

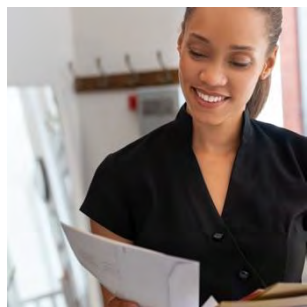
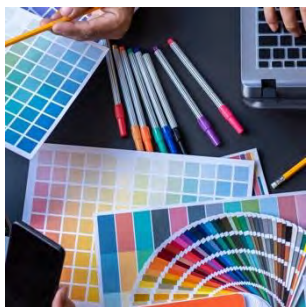


2026 USPS Mailing Promotions

Direct Mail Marketing That Transcends the Page

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

NATIONAL POSTAL FORUM | MAY 3-6, 2026 | PHOENIX, AZ



ABOUT USPS MAILING PROMOTIONS

The USPS Mailing Promotions encourage marketers, printers, and mailers to use technology and print techniques in their mailings to drive customer engagement and boost results.

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

2026 MAILING PROMOTIONS



5 PROMOTIONS



INTEGRATED TECHNOLOGY



TACTILE, SENSORY, INTERACTIVE



CONTINUOUS CONTACT



CATALOG INSIGHTS



FIRST-CLASS MAIL ADVERTISING

+ 2 ADD-ONS | Additional Discount to Promotion



INFORMED DELIVERY®

**AND/
OR****

SUSTAINABILITY



Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

**Up to two Add-Ons can be claimed. Add-Ons can only be claimed with a promotion.

What's New 2025 vs 2026



2025

Registration Period: Nov 20th – Dec 31st
Promotion Period: Pick your start date **3%**

Registration Period: Dec 15th – Jul 31st
Promotion Period: Feb 1st – Jul 31st **4%**

Registration Period: Feb 15th – Dec 31st
Promotion Period: Apr 1st – Dec 31st **3%**

Registration Period: Aug 15th – 2026
Promotion Period: Oct 1st – 2026 **10%**

Registration Period: Jul 15th – Dec 31st
Promotion Period: Sept 1st – Dec 31st **3%**

Registration Period: May 15th – Dec 31st
Promotion Period: Jul 1st – Dec 31st **3% or 6%**

Revised Dates for 2026



INTEGRATED TECHNOLOGY



TACTILE, SENSORY, INTERACTIVE



CONTINUOUS CONTACT



CATALOG INSIGHTS



FIRST-CLASS MAIL ADVERTISING



REPLY MAIL IMBA™

2026

Registration Period: Nov 15th – Dec 31st
Promotion Period: Pick your start date **5%**

Registration Period: Oct 15th – Jun 30th
Promotion Period: Jan 1st – Jun 30th **5%**

Registration Period: Feb 15th – Dec 31st
Promotion Period: Apr 1st – Dec 31st **5%**

Registration Period: 2025 – Jun 30th
Promotion Period: 2025 – Jun 30th **10%**

Registration Period: Jul 15th – Dec 31st
Promotion Period: Sept 1st – Dec 31st **5%**

Not Continued

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

PROMOTIONS AND ADD-ONS



A Promotion **can be paired** with up to two Add-Ons.



Integrated Technology

5%

+



Informed Delivery®

1%

+



Sustainability

1%

Up to 7% Discount on Eligible Mail Pieces



A Promotion **CANNOT be paired** with another Promotion



Tactile, Sensory, Interactive

5%

+



Integrated Technology

5%

*0.5% credit to eDoc submitter on eligible pieces

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

2026 PROMOTIONS CALENDAR



2026 PROMOTIONS CALENDAR

Registration Period
 Promotion Period

PROMOTIONS	2025	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
INTEGRATED TECHNOLOGY 5% Discount Marketing Mail First Class Mail	NOV 15, 2025												DEC 31
	PICK YOUR START DATE FOR 6 CONSECUTIVE MONTHS												DEC 31
TACTILE, SENSORY & INTERACTIVE 5% Discount Marketing Mail First Class Mail	OCT 15, 2025												JUN 30
	JAN 1												JUN 30
CONTINUOUS CONTACT 5% Discount Marketing Mail	FEB 15												DEC 31
	APR 1												DEC 31
FIRST-CLASS MAIL ADVERTISING 5% Discount First Class Mail	JUL 15												DEC 31
	SEPT 1												DEC 31
CATALOG INSIGHTS 10% Discount Marketing Mail	AUG 15, 2025												JUN 30
	OCT 1, 2025												JUN 30

Add-on & Upgrade | Additional discount to base/primary promotion all year long

INFORMED DELIVERY

- + 1% to mailer
- + 0.5% credit to eDoc submitter

SUSTAINABILITY

- + 1%

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>



**INTEGRATED
TECHNOLOGY**



**CONTINUOUS
CONTACT**



**FIRST-CLASS MAIL
ADVERTISING**

2026 PROMOTIONS

● ● ● ● ●



**TACTILE, SENSORY,
INTERACTIVE**



**CATALOG
INSIGHTS**

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

2025/2026

CATALOG INSIGHTS

Key uses:

- Market your offers
- Reach new audiences



Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

CATALOG INSIGHTS



2026 OVERVIEW

Catalogs offer a unique marketing perspective to products and services and provide important value to the mailbox.

Whether you're nurturing loyal customers or reaching new ones, this promotion can deliver a measurable lift in visibility and response — at a lower cost.



Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

10% DISCOUNT

Must meet definition/characteristics of a catalog

REGISTRATION PERIOD

Aug 15, 2025 – Jun 30, 2026

PROMOTION PERIOD

Oct 1, 2025 – Jun 30, 2026

ELIGIBLE MAIL:

- USPS Marketing Mail™ catalogs
 - Catalog mailpiece must be at least 12 pages, bound, and include a list of products or services offered for sale with visuals. It must contain enough information to allow an order to be placed and include fulfillment and ordering information

CATALOG DEFINITION



A Catalog Must...

- Be at least 12 pages
- Bound
- Include a list of products or services offered to allow an order to be placed

Definition:

A catalog is a bound (stapled, stitched, glued or fastened together along one edge) mailpiece with at least 12 pages, providing an organized listing of products or services offered for sale. A catalog mailpiece may be letter-shaped, flat-shaped or parcel-shaped, and is mailed at USPS Marketing Mail® or Bound Printed Matter rates.

The product listing must include images, photographs or illustrations of the products or services, descriptive details, fulfillment information and prices or contain an alternate method for the reader to determine prices. Catalogs must contain enough information to allow an order to be placed, e.g., an order form, a phone number, a web address, or the means to access a web address. Catalogs will also enable fulfillment options for the products or services offered for sale.

*Bound Printed Matter not eligible for Catalog Promotion



Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

PROMOTION ELIGIBILITY



Eligible Mail Options

- USPS Marketing Mail®
- Marketing Parcels
- Nonprofit USPS Marketing Mail letters and flats (that meet nonprofit and catalog definition)
- Catalog mailpiece must be at least 12 pages, bound, and include a list of products or services offered for sale with visuals. It must contain enough information to allow an order to be placed and include fulfillment and ordering information

Ineligible Mail Pieces

- All USPS First-Class Mail® pieces
- Periodicals
- Bound Printed Matter
- Media Mail

“Mail diversion” messages included on the mailpiece will make the mailing ineligible for the promotion discount, regardless of whether or not the mailing includes qualifying treatment, technique, or technology for the promotion.

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

2026

TACTILE, SENSORY, INTERACTIVE



Key uses:

- Promoting products or services with notable tactile/sensory properties
- Visually distinct mailpieces

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

TACTILE, SENSORY, INTERACTIVE



2026 OVERVIEW

The Tactile, Sensory, & Interactive (TSI) Promotion leverages technological advances to encourage sensory engagement with the physical mailpiece. By utilizing the mailpiece to engage senses such as touch, scent, and more, marketers can enhance how their consumers interact with mail.



5% DISCOUNT

- Specialty Inks
- Sensory Treatments
- Interactive Elements

REGISTRATION PERIOD

Oct 15, 2025 – Jun 30, 2026

PROMOTION PERIOD

Jan 1, 2026 – Jun 30, 2026

ELIGIBLE MAIL:

- USPS Marketing Mail® letters and flats
- Nonprofit USPS Marketing Mail® letters and flats
- First-Class Mail® letters, cards and flats



Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

TSI QUALIFYING TREATMENTS



SENSORY TREATMENTS

- Texture
- Scent Marketing
- Visual Effects



INTERACTIVE ELEMENTS

- Infinite Folding
- Trailing Edge Die-Cut (TED-C) Envelopes



SPECIALTY INKS

- Metallic ink
- Optically variable ink
- Reactive inks (light, temperature, etc.)

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>



2026

INTEGRATED TECHNOLOGY

Key uses:

- Driving web traffic
- Integrating print and digital

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

INTEGRATED TECHNOLOGY



2026 OVERVIEW

Encourage mailers to send exciting mail experiences by connecting mail with digital technologies. Leverage technologies that can boost brand awareness, show off product features, highlight key information, send irresistible offers, or engage with customers in new ways.

Customers can select their start date (maximum 6 consecutive months in CY 2026).



Shoppable Video
Source: Prudent Publishing



Augmented Reality
Source: TheHomeMag

5% DISCOUNT

- **Augmented Reality**
- **Integration with Voice Assistant**
- **Near Field Communication (NFC)**
- **Artificial Intelligence**
- **Mixed Reality (MR)**
- **Virtual Reality (VR)**
- **Video in Print**
- **Mobile Shopping**

REGISTRATION PERIOD

Nov 15, 2025 – Dec 31, 2026

PROMOTION PERIOD

Maximum six (6) consecutive months in CY 2026

ELIGIBLE MAIL:

- First-Class Mail® letters, cards, and flats
- USPS Marketing Mail® letters and flats
- Nonprofit USPS Marketing Mail letters and flats

2026

CONTINUOUS CONTACT

Key uses:

Increase touchpoints with customers
and prospects



Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

CONTINUOUS CONTACT



2026 OVERVIEW

Plan campaigns with a series of follow-up mailings that deliver targeted information to the same address to increase spend or conversion. First and all subsequent mailings must occur during the promotion period.

Discount will apply to each mailing following the first mailing. Content must be iterative or complementary, not duplicative.



Source: Polaris Industries

5% DISCOUNT

**Discount is only applied to mailings
AFTER the initial mailing**

REGISTRATION PERIOD

Feb 15, 2026 – Dec 31, 2026

PROMOTION PERIOD

Apr 1, 2026 – Dec 31, 2026

ELIGIBLE MAIL:

- USPS Marketing Mail® letters and flats
- Nonprofit USPS Marketing Mail® letters and flats

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

DETAILS



01 Design your mailpieces

02 Submit your electronic sample within the **My Products Portal** for approval

03 Sign up for the **Continuous Contact Promotion** on the Business Customer Gateway

04 Prepare your postage statements and **submit** them electronically

CC Continuous Contact

CCR Type C Initial Mailing (No Discount) **CCR Type I** Follow-Up Mailing (5% Discount)

05 Send your mailing and remember to **keep a hard copy** for your records

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

2026

FIRST-CLASS MAIL[®] ADVERTISING

Key uses:

Promote offerings with First-Class Mail[®]



Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

FIRST-CLASS MAIL ADVERTISING



2026 OVERVIEW

Leverage First-Class Mail to promote your offerings. Seamlessly integrate marketing messages onto First-Class mailpieces utilizing non-traditional marketing materials or opt for standalone advertisements. Enhance your marketing strategy and maximize the impact of your mailings with First-Class Mail Advertising.



5% DISCOUNT

First-Class Mail Advertising

REGISTRATION PERIOD

Jul 15, 2026 – Dec 31, 2026

PROMOTION PERIOD

Sep 1, 2026 – Dec 31, 2026

ELIGIBLE MAIL:

- First-Class Mail® letters, cards, and flats

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>



**INFORMED
DELIVERY®**

**2026
PROMOTIONS**



ADD-ONS



SUSTAINABILITY

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>



2026 INFORMED DELIVERY®

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

INFORMED DELIVERY

2026 OVERVIEW

Through Informed Delivery®, business mailers can conduct an “interactive campaign” that reaches their target audience on a digital channel by integrating colorful and interactive campaign elements to enhance and extend the mail moment for consumers.



Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

ADD-ON



1% DISCOUNT

Discount Added to Mailers
Promotion Discount on
Eligible Mail Pieces

0.5% CREDIT

eDoc Postage
Statement Submitter

REGISTRATION PERIOD

Nov 20, 2024 – Dec 31, 2026

PROMOTION PERIOD

Jan 1, 2026 – Dec 31, 2026

ELIGIBLE MAIL:

- First-Class Mail™ automation letters, postcards, and flats
- USPS Marketing Mail™ automation letters and flats
- USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats*
- Nonprofit USPS Marketing Mail™ automation letters and flats
- Nonprofit USPS Marketing Mail™ DDU-entered Carrier Route Saturation Flats*

*Limited to addresses with a USPS delivery point which can receive an Informed delivery notification.



2026 SUSTAINABILITY

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

SUSTAINABILITY

2026 OVERVIEW

Shows efforts to be environmentally conscious by demonstrating the paper used in the mailing came from certifiable, responsible sources.



ADD-ON



1% DISCOUNT

Discount Added to Mailers Promotion Discount
on Eligible Mail Pieces

REGISTRATION PERIOD

Nov 20, 2024 – Dec 31, 2026

PROMOTION PERIOD

Jan 1, 2026 – Dec 31, 2026

ELIGIBLE MAIL:

- First-Class® Mail letters, cards, and flats
- USPS Marketing Mail® letters and flats
- Nonprofit USPS Marketing Mail® letters and flats

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

APPROVED SUSTAINABILITY



Forest Stewardship Council - FSC Certification and/or Chain of Custody

- <https://FSC.org/en>

Sustainable Forestry Initiative - SFI Certification and/or Chain of Custody

- <https://forests.org>

Programme for the Endorsement of Forest Certification - PEFC Certification and/or Chain of Custody

- <https://pefc.org>

Bureau Veritas - Certification and/or Chain of Custody

- <https://group.bureauveritas.com>

SCS Global Services - Certification and/or Chain of Custody

- <https://www.scsglobalservices.com>

PrintReleaf – Certification and/or Chain of Custody

- <https://printreleaf.com/>

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

How do I participate in USPS Mailing Promotions?



Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

PROMOTION & ADD-ON PARTICIPATION

- 01** Receive Promotion & Add-On Content **Approval** via *'My Products Portal'* (Formerly *Mailing Promotions Portal*).
Each iteration of unique content must be approved for promotion requirements in BCG.
- 02** Promotion & Add-On **Enrollment** in *'Incentive Programs'*.
Each Promotion & Add-On requires enrollment at a CRID level from the BCG one time per Promotion/Add-On.
- 03** Claim Promotion and any eligible add-ons at the time of mailing (e.g. leverage **CCR** code)

*Note: My Products Portal **Approval** and Incentive Programs **Enrollment** can be completed in any order; they do not require a specific sequence.*

Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

My Products Portal

(Formerly Mailing Promotions Portal)

Content Approval



Source: <https://postalpro.usps.com/promotions/resources/webinars/2026slides>

My Products Portal

- Navigate to the Business Customer Gateway and Select “Mailing Services”

The screenshot displays the Business Customer Gateway interface. At the top, the header includes the logo and navigation links for Home and Hello Katelyn!. A secondary navigation bar contains 'Mailing Services' (highlighted with a green box), Shipping Services, and Additional Services. On the right, there are links for Alerts, Pending Requests, Manage Account, USPS.com, and Help. A red banner below the navigation bar indicates a 'Customer Registration Outage April 18-19' with a 'more' link and a close button. The main content area is titled 'Welcome, Katelyn Tollefsen' and features a dropdown menu with the address 'USPS (29820555), 475 LENFANT PLZ SW, WASHINGTON, DC 20260-0004'. To the right, a 'Next Permit Fee' section notes 'MMA Access Required. Request Access.' with a 'Balance and Fees' link. Below this, three panels are visible: 'Account Overview' with a message about Enterprise Payment System access; 'Mailer Scorecard' for March 2025 with a message about MMA access for Manage Mailing Activity; and 'Favorite Services' with links to Dashboard, Mailing Reports, and Postal Wizard.

Source: [Business Customer Gateway](#)

My Products Portal

- Scroll down the list of services and select the My Products Portal
- If you do not already have access, select “Get Access”

The screenshot displays a list of services with their respective access buttons. The 'My Products Portal (Formerly Mailing Promotions Portal)' entry is highlighted with a green border. The services and their access options are as follows:

Service Name	Access Button
Every Door Direct Mail more info >	Go to Service
Incentive Programs more info >	Go to Service
Informed Visibility more info >	Get Access
Intelligent Mail Barcode Generator (IMBG) more info >	Go to Service
Intelligent Mail Small Business (IMsb) Tool more info >	Go to Service
Mailer ID more info >	Get Access
Mailing Reports (PostalOne!) more info >	Go to Service
Manage Permits (PostalOne!) more info >	Go to Service
My Products Portal (Formerly Mailing Promotions Portal) more info >	Go to Service
MyMSSC Portal more info >	Get Access


Source: [Business Customer Gateway](#)

My Products Portal

- If you selected “Get Access”, you will be taken to this form.
- You must fill out this form to get access to the MPP. If your request is approved, you will receive an email.



[Click here for more information on USPS Mailing Promotions.](#)

 My Products Portal Access Request

Please complete the following form to request access to the USPS Mailing Promotions Portal.

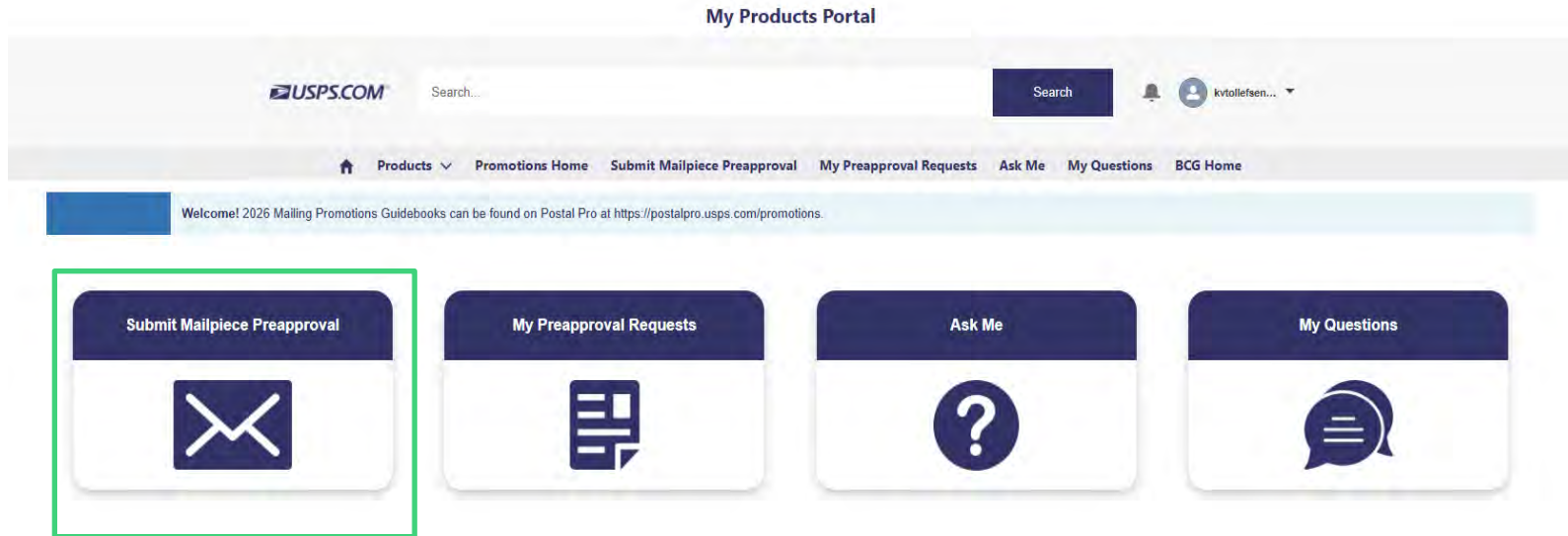
*Name	<input type="text"/>	*Company	<input type="text"/>
*Phone (Required Format: xxxxxxxx)	<input type="text"/>	Phone Extension (Required Format: xxxxx)	<input type="text"/>
*Email	<input type="text"/>	CRID	<input type="text"/>
*Industry Type	<input type="text"/>	*Participated in Past Promotions?	-- None --
*Are you a Mail Owner or a Mail Service Provider?	-- None --	*BCG Username (Case Sensitive)	<input type="text"/>

Please confirm the BCG Username is your own unique BCG Username. If you do not have a unique BCG Username, exit out of this form and contact your Business Service Administrator (BSA) to retrieve or create your unique BCG Username. If you cannot contact your BSA, call the MSSC toll-free number: 1-877-672-0007, available Monday through Friday, 7:00 A.M. - 7:00 P.M. Central Time.

Source: [My Products Portal](#)

My Products Portal

- You will be taken to the Mailing Promotions MPP homepage.
- To submit a SR, you will click the “Submit Mailpiece Preapproval” button.



Source: [My Products Portal](#)

My Products Portal

- First, Identify the Promotion you'd like to participate in from the dropdown

My Products Portal



Search...

Search



kvtolefsen...



Products ▾

Promotions Home

Submit Mailpiece Preapproval

My Preapproval Requests

Ask Me

My Questions

BCG Home

* Promotion Type

--None--

--None--

* Catalog Insights Promotion

2026 Continuous Contact Promotion

2026 Informed Delivery Add-On

2026 Integrated Technology Promotion

2026 Sustainability Add-On

2026 Tactile Sensory Interactive Engagement Promotion

Source: [My Products Portal](#)

My Products Portal

- First, Identify the Promotion you'd like to participate in from the dropdown. Select "Next."

My Products Portal

USPS.COM

Search...

Search



kvtollefen...



Products

Promotions Home

Submit Mailpiece Preapproval

My Preapproval Requests

Ask Me

My Questions

BCG Home

* Promotion Type

2026 Tactile Sensory Interactive Engagement Promotion


Next

Source: [My Products Portal](#)

My Products Portal

- Fill out the form with details about your mailpiece

My Products Portal

 Search... Search kvtollefsen...

[Home](#) [Products](#) [Promotions Home](#) [Submit Mailpiece Preapproval](#) [My Preapproval Requests](#) [Ask Me](#) [My Questions](#) [BCG Home](#)

*** Mailpiece Title**
TSI Test Mailing

*** Describe Treatment Used and Placement of Treatment**
Scent treatment placed on letter. When image on mailpiece is scratched, it will smell like lemons.

Physical Mailpiece Tracking Number
xxxxxxxxxxxx

I am a Mail Service Provider Submitting on Behalf of a Mail Owner

[Click to view guidance and knowledge articles for your request](#)

I affirm that I have read the submission guidelines for this promotion campaign and that the information I have provided meets these guidelines.

*** Technique Used**
--None--
--None--
Specialty Ink
Sensory Treatment
Interactive Element

Physical Mailpiece Submission Date
Mar 23, 2026

[Previous](#) [Next](#)

Source: [My Products Portal](#)

My Products Portal

- Identify the treatment and select “Next”

My Products Portal

USPS.COM Search... Search kvtolefsen...

Products Promotions Home Submit Mailpiece Preapproval My Preapproval Requests Ask Me My Questions BCG Home

* Mailpiece Title
TSI Test Mailing

* Technique Used
Sensory Treatment

* Treatment Used
Scent

* Describe Treatment Used and Placement of Treatment
Scent treatment placed on letter. When image on mailpiece is scratched, it will smell like lemons.

Physical Mailpiece Tracking Number
xxxxxxxxxxxx

Physical Mailpiece Submission Date
Mar 23, 2026

I am a Mail Service Provider Submitting on Behalf of a Mail Owner

Click to view guidance and knowledge articles for your request

I affirm that I have read the submission guidelines for this promotion campaign and that the information I have provided meets these guidelines.

Previous **Next**

Source: [My Products Portal](#)

My Products Portal

- Upload a digital copy of your mailpiece

The screenshot shows the 'My Products Portal' interface. At the top, there is a navigation bar with the USPS.COM logo, a search bar, and a user profile dropdown for 'kvtollefsen...'. Below this is a secondary navigation bar with links for Home, Products, Promotions Home, Submit Mailpiece Preapproval, My Preapproval Requests, Ask Me, My Questions, and BCG Home. The main content area contains the instruction: 'Please attach a digital copy of the mailpiece you are submitting for preapproval.' Below this instruction is a file upload area with a button labeled 'Upload Files' and a dashed box containing the text 'Or drop files'. At the bottom right of the page, there are 'Previous' and 'Next' navigation buttons.

Source: [My Products Portal](#)

My Products Portal

- Select “Next” once you have uploaded the digital copy of the mailpiece

My Products Portal

USPS.COM

Search...

Search



kvtollefsen...



Products

Promotions Home

Submit Mailpiece Preapproval

My Preapproval Requests

Ask Me

My Questions

BCG Home

Please attach a digital copy of the mailpiece you are submitting for preapproval.



image (1).png



Upload Files

Or drop files

Upload at least one file.

Previous

Next

Source: [My Products Portal](#)

My Products Portal

- Review the information for accuracy and press submit when you are done.

My Products Portal



Search...

Search



kvtollefsen... ▾



Products ▾

Promotions Home

Submit Mailpiece Preapproval

My Preapproval Requests

Ask Me

My Questions

BCG Home

Mailpiece Title: TSI Test Mailing

Technique Used: Sensory Treatment

Treatment Used: Scent

Describe Treatment Used and Placement of Treatment: Scent treatment placed on letter. When image on mailpiece is scratched, it will smell like lemons.

Physical Mailpiece Tracking Number: xxxxxxxxxxxx

Physical Mailpiece Submission Date: March 23, 2026

I am a Mail Service Provider submitting on behalf of a Mail Owner: false

I affirm that I have read the submission guidelines for this promotion campaign and that the information I have provided meets the requirements: true

Upload(s): [image (1).png]

Previous


Submit

Source: [My Products Portal](#)



My Products Portal

- For TSI, you will need to submit a physical copy. Print the submission letter and ship it to the address emailed to you.
- For other promotions, you will not need to do this step.

My Products Portal



Search

kvtollefsen...

🏠Products ▾Promotions HomeSubmit Mailpiece PreapprovalMy Preapproval RequestsAsk MeMy QuestionsBCG Home

Mailing Instructions

Print the submission letter and include a copy inside the package. This step ensures that your mailpiece submission can be easily matched with your preapproval request. If you do not have access to a printer, save the document as a PDF so that you can print at your earliest convenience. Once a Mailing Promotions Team Member has accepted your Service Request, they will email you their mailing address to complete your submission. This Mailing address will also be available in the Service Request on My Products Portal after it has been accepted.

Please note: Do not send your submission to USPS HQ as we have expanded the review team to expedite the submission process.

Ship

Drop off your submission at any Post Office or USPS Drop-off Location.

Track

Follow the status of your mailpiece preapproval in the My Products Portal under My Mailpiece Preapprovals. If you have questions or concerns after mailing your submission, use the Ask a Question tool to contact the support team. Once the USPS Promotions team receives the submission, they should respond within 4 business days. If approved, you will receive a letter via email.

Print Submission Letter

Next

Source: [My Products Portal](#)

My Products Portal

- You will receive an SR# for reference once you submit.

My Products Portal

USPS.COM

Search...

Search



kvtollefsen...



Products

Promotions Home

Submit Mailpiece Preapproval

My Preapproval Requests

Ask Me

My Questions

BCG Home

Your request **SR #86768279** has been submitted. Upon receipt of your hardcopy mailpiece, you will receive a notification from a Mailing Promotions Team Member. Please allow up to 4 business days for a response.

(**NOTE** Should additional information be needed, the Promotions Manager will notify via email)

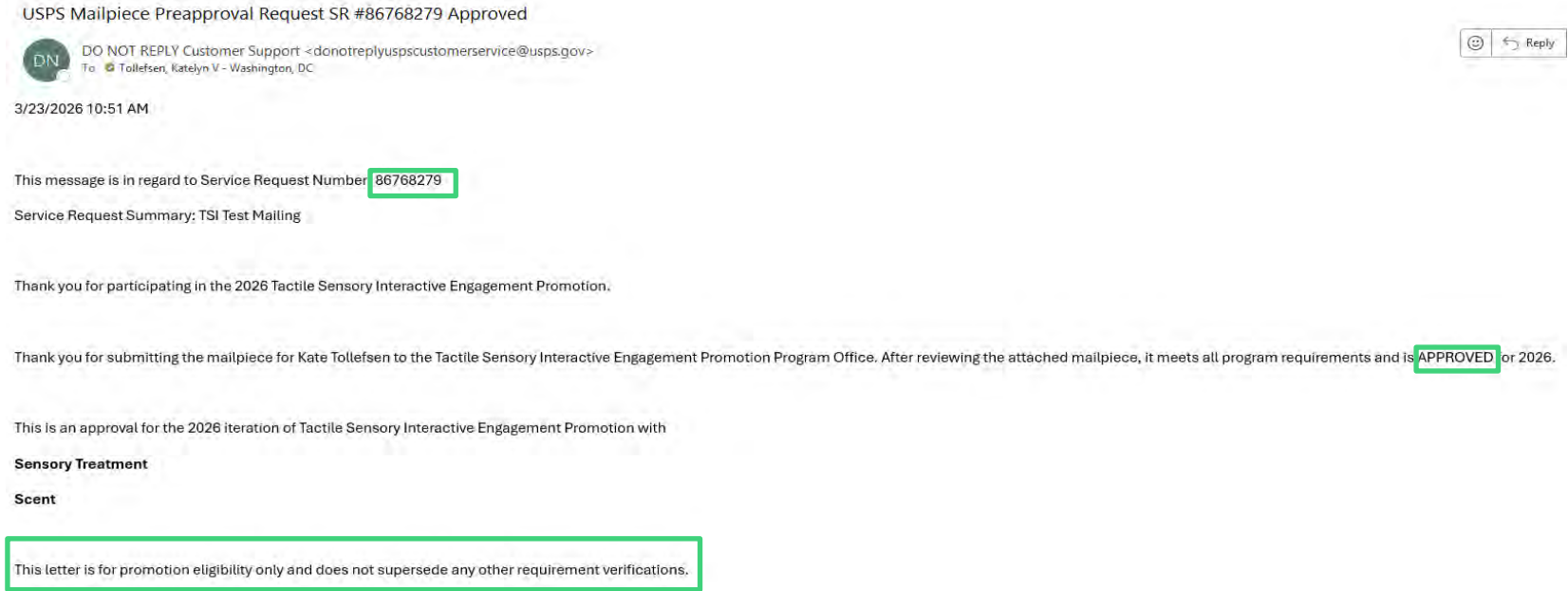
Previous

Finish

Source: [My Products Portal](#)

My Products Portal

- Up to 4 days later, you will receive an email letting you know if the mailpiece was approved or rejected for the Promotion.



Source: [My Products Portal](#)

Incentive Programs

Enrollment



Incentive Programs

- Navigate to the BCG and select “Mailing Services”

BUSINESS CUSTOMER GATEWAY Home Hello Katelyn!

Mailing Services Shipping Services Additional Services Alerts Pending Requests Manage Account USPS.com Help

1 of 1 >> Customer Registration Outage April 18-19 ...more

Welcome, Katelyn Tollefsen

USPS (29820555), 475 LENFANT PLZ SW, WASHINGTON, DC 20260-0004

Next Permit Fee: MMA Access Required. Request Access. [Balance and Fees](#)

Account Overview

Access to the Enterprise Payment System is required for this information. Request access to the Enterprise Payment System.

Mailer Scorecard

eDoc Submitter Mail Preparer Mail Owner

March 2026

Access to the Manage Mailing Activity (MMA) is required for this information. Request access to the Manage Mailing Activity.

Favorite Services [Edit](#)

- Dashboard >
- Mailing Reports >
- Postal Wizard >

Source: [Business Customer Gateway](#)

Incentive Programs

- Scroll down to “Incentive Programs” and select “Go to Service”
- If you do not have access, select “Get Access”. Your BSA will need to approve your access.

Your Locations:

All Locations

+	Automated Business Reply Mail more info >	Go to Service
+	Balance & Fees (PostalOne!) more info >	Go to Service
+	Commercial Mail Receiving Agency more info >	Go to Service
+	Customer/Supplier Agreements (CSAs) more info >	Get Access
+	Dashboard (PostalOne!) more info >	Go to Service
+	Electronic Data Exchange (PostalOne!) more info >	Go to Service
+	Every Door Direct Mail more info >	Go to Service
+	Incentive Programs more info >	Go to Service

Source: [Business Customer Gateway](#)

Incentive Programs

- Select “Here” at the top of the screen to ensure that you have identified the correct CRID location

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Welcome [Manage Electronic Samples](#)

Click [here](#) to view or change your business location. Programs for which you are enrolled in or eligible to enroll in will be displayed upon selecting a location.

Your current location CRID is :

Click the incentive name to get more information or to begin enrollment.

2025 Marketing Mail Growth Incentive

2025 Marketing Mail Growth Incentive will provide eligible mailers postage credits on mail volume growth during the incentive period. To enroll for the Marketing Mail Growth Incentive please register on the My Products Portal (Formerly Mailing Promotions Portal). Do not attempt to enroll on the Incentives page of the Business Customer Gateway.

2025 First-Class Mail Growth Incentive

2025 First-Class Mail Growth Incentive will provide eligible mailers postage credits on mail growth volume during the incentive period. To enroll for the First-Class Mail Growth Incentive please register on the My Products Portal (Mailing Promotions Portal). Do not attempt to enroll on the Incentives page of the Business Customer Gateway.

2025-2026 Catalog Insights Promotion

Catalogs offer a unique marketing perspective to products and services and provide important value to the mailbox. Whether you're nurturing loyal customers or reaching new ones, this promotion can deliver a measurable lift in visibility and response — at a lower cost. The 2025-2026 Catalog Insights Promotion allows for a 10% discount on qualifying mailpieces.

To view details and eligibility on the 2025-2026 Catalog Insights Promotion please see the 2025-2026 Catalog Insights Promotion Guidebook on PostalPro: <https://postalpro.usps.com/promotions/catalog>

Source: [Incentive Programs](#)

Incentive Programs

- Scroll down and select the Promotion you would like to enroll in.

2026 Marketing Mail Mail Growth Incentive

2026 Marketing Mail Growth Incentive will provide eligible mailers postage credits on mail volume growth during the incentive period. To enroll for the Marketing Mail Growth Incentive please register on the My Products Portal (Formerly Mailing Promotions Portal). Do not attempt to enroll on the Incentives page of the Business Customer Gateway.

2026 Sustainability Add-On

Enhance your campaigns with environmentally conscious materials by demonstrating the paper used in the mailing came from a certifiable, responsible source.

Note: Add-On discounts are added to the Promotion discount percentage on eligible mailpieces. Add-Ons must be added to a Promotion and cannot be claimed alone.

For Enrollment instructions and additional

information: <https://postalpro.usps.com/promotions/guidebooks/26-add-ons>

2026 Tactile, Sensory, & Interactive Promotion

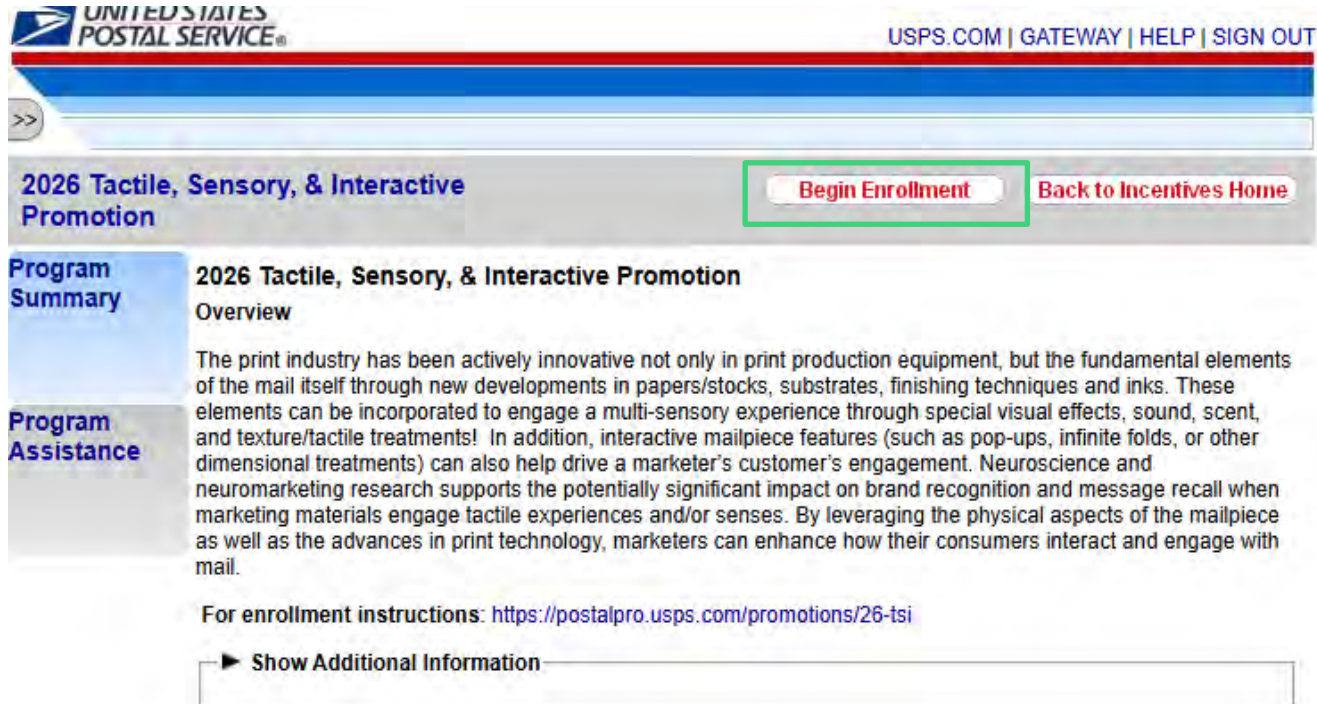
The print industry has been actively innovative not only in print production equipment, but the fundamental elements of the mail itself through new developments in papers/stocks, substrates, finishing techniques and inks. These elements can be incorporated to engage a multi-sensory experience through special visual effects, sound, scent, and texture/tactile treatments! In addition, interactive mailpiece features (such as pop-ups, infinite folds, or other dimensional treatments) can also help drive a marketer's customer's engagement. Neuroscience and neuromarketing research supports the potentially significant impact on brand recognition and message recall when marketing materials engage tactile experiences and/or senses. By leveraging the physical aspects of the mailpiece as well as the advances in print technology, marketers can enhance how their consumers interact and engage with mail.

For enrollment instructions: <https://postalpro.usps.com/promotions/26-tsi>

Source: [Incentive Programs](#)

Incentive Programs

- Select “Begin Enrollment”



The screenshot shows the USPS website interface for the '2026 Tactile, Sensory, & Interactive Promotion'. At the top, the USPS logo and navigation links (USPS.COM | GATEWAY | HELP | SIGN OUT) are visible. Below the navigation bar, the promotion title is displayed, followed by two buttons: 'Begin Enrollment' (highlighted with a green border) and 'Back to Incentives Home'. The page is divided into sections: 'Program Summary' and 'Program Assistance'. The 'Program Assistance' section contains a detailed paragraph about the promotion and a link for enrollment instructions. At the bottom, there is a 'Show Additional Information' button.

2026 Tactile, Sensory, & Interactive Promotion

Begin Enrollment **Back to Incentives Home**

Program Summary **2026 Tactile, Sensory, & Interactive Promotion Overview**

Program Assistance

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, and texture/tactile treatments! In addition, interactive mailpiece features (such as pop-ups, infinite folds, or other dimensional treatments) can also help drive a marketer's customer's engagement. Neuroscience and neuromarketing research supports the potentially significant impact on brand recognition and message recall when marketing materials engage tactile experiences and/or senses. By leveraging the physical aspects of the mailpiece as well as the advances in print technology, marketers can enhance how their consumers interact and engage with mail.

For enrollment instructions: <https://postalpro.usps.com/promotions/26-tsi>

► Show Additional Information

Source: [Incentive Programs](#)

Incentive Programs

- Select “Additional Contact Information”

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>>

2026 Tactile, Sensory, & Interactive Promotion Enrollment Status: **UNENROLLED**INCOMPLETE ACTIVITY**** [Back to Incentives Home](#)

Program Summary **2026 Tactile, Sensory, & Interactive Promotion**
Overview

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, and texture/tactile treatments! In addition, interactive mailpiece features (such as pop-ups, infinite folds, or other dimensional treatments) can also help drive a marketer's customer's engagement. Neuroscience and neuromarketing research supports the potentially significant impact on brand recognition and message recall when marketing materials engage tactile experiences and/or senses. By leveraging the physical aspects of the mailpiece as well as the advances in print technology, marketers can enhance how their consumers interact and engage with mail.

Additional Contact Information **Incomplete**

Locations **Incomplete**

Payment Accounts **Incomplete**

Program Assistance

For enrollment instructions: <https://postalpro.usps.com/promotions/26-tsi>

Enrollment Status - In Progress - 0 out of 4 steps completed
Please complete all of the steps below to enroll.

Enrollment Steps (4)

- [+] Additional Contact Information - **Incomplete**
- [+] Locations - **Incomplete**
- [+] Payment Accounts - **Incomplete**
- [+] Certification - **Not Available**

► Show Additional Information

LEGAL: Privacy Policy >, Terms of Use >, FOIA >, No FEAR Act EEO Data >

ON USPS.COM: Government Services >, Buy Stamps & Shop >, Print a Label with Postage >, Customer Service >, Site Index >

ON ABOUT.USPS.COM: About USPS Home >, Newsroom >, Mail Service Updates >, Forms & Publications >, Careers >

OTHER USPS SITES: Business Customer Gateway >, Postal Inspectors >, Inspector General >, Postal Explorer >

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Source: [Incentive Programs](#)

Incentive Programs

- Fill out your contact information and select “Save”

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2026 Tactile, Sensory, & Interactive Promotion Enrollment Status: UNENROLLED**INCOMPLETE ACTIVITY** [Back to Incentives Home](#)

Program Summary Provide an alternate contact for promotion specific matters. The Program Office will contact the alternate only in the event you are unavailable.

Alternative Primary Contact Information (Required)

Additional Contact Information Complete

Country:* UNITED STATES
Name:* Kate Tollefsen
Address 1:* 475 L'enfant plaza SW
Address 2:
City:* Washington DC
State:* DISTRICT OF COLUMBIA
ZIP/Postal Code:* 20260
Phone Number:* (000)000-0000
Ext:
Email:* kate@nps.com@usps.gov
Fax Number:

Locations Incomplete

Payment Accounts Incomplete

Program Assistance

Technical Contact Information (Optional)

Country: UNITED STATES

Save

Source: [Incentive Programs](#)

Incentive Programs

- Select the “Locations” tab, verify the information is accurate, and select “I Agree”

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2026 Tactile, Sensory, & Interactive Promotion Enrollment Status: UNENROLLED**INCOMPLETE ACTIVITY** [Back to Incentives Home](#)

Program Summary
Below are your business locations where your permits are linked. Each unique location is assigned to a different Customer Registration ID (CRID). If you haven't done so, select the "I Agree" button to verify that you have reviewed your participating locations.

Additional Contact Information
Complete

Locations
Incomplete

Payment Accounts
Incomplete

Program Assistance

TIP 1: If a location is missing, click [here](#) to add the location to your Incentive Programs enrollment. You must then follow the "Refreshing Your Profile" steps.

TIP 2: If you are already enrolled and later add a new location, follow the steps under "Refreshing Your Profile".

Refreshing Your Profile

- Log out by selecting the "SIGN OUT" link on the top right corner of the page.
- Close your browser completely (i.e., Close all windows and/or tabs).
- Log back into the [Business Customer Gateway](#) and navigate to the Incentive Program service by selecting the Incentive Programs link.
- Navigate to the Locations tab. Under the Enrollment Method column, verify the word "Online" displays for the newly added location.

For more information regarding the data in the columns, place your cursor over the column title.

Per Page: 20

Filter: [-Select Table--] by [-Select Category--] for [] [Filter](#) [Clear Filter](#)

Available Company Locations: Showing 1 - 1 of 1

Company	CRID ?	MSP Designation	Address	Enrollment Method	Enrollment Date	Change MSP Designation
USPS LR Collective Bargaining & Arbitration		YES	475 LENFANT PLZ SW # 5419 WASHINGTON DC	Online		Edit

Export options: CSV | Excel | XML | PDF

I Agree Disagree

Incentive Programs

- Select the “Payment Accounts” tab, verify the information is accurate, and select “I Agree”

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>> Click to show Program List

2026 Tactile, Sensory, & Interactive Promotion Enrollment Status: **UNENROLLED**INCOMPLETE ACTIVITY**** [Back to Incentives Home](#)

Program Summary There are no permits associated with any of the CRIDs linked to this program. Please go to a SMEU to create a new permit. Your permit accounts are shown below. Verify that what is listed is correct. If you do not see a permit and you are sure that it is linked to one of the enrolled CRIDs displayed in the Locations tab, take the following steps to link the missing permit.

Additional Contact Information Complete

1. Return to the BCG homepage.
2. Select the Manage Permits link (under Account Services).
3. Select which location you want to link the permit to (click the company name associated to the location).
4. Navigate to Payment/Permit Accounts Tab.
5. Enter the four pieces of information precisely: 1) Account Number, 2) Account Type, 3) Post Office ZIP Code where you opened your permit and, 4) One of ten of the most recent transactions.

Locations Complete

After successful authentication, the permit account will be linked to the selected business location and will be visible on this tab.

Once your permit has been linked, go back to the Incentive Programs service from your homepage, navigate back to this tab and ensure that all your permits are listed below. Otherwise, wait up to 30 minutes before using that permit account in the electronic documentation.

Payment Accounts Incomplete

Filter: --Select Table-- by --Select Category-- for [Filter](#) [Clear Filter](#)

Program Assistance

Eligible Permits: Showing 0 - 0 of 0

CRID	Permit Account Number	Permit Type	Permit Number	Finance Number	Permit ZIP	PO Address
Nothing found to display.						

[I Agree](#) [I Disagree](#)

Source: [Incentive Programs](#)

Incentive Programs

- Read the certification and select “I Agree”

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2026 Tactile, Sensory, & Interactive Promotion Enrollment Status: **UNENROLLED**INCOMPLETE ACTIVITY**** [Back to Incentives Home](#)

Program Summary
To complete enrollment into the program, you must agree to the legal statement below. If you choose to disagree, your enrollment will not be completed and you will be routed to the Program Assistance page to initiate correspondence with USPS regarding your concerns.

Additional Contact Information
Complete

Locations
Complete

Payment Accounts
Complete

Certification
Incomplete

Program Assistance

I Agree I Disagree

Source: [Incentive Programs](#)

Incentive Programs

- Once the Enrollment Status says “Enrolled”, your CRID is enrolled.

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>>

2026 Tactile, Sensory, & Interactive Promotion **Enrollment Status: ENROLLED** [Unenroll](#) [Back to Incentives Home](#)

Program Summary 2026 Tactile, Sensory, & Interactive Promotion
Overview

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, and texture/tactile treatments! In addition, interactive mailpiece features (such as pop-ups, infinite folds, or other dimensional treatments) can also help drive a marketer's customer's engagement. Neuroscience and neuromarketing research supports the potentially significant impact on brand recognition and message recall when marketing materials engage tactile experiences and/or senses. By leveraging the physical aspects of the mailpiece as well as the advances in print technology, marketers can enhance how their consumers interact and engage with mail.

Additional Contact Information Complete

Locations Complete

For enrollment instructions: <https://postalpro.usps.com/promotions/26-tsi>

Enrollment Status - Enrolled - 4 out of 4 steps completed

Please complete all of the steps below to enroll.

Enrollment Steps (4)

- [+] Additional Contact Information - Complete
- [+] Locations - Complete
- [+] Payment Accounts - Complete
- [+] Certification - Complete

My Activity

- View Activity Report - View My Activity Report

My Activity Report

► Show Additional Information

Program Assistance

Source: [Incentive Programs](#)

Claiming the Promotion Discount



Applying Discount

2026 MAILING PROMOTIONS TECHNICAL INFORMATION

PROMOTION	PROMOTION PERIOD	CCR INCENTIVE CODE	ELIGIBLE MAIL CLASS/ PROCESSING CATEGORY	DISCOUNT CALCULATION
 INTEGRATED TECHNOLOGY	Pick your start date for 6 consecutive months	IT	First-Class Mail® & Marketing Mail®	5% Discount off at Postage Statement line level
 TACTILE, SENSORY, AND INTERACTIVE	January 1 – June 30	SS	First-Class Mail® & Marketing Mail®	5% Discount off at Postage Statement line level
 CONTINUOUS CONTACT	April 1 – December 31	CC (Type C – Initial) (Type I – Follow-Up)	Marketing Mail®	5% Discount off at Postage Statement line level
 FIRST-CLASS MAIL ADVERTISING	September 1 – December 31	FA	First-Class Mail®	5% Discount off at Postage Statement line level
 CATALOG INSIGHTS	October 1, 2025 - June 30, 2026	CT	Marketing Mail®	10% Discount off at Postage Statement line level
ADD-ONS – In order to claim an Add-On, you must be eligible for and claim a Promotion (e.g., Integrated Technology). When claiming an Add-On utilize the correct Type A (Add-On) two letter characteristic code.				
 SUSTAINABILITY – ADD ON	Available all year long	ST	First-Class Mail® & Marketing Mail®	1% Discount off at Postage Statement line level
 INFORMED DELIVERY – ADD ON	Available all year long	PI	First-Class Mail® & Marketing Mail®	1% Discount off for mailers at Postage Statement line level 0.5% credit to eDoc submitter

Source: https://postalpro.usps.com/storages/inline-images/USPS_Promotion%20Calendar_2026_V2%20copy_0.jpg

2027 Promotions Overview



Proposed 2027 Promotions Overview (Pending Approval)

Promotion Name	Eligible Mail Classes	Value to Mailers
Integrated Technology	<ul style="list-style-type: none"> • First-Class Mail • Marketing Mail 	Leverage trends in technology to bridge the gap between physical and digital marketing.
Tactile, Sensory, & Interactive	<ul style="list-style-type: none"> • First-Class Mail • Marketing Mail 	Enhance the value of your mailpieces by engaging the senses to make your mail stand out.
First-Class Mail Advertising	<ul style="list-style-type: none"> • First-Class Mail 	Utilize First-Class Mail to promote other offerings from your business.
NEW Direct Mail Discovery	<ul style="list-style-type: none"> • Marketing Mail 	Incentivize new mailers to try mail for the first time
NEW Impact Messaging	<ul style="list-style-type: none"> • First-Class Mail • Marketing Mail 	Get customers to take action with high impact messaging demonstrating the power of mail.
Add-Ons		
Informed Delivery Add-On	<ul style="list-style-type: none"> • First-Class Mail • Marketing Mail 	Make the most of your marketing by utilizing Informed Delivery to reach customers at multiple touchpoints.
Sustainability Add-On	<ul style="list-style-type: none"> • First-Class Mail • Marketing Mail 	Use sustainable practices and materials in your mailpieces to enhance their value.

RESOURCES



A screenshot of the PostalPro.usps.com website. The header includes the USPS and PostalPro logos, a search bar, and a navigation menu with options like "Mailing and Shipping", "Promotions & Incentives", "Industry Forum", "Operations", "Certifications", "Resources", and "Contact". Below the header, there are three main navigation buttons: "Alerts", "Promotions Guidebooks", and "Resources". The main content area displays the "2025 PROMOTIONS CALENDAR" with a monthly view from December to December. The calendar shows various promotion periods as horizontal bars across the months, categorized by type such as "INTEGRATED TECHNOLOGY", "TACTILE, SENSORY & INTERACTIVE", "CONTINUOUS CONTACT", "REPLY MAIL INFLA™", and "FCM ADVERTISING".

[PostalPro.usps.com/promotions](https://postalpro.usps.com/promotions)

Go to postalpro.usps.com/promotions

for all things related to Promotions.

Here you will find:

- FAQs
- Guidebooks
- How to Enroll
- Promotion Alerts

Source: <https://postalpro.usps.com/promotions>

RESOURCES



Promotion Guidebooks

The Guidebooks facilitate participation in each of the Promotions available and provide guidelines to users. Guidebooks can be found on each Promotion's PostalPro™ page:

postalpro.usps.com/promotions

How to Enroll Guide

Guide teaching participants how to register via the **Business Customer Gateway**:

postalpro.usps.com/promotions/how-to-enroll

For instructions on accessing the **My Products Portal**, visit:

postalpro.usps.com/promotions/portal

Source: <https://postalpro.usps.com/promotions>

ADDITIONAL



Further questions can be directed to the Promotions Office.

Participants must upload all mailpiece samples to the My Products Portal for preapproval. Please do not email samples.

To access the My Products Portal, visit:

postalpro.usps.com/promotions/portal

Please direct questions about promotion requirements to the My Products Portal. For questions about Portal functionality, please contact:

mailingpromotions@usps.gov

Enrollment or Technical Assistance

For issues and concerns regarding enrollment or technical issues, please contact the PostalOne!® Helpdesk through the Mailing & Shipping Solutions Center (MSSC) by email or phone at: MSSC@USPS.gov or 1-877-672-0007.

In the Interactive Voice Response (IVR), customers will select option 2 (MSSC) and then option 3 (PostalOne!®) for assistance.



Source: <https://postalpro.usps.com/promotions>

Questions?

