

# 2022 USPS PROMOTIONS OVERVIEW



	Description	Eligibility	Registration Window	Mailing Window	Discount	Class
<b>Earned Value</b>	Encourages mailers to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail envelopes and cards by providing a financial benefit when customers put those pieces back into the mailstream.	Credits may be applied to postage for qualifying First-Class and Marketing Mail letters & flats, and must be used by Dec. 31, 2022.	February 15 – March 31	April 1 – June 30	\$0.02 rebate / piece	BRM, CRM
<b>Tactile, Sensory and Interactive</b>	Encourages mailers to enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.	Marketing Mail letters and flats; First-Class Mail letters, cards, and flats	December 15, 2021 – July 31	February 1 – July 31	4%	Standard, Nonprofit letters and flats
<b>Emerging and Advanced Technology</b>	Encourages mailers to incorporate emerging technologies such as Enhanced AR, VR/MR, NFC, Video in Print, multichannel mail integration with voice assistants.	Marketing Mail letters and flats; First-Class Mail letters, cards, and flats	January 15 – August 31	March 1 – August 31	2%–3%	Presort First-Class Mail, Standard, Nonprofit letters, cards and flats
<b>Informed Delivery</b>	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.	Qualifying automation Marketing Mail letters and flats; qualifying automation First-Class Mail letters, cards, and flats	June 15 – December 31	August 1 – December 31	4%	Presort First-Class Mail, Marketing Mail, Nonprofit letters and flats
<b>Personalized Color Transpromo</b>	Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging to improve connection to and response from customers.	Qualifying First-Class Mail presort and automation letters (bills and statements)	May 15 – December 31	July 1 – December 31	3%	First-Class Mail letter part of Full Service
<b>Mobile Shopping</b>	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.	Qualifying Marketing Mail letters and flats	July 15 – December 31	September 1 – December 31	2%	Standard, Nonprofit letters and flats

Specific rules and regulations for each program will be defined in the USPS 2022 Promotions General Participation Guide, expected to be released in Q4 2021

**QUESTIONS?** Contact your B&B Sales Representative

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