
NEW!

- Enhanced Augmented Reality
- Basic Integration with Voice assistant
- Mobile Shopping (now incorporated)
- Advanced Integration with Voice assistant
- Video in Print Technology
- Near Field Communication
- Mixed Reality
- Virtual Reality

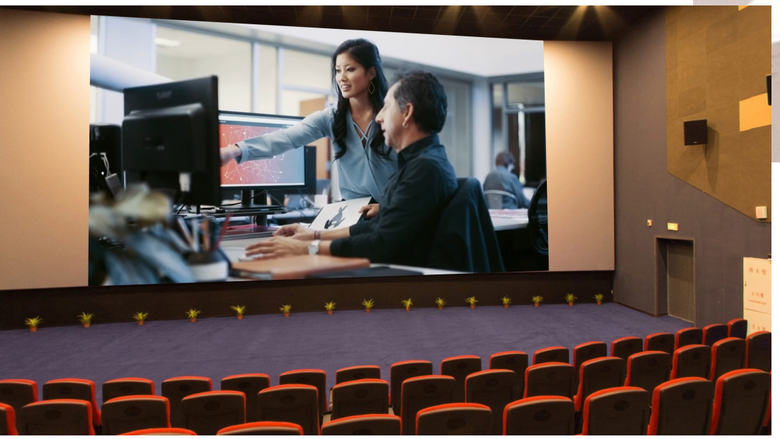
New 2023 technical & participation guide posted to *POSTALPRO*Ă
https://postalpro.usps.com/promotions/2023-ET?

EMERGING AND ADVANCED TECHNOLOGY

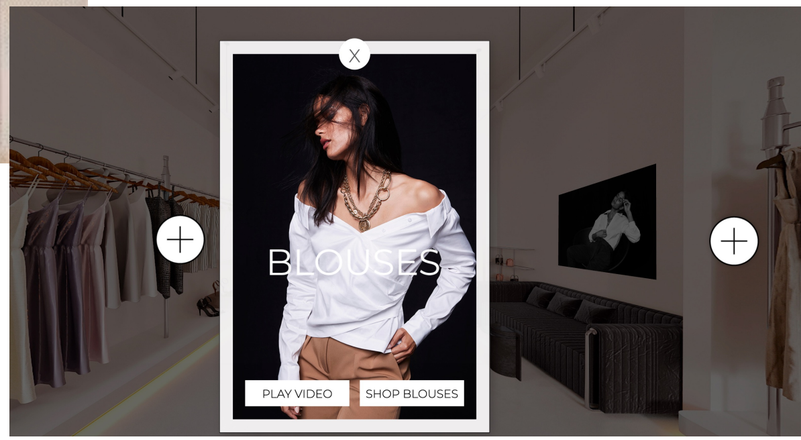
All promotions require included directional copy with the technology trigger



ENHANCED EMERGING TECHNOLOGIES & VR/MR



Sample Experiences



NEW!

NEW REPLY MAIL IMBA

The user guide has not been published yet.

Registration: May 15th, 2023

Promotion Runs: July 1st – Dec 31st

Includes: Credit will be on the IMbA monthly statement

Discount level: 3% or 6% based on unique serialized barcode

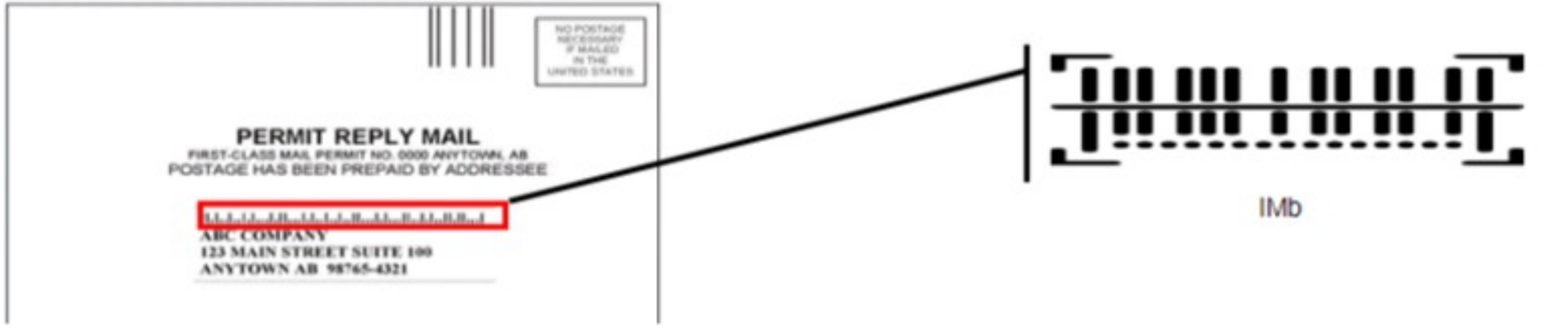
- Earned Value Promotion is retired, and new IMbA promotion launches this year.
- Reply Mail IMbA promotion provided 3% discount for mailers using static IMbA on qualifying postage for First-Class Mail presort and automation letters sent during the established period.
- Mailers receive a 6% discount if using serialized IMbA. Mailers must enroll to participate.

2023 technical & participation guide not yet posted to POSTALPRO

NEW!

NEW REPLY MAIL IMBA

Qualified Business Reply Mail (QBRM) is Business Reply Mail that utilizes the enhanced processing capability of Intelligent Mail barcode Accounting (IMbA) to reduce processing times and ensure QBRM mailers receive reply mail and invoices quickly. IMbA is an automated solution for the counting, rating, invoicing, and billing processes. Using the Intelligent Mail barcode (IMb) on the mailpiece, mail processing equipment counts are linked to the mailer and sent directly to *PostalOne!*®



Specifications for Using QBRM

- Establish a QBRM permit at a local post office or BMEU
- Receive a unique ZIP + 4 Code for each QBRM mail type (postcard, 1 or 2 oz. mailpiece)
- Request artwork for your QBRM pieces and submit 10 samples and a copy of PS Form 6805 for approval to your local post office or BMEU
- Remember to keep your per-piece weight to Post-card, 1 ounce, 2 ounce.

- 3% postage discount for using static IM barcode
- 6% discount when using a uniquely serialized IM barcode

INFORMED DELIVERY

The user guide has not been published yet- below are guidelines from 2022 promotion

Registration: June 15th, 2023

Promotion Runs: Aug 1st – Dec 31st

Includes: Qualifying Marketing Mail letters & flats and First-Class letters, cards & flats

Discount level: Remains at 4%

Encourages mailers to incorporate informed delivery into direct mail to create positive consumer experience

Required for all submissions:

- Ride-along image
- Call-to-action
- Live working URL

Required for all flat mail:

- Representative image (in color)
- PDF of the front &back of the physical mailpiece

Steps to promotion:

(LSC managed as a service offering)

- Obtain approval from USPS
- Register CRID for promotion in BCG
- Create campaign in BCG Portal
- Load target URL, Representative Image, and Ride Along Image
- File updates of serial number range, MID, start/end date, ID code
- Mail on 5d CR/HD pallets will again be eligible

2023 technical & participation guide not yet posted to POSTALPRO

NEW RETARGET

Registration: July 15th, 2023

Promotion Runs: Sep 1st – Nov 30th

Includes: First-Class Postcards

Discount level: 5%

The user guide has not been published yet.

Provides 5% discount on for First-Class Mail automation postcards that are mailed in connection with website or app behavior during program period.

- Preapproval before participation.
- Must use directional copy to guide user to image.

NEW!

More to come upon release of USPS promotion participation technical guide

2023 technical & participation guide not yet posted to POSTALPRO

QUESTIONS?
MAIL
APPROVED BY THE POSTMASTER GENERAL

CONTACT US

Contact Us

For postal support or questions:
Contact your LSC Communications Account Manager or Sales Representative
Or the Postal Operations team at

Postal Operations:
PostalOperations@lsccom.com

LSC Postal Blog:

SCAN ME