

2026 USPS PROMOTIONS CALENDAR



Promotion	Details	Promotion Period	Registration Window	Discount	More Info
Integrated Technology (Marketing Mail, First Class Mail)	The 2026 Integrated Tech Promotion encourages mailers to incorporate emerging technologies such as Enhanced Augmented Reality, Mixed Reality, Virtual Reality, NFC, Video in Print, and mail integration with voice assistants (basic and advanced) or mobile technologies that facilitate convenient, seamless online shopping experiences.	Pick your start date for 6 consecutive months	Nov 15, 2025 - Dec 31, 2026	5%	https://postalpro.usps.com/promotions/26-it
Tactile, Sensory, & Interactive (Marketing Mail, First Class Mail)	The 2026 Tactile, Sensory, & Interactive Mailpiece Engagement Promotion encourages mailers to enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.	Jan 1, 2026 - Jun 30, 2026	Oct 15, 2026 - Jun 30, 2026	5%	https://postalpro.usps.com/promotions/26-tsi
Continuous Contact (Marketing Mail)	The 2026 Continuous Contact Promotion encourages mailers to plan marketing campaigns with multiple touchpoints to adopt a more targeted approach with their customers. Repeat mailings enhance the value of a campaign by building trust with customers.	Apr 1, 2026 - Dec 31, 2026	Feb 15, 2026 - Dec 31, 2026	5%	https://postalpro.usps.com/promotions/26-cc
First-Class Mail Advertising (First Class Mail)	The 2026 First-Class Mail Advertising Promotion encourages mailers to leverage First-Class Mail to reach their audiences with impactful advertising. Leveraging the reliability of First-Class Mail and combining it with advertising can help unlock new avenues for mailers to connect with customers.	Jul 15, 2026 - Dec 31, 2026	Sep 1, 2026 - Dec 31, 2026	5%	https://postalpro.usps.com/promotions/26-fcma
Catalog Insights (Marketing Mail)	The 2025/2026 Catalog Insights Promotion encourages mailers to utilize catalogs to capitalize on their unique marketing perspective in the mailbox. Enhancing existing relationships with customers and reaching new audiences with this product.	Aug 15, 2025 - Jun 30, 2026	Oct 1, 2025 - Jun 30, 2026	10%	https://postalpro.usps.com/promotions/catalog
Add-ons & Upgrades - Additional discount to a promotion listed above, which cannot be used alone. Add-Ons are available all year long.					
Informed Delivery Add-On	The Informed Delivery Add-On allows participants to enhance their marketing with USPS' omni-channel feature to give your mailpiece a digital element.	Throughout 2026	Throughout 2026	1% to mailer 0.5% to eDoc submitter	https://postalpro.usps.com/promotions/ID-25
Sustainability Add-On	The Sustainability Add-On allows participants to enhance their campaigns with environmentally conscious materials by demonstrating the paper used in the mailing came from a certifiable, responsible source.	Throughout 2026	Throughout 2026	1%	https://postalpro.usps.com/promotions/25-st

QUESTIONS? Contact your B&B Sales Representative

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2025	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
INTEGRATED TECHNOLOGY												
Registration: Nov 15, 2025 - Dec 31, 2026												
Promotion Period: Pick your start date for 6 consecutive months - Dec 31												
TACTILE, SENSORY & INTERACTIVE												
Registration: Oct 15, 2025 - June 30												
Promotion Period: Jan 1 - June 30												
CONTINUOUS CONTACT												
Registration: Feb 15 - Dec 31												
Promotion Period: Apr 1 - Dec 31												
FIRST-CLASS MAIL ADVERTISING												
Registration: Jul 15 - Dec 31												
Promotion Period: Sept 1 - Dec 31												
CATALOG INSIGHTS												
Registration: Aug 15, 2025 - Jun 30												
Promotion Period: Oct 1, 2025 - June 30												
ADD ONS & UPGRADES (Informed Delivery & Sustainability)												
Registration: Throughout the year												
Promotion Period: Throughout the year												