

2017 MAILING PROMOTIONS OVERVIEW

1

Tactile, Sensory and Interactive Mailpiece Engagement

Incentive: Upfront 2% postage discount during the promotional period

Leverages some of the latest technological advances within the print industry, providing marketers with exciting new ways to enhance and encourage sensory engagement with a mailpiece. The print industry has been actively innovative not only in print production equipment, but the fundamental elements of the mail itself through new developments in papers/stocks, substrates, finishing techniques and inks. These elements can be incorporated to engage a multi-sensory experience through special visual effects, sound, scent, texture/tactile treatments and even taste.

Registration Period

December 15, 2016 – June 30, 2017

Promotional Period

February 1 – July 31, 2017

2

Emerging and Advanced Technology

Incentive: 2% discount at time of mailing

Encourage mailers to integrate direct mail with advances in mobile technology using NFC technology, Video in Print (ViP), Beacon technology, "Enhanced" Augmented Reality, Virtual reality or a Digital to Direct Mail experience to allow the recipient to engage in innovative digital experiences triggered from their mailpiece. New for this year is the inclusion of Virtual Reality to generate opportunities to immerse consumers by creating interactivity and harnessing a first-hand engagement experience. We have also added Digital to Direct Mail to this year's promotion to elicit a higher response from consumers by using dynamically printed, personalized messaging that is automatically triggered based on a digital interaction.

Registration Period

January 15 – August 31, 2017

Promotional Period

March 1 – August 31, 2017

3

Direct Mail Starter

Incentive: 5% discount at time of mailing for up to 10,000 mailpieces during the length of the promotion

Opportunities for the small and medium market segments to grow and attract new mailers. This promotion is offered to first time mailers to promote events and offers that incorporate the use of print-mobile technology on up to 10,000 mailpieces during the length of the promotion. Any print-mobile technologies, such as (QR codes, barcode tracking technology, enhanced augmented reality (AR), Near Field Communications (NFC), or other print-mobile technologies currently approved in our promotions can be used to qualify for this promotion.

Registration Period

March 15 – July 31, 2017

Promotional Period

May 1 – July 31, 2017

4

Personalized Color Transpromo

Incentive: Upfront 2% postage discount during the promotional period

Since 2014, the USPS has provided this promotion to continue to increase the value of First-Class Mail by encouraging mailers of bills and statements to leverage new color print technology. In doing so, a better connection and response from consumers is intended to occur.

Registration Period

May 15 – December 31, 2017

Promotional Period

July 1 – December 31, 2017

5

Mobile Shopping

Incentive: This promotion offers a 2% discount at the time of mailing for Standard Mail letters and flats that include qualifying technology (i.e., QR codes, snap tags, watermarks) inside or on the mailpiece that facilitates consumer purchases through a mobile-friendly website or social media "Buy Now" features

Encourage mailers to adopt and invest in technologies that create consumer excitement and highlight the connection between the mailpiece and the digital shopping experience. It is designed to enable customers to conveniently go from the mailpiece, directly to a mobile optimized online shopping experience using technology platforms such as Quick Response (QR) Codes, Snap Tags, Watermarks and other advanced technologies.

Registration Period

June 15 – December 31, 2017

Promotional Period

August 1 – December 31, 2017