



2023 Postal Promotions

Exciting news for all marketers – the 2023 USPS Postal Promotions have been approved!

The annually released Postal Promotions are a valuable resource for marketers to save money by mailing smarter.



Scan with your smartphone camera to learn more

Tactile, Sensory, Interactive

5% DISCOUNT

Specialty inks

Metallic Inks, thermal inks

Sensory treatments

Textured papers or varnishes, scented coatings, visual effects

Interactive elements

Pull strings, zip strips, trailing edge die-cuts

Promotion Period: 2/1 to 7/31

Informed Delivery

4% DISCOUNT

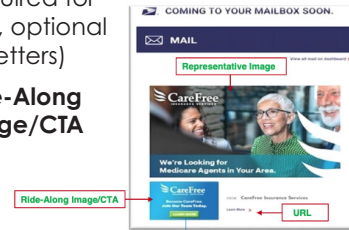
Invite your customers to engage with your mail campaign through previewed, interactive digital images

– Representative Image

(required for flats, optional for letters)

– Ride-Along Image/CTA

– URL



Promotion Period: 8/1 to 12/31

Emerging Technology

3% DISCOUNT

“Enhanced” Augmented Reality
QR Code driving to an interactive experience or to the App store for a download of AR experience

Voice Assistant Prompt

Recipients use voice assistant and access the correct web-page

Mobile Shopping (NEW)

QR Code, Image, or Digital Watermark to a mobile optimized website shopping experience

Promotion Period: 5/1 to 11/30

Personalized Color Transpromo

3% OR 4% DISCOUNT

2 or more color marketing message personalized to the recipient.

The marketing message or data visualization must be printed on the bill/statement itself as an “Onsert,” which is printed in-stream, within the content of the bill or statement. (This differs from an insert, which is included inside of an envelope).

Promotion Period: 2/1 to 7/31

Retargeting

5% DISCOUNT

NEW!

Incentivizes marketers to send out a postcard to a recent website or mobile app visitor that didn’t convert.

Promotion Period: 9/1 to 11/30

Reply Mail IMBA

3% OR 6% DISCOUNT

NEW!

Encourage reply mail customers to adopt IMbA static or serialized barcodes.

Discount applies on inbound reply mailpiece scanned.

Promotion Period: 7/1 to 12/31

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