



USPS Promotions & Incentives

1 Tactile Sensory & Interactive Mail Piece Engagement Program

The TSI promotion encourages marketers to incorporate innovative techniques and treatments on their mailpieces in order to drive their customer engagement and response rates.

Promotion Period: February 1, 2021-July 31, 2021

Registration: December 15, 2020-July 31, 2021



2 Emerging and Advanced Technology/Video in Print Promotion

Mailers who create mailpieces that use at least one form of approved emerging or advanced technologies will receive a postage discount.

Promotion Period: March 1, 2021-August 31, 2021

Registration: January 15, 2021-August 31, 2021



3 Earned Value Promotion

Provides a discount to eligible mailers who send Business Reply mail (BRM) and Courtesy Reply Mail (CRM) enclosures.

Promotion Period: April 1, 2021-June 30, 2021

Registration: February 15, 2020-March 31, 2021



4 Personalized Color Transpromo Promotion

For eligible mailers, producing bills and statements that use personalized color transpromotional messaging will provide an upfront postage discount.

Promotion Period: July 1, 2021-December 31, 2021

Registration: May 15, 2021-December 31, 2021



5 Mobile Shopping Promotion

Encourages mailers to integrate mobile technology with direct mail thus creating a convenient method for consumers to do their online shopping.

Promotion Period: July 1, 2021-December 31, 2021

Registration: May 15, 2021-December 31, 2021



For promotion questions please visit postalpro.usps.com/promotions