

# 2021 USPS Mailing Promotions Calendar



	First-Class Mail®	Marketing Mail® and First-Class Mail	Marketing Mail
December 2020			
January 2021			<b>Registration Dec 15-Jul 31</b>
February 2021	<b>Registration Feb 15-Mar 31</b> Closes Mar 31, 2021	<b>Registration Jan 15-Aug 31</b>	<b>Tactile, Sensory &amp; Interactive Engagement Promo Period (6 months) Feb 1-Jul 31</b>
March 2021	<b>Earned Value Promo Period (3 months) Apr 1-Jun 30</b>	<b>Emerging &amp; Advanced Technology Promo Period (6 months) Mar 1-Aug 31</b>	
April 2021			
May 2021			
June 2021			
July 2021			<b>Registration Jun 15-Dec 31</b>
August 2021			
September 2021			
October 2021			
November 2021			
December 2021			

Encourages mailers to continue to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail envelopes and cards by providing a financial benefit when their customer puts those pieces back into the mailstream. All participants will earn a **\$0.02 credit per counted reply and Share Mail piece between April and June of 2021**. Credits may be applied to postage for First-Class and Marketing Mail letters and flats, and must be used by December 31, 2021.

Encourages mailers to incorporate emerging technologies such as AR, VR/MR, NFC, Video in Print, and multichannel mail integration with digital assistants/smart speakers into their direct mailpieces. Regular and nonprofit Marketing Mail letters and flats, and First-Class Mail letters, cards, and flats that meet the promotion requirements will be eligible for an **up-front 2% postage discount** during the promotion period.

Encourages mailers to enhance customer engagement with the mail through the use of advanced print innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques. Regular and nonprofit Marketing Mail letters and flats that meet the promotion requirements will be eligible for an **up-front 2% postage discount** during the promotion period.

Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging in order to foster a better connection and response from their customers. First-Class Mail presort and automation letters—bills and statements—that meet the updated dynamic print and personalization requirements will be eligible for an **up-front 2% postage discount** during the promotion period. First-time participants must meet only the dynamic color print messaging requirements.

Encourages mailers to continue to adopt use of USPS's omnichannel feature, Informed Delivery. Participants may create Informed Delivery campaigns through the Portal or submit elements through their eDoc submission, and develop campaigns that meet best-practice requirements. Regular and nonprofit Marketing Mail letters and flats, and First-Class Mail presort or automation letters, cards, and flats that meet the promotion requirements will be eligible for an **up-front 2% postage discount** during the promotion.

Encourages mailers to integrate their direct mail pieces with mobile technologies that facilitate a convenient online shopping experience for consumers during the holiday season. There are many new mobile technologies that can be leveraged to qualify for this promotion to facilitate a seamless shopping and purchasing experience. Regular and nonprofit Marketing Mail letters and flats that meet the promotion requirements will be eligible for an **up-front 2% postage discount** during the promotion period.