

2025

USPS Postal Promotions Calendar



If you haven't taken advantage of these postal discount programs in the past, it's time to pay attention. In addition to discounts on postage, the USPS promotions can help you improve the ROI of your direct mail campaigns—making it a win-win for marketers. Each promotion incorporates direct mail best practices and encourages marketers to test new approaches, add interactivity, link to digital channels, and make mail more engaging for consumers.

Registration Period
Promotion Period

MAIL CLASS	PROMOTION	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Marketing Mail® or First-Class®	Integrated Technology		PICK YOUR START DATE FOR 6 CONSECUTIVE MONTHS ✓✓✓✓✓✓												
Marketing Mail® or First-Class®	Tactile, Sensory & Interactive	December 15, 2024–July 31, 2025													
				February 1–July 31											
Marketing Mail®	Continuous Contact			February 15 – April 1											
					April 1–December 31										
First-Class®	Reply Mail IMbA™					May 15–December 31									
							July 1–December 31								
First-Class®	First-Class Mail Advertising						June 15–December 31								
									September 1–December 31						

Shawmut Communications Group

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Looking to jump-start your next direct mail campaign?
Talk with one of our mailing experts today.

USPS Postal Promotions for 2025

<h2>Integrated Technology</h2> <p>Eligible Mail Class: USPS Marketing Mail® or First-Class® Registration Period: January 1, 2025–December 31, 2025 Promotion Period: All Year Round (6 Consecutive Months Maximum during CY2025) Postage Discount: 3%</p> <p>Utilize digital technologies in your mailpiece experience.</p> <ul style="list-style-type: none">• 3%: Augmented Reality (AR)• 3%: Mixed Reality (MR)• 3%: Virtual Reality (VR)• 3%: Integration with Voice Assistant• 3%: Video in Print (ViP)• 3%: Near Field Communication (NFC)• 3%: Mobile Shopping• 3%: Artificial Intelligence (AI)	<h2>Tactile, Sensory & Interactive (TSI)</h2> <p>Eligible Mail Class: USPS Marketing Mail® or First-Class® Registration Period: December 1, 2024–July 31, 2025 Promotion Period: February 1, 2025–July 31, 2025 Postage Discount: 4%</p> <p>Excite your customers' senses by incorporating innovative techniques into your First-Class Mail® and USPS Marketing Mail®.</p> <p>The mailpiece can incorporate one or more of the treatments (or any combination) on the outside of the envelope, on the actual mailpiece or both (blow in cards, inserts, order forms or reply envelopes are not eligible).</p> <ul style="list-style-type: none">• 5%: Specialty Inks• 5%: Sensory Treatments• 5%: Interactive Elements	<h2>Continuous Contact</h2> <p>Eligible Mail Class: USPS Marketing Mail® Registration Period: February 15, 2025–Dec 31, 2025 Promotion Period: April 1, 2025–December 31, 2025 Postage Discount: 3%</p> <p>Plan marketing campaigns with multiple touchpoints to adopt a more targeted approach that drives customer behavior.</p> <p>Through this promotion, participants receive a discount for sending follow-up mailings that repeatedly deliver qualifying USPS Marketing Mail® letters and flats to the same address. These repeated mailings must complement or build upon (but not duplicate) the initial mailing. The result is an ongoing, targeted conversation with the recipient, and the potential to increase conversion rates.</p> <ul style="list-style-type: none">• 3%: Follow-Up Mailing
<h2>Reply Mail IMbA™</h2> <p>Eligible Mail Class: First-Class® Registration Period: May 15, 2025–December 31, 2025 Promotion Period: July 1, 2025–December 31, 2025 Postage Discount: 3% or 6% (see below)</p> <p>Use an IMbA static or serialized barcode on your next reply mailing! Qualified Business Reply Mail (QBRM) is a Business Reply Mail type 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.</p> <ul style="list-style-type: none">• 3%: Static Barcode• 6%: Serialized Barcode	<h2>First-Class Mail Advertising</h2> <p>Eligible Mail Class: First-Class® Registration Period: June 15, 2025–December 31, 2025 Promotion Period: September 1, 2025–Dec 31, 2025 Postage Discount: 3%</p> <p>First-Class Mail® is a powerful tool to help businesses reach their target audience with impactful advertisements.</p> <p>This promotion offers unparalleled opportunity to captivate recipients' attention and drive engagement. By combining First-Class Mail's reliability and prestige with advertising's effectiveness, businesses can unlock new avenues for connecting with customers and achieving marketing success.</p> <ul style="list-style-type: none">• 3%: First-Class Mail with Advertisement	<h2>Add-On: Informed Delivery</h2> <p>Eligible Mail Class: USPS Marketing Mail® or First-Class® Registration Period: All Year Round Promotion Period: All Year Round Postage Discount: 1% or 0.5% (see below)</p> <p>Discover and explore what's coming in the mail before it even arrives! Invite your customers to engage with your mail campaign through previewed, interactive digital images. Encourages the use of the USPS's omni-channel feature, Informed Delivery.</p> <ul style="list-style-type: none">• 1%: Mailer• 0.5% Credit: eDoc Postage Statement Submitter
<h2>Add-On: Sustainability</h2> <p>Eligible Mail Class: USPS Marketing Mail® or First-Class® Registration Period: All Year Round Promotion Period: All Year Round Postage Discount: 1%</p> <p>Enhance your campaigns with environmentally conscious materials by demonstrating the paper used in the mailing came from a certifiable, responsible source.</p>		