Save Big with 2025 USPS Postal Promotions

Want to save on direct mail costs? There's one easy way to reduce costs without ever having to touch your actual mailers. The US Postal Service often runs a variety of promotions, which are a great way for companies to save on postage costs and reduce the overall costs of direct mail campaigns. Priority Press can provide all the support you need to determine what is needed to qualify and fill out any required postal documentation.

Priority Press

TACTILE, SENSORY AND INTERACTIVE

Offers a discount for direct mail pieces that incorporate tactile materials, sensory elements like scents or textures, or interactive features such as pop-ups or unique folds to engage customers through physical interaction.

- **ELIGIBILITY** Direct mail pieces with sensory and interactive elements.
- **DISCOUNT** 4% on postage

Promotion Period: February 1 — July 31, 2025
Registration Period: December 15, 2024 — July 31, 2025

INTEGRATED TECHNOLOGY PROMOTION

This promotion encourages the use of Augmented Reality (AR), Near Field Communication (NFC), or Video in Print (ViP) in direct mail pieces, offering a unique blend of digital and physical marketing techniques to enhance consumer interaction and engagement.

- **ELIGIBILITY** Direct mail pieces that incorporate these technologies.
- **DISCOUNT** 3% on postage

Promotion Period: Pick your own start date; runs for 6 consecutive months Registration Period: November 20, 2024 — December 31, 2025

CONTINUOUS CONTACT PROMOTION

Provides a discount for direct mail campaigns designed to maintain continuous engagement with consumers, such as through connected mailings or subscription services, emphasizing consistent communication.

- **ELIGIBILITY** Direct mail campaigns involving series of connected mailings or subscription services.
- **DISCOUNT** 3% on postage

Promotion Period: April 1 — December 31, 2025
Registration Period: February 15 — December 31, 2025

FIRST-CLASS MAIL ADVERTISING PROMOTION

Promotes the use of First-Class Mail for advertising by offering a discount, highlighting the benefits such as faster delivery and higher engagement rates to enhance marketing effectiveness.

- **ELIGIBILITY** Advertisements sent via First-Class Mail
- **DISCOUNT** 3% on postage

Promotion Period: September 1 — December 31, 2025
Registration Period: July 15 — December 31, 2025

REPLY MAIL IMbA PROMOTION

Encourages the use of the Intelligent Mail barcode Accounting (IMbA) for business reply mail, enhancing tracking and management of responses to improve operational efficiencies and marketing insights.

- **ELIGIBILITY** Business reply mail using IMbA
- **DISCOUNT** 3% or 6% on postage

Promotion Period: July 1 — December 31, 2025
Registration Period: May 15 — December 31, 2025

ADD-ON PROMOTIONS: INFORMED DELIVERY AND SUSTAINABILITY

These promotions offer an additional 1% postage discount when used in conjunction with another promotion, promoting enhanced customer interaction and sustainability practices.

- **ELIGIBILITY** Any mail type eligible under the primary promotion with which they are paired.
- **DISCOUNT** Additional 1% on postage

Promotion Period: Available all year
Registration Period: Required ahead of time, as part of the primary promotion registration.

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