

USPS Promotions - Emerging and Advanced Technology



Emerging and Advanced Technology

Registration open December 2023 – December 2024. Promotion runs all year.

For more information on how to register, click [here](#).

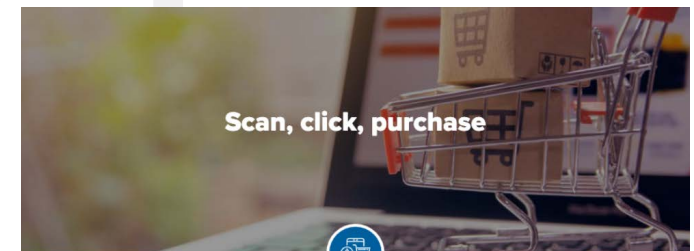
- You Pick 6 - the mailer can pick whatever 6-month time frame they want to participate for the promotion.
 - Includes: First-Class Mail letters, cards, flats, Marketing Mail letters and flats, and Nonprofit Marketing Mail letters and flats.
 - Postal Discount of 3% for Mobile Shopping & QR Code.
 - There is a 4% discount for mailers who choose to utilize enhanced emerging technologies such as AI voice assistant, virtual reality, etc.
- More information can be found on this in the QR code below.

**** Only one promotion discount can be applied to a piece or mailing.**

The USPS has changed how clients participate in the Emerging Technology promotion for 2024. This year mail owners **MUST** register on the Business Customer Gateway (BCG). Click [here](#) for step-by-step instructions on how to register.

Costs:

- Royle Mailing Department to submit the QR Code artwork to the USPS for approval of participation in this promotion.
- A fee of \$100 will be applied for each instance to the invoice it pertains to.



Mobile Shopping

Capture a customer's attention with mail that puts purchases just a few clicks away.



QR code*



Scan the QR or click the links information on Emerging Technology Promotions.

[Emerging and Advanced Technology](#)

USPS Promotions - Informed Delivery

Informed Delivery

Registration open June 15, 2024. Promotion runs August - December 2024.

- Includes: First-Class Mail letters, cards, flats, Marketing Mail letters and flats, and Nonprofit Marketing Mail letters and flats.
- Postal Discount of 4%.
- ** Only one promotion discount can be applied to a piece or mailing.

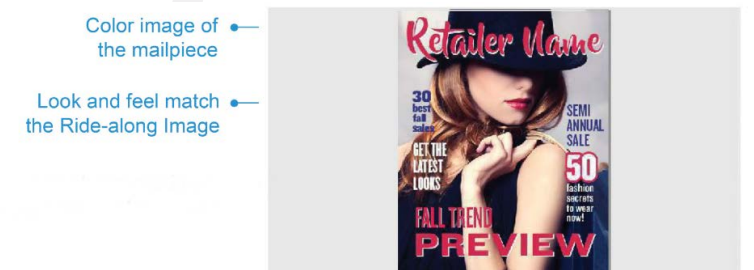
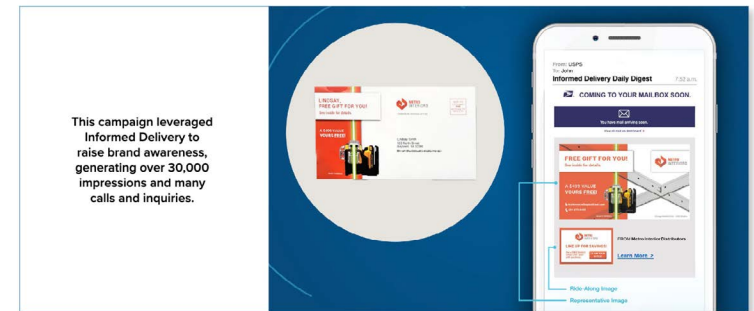
What's Informed Delivery?

Discover and explore what's coming in the mail even before it arrives!

Invite your customers to engage with your printed piece through interactive digital images directly to their email inboxes. There's a CTA (Call To Action), which is then sent digitally to the consumer. They receive a preview of what's coming to their mailbox and can directly click the image or link that pops up. Some CTA examples include discounts, downloading an app, seeing offers, directing them to the online store, or subscription renewal.

Costs:

- Royle Mailing Team can assist with setting up this promotion with the USPS and providing post campaign tracking data.
- Customer is responsible for providing the Representative Image (for flat mailings), Ride-along Image and active URL landing page.
- For mailings under 100,000 copies a charge of \$100 will be applied for each instance to setup the promotion.
- Mailings over 100,000 copies will be charged \$600. This covers the setup and post campaign tracking data.



Scan the QR or click the links
information on Informed Delivery

[Informed Delivery](#)



USPS Promotions - Tactile, Sensory & Interactive

Tactile, Sensory & Interactive

- Registration open December 15, 2023. Promotion starts February 1st - July 31st, 2024.
- Includes: First-Class Mail letters, cards, flats, Marketing Mail letters and flats, and Nonprofit Marketing Mail letters and flats.
- Postal Discount of 5%.
- ** Only one promotion discount can be applied to a piece or mailing.

Eligible categories include:

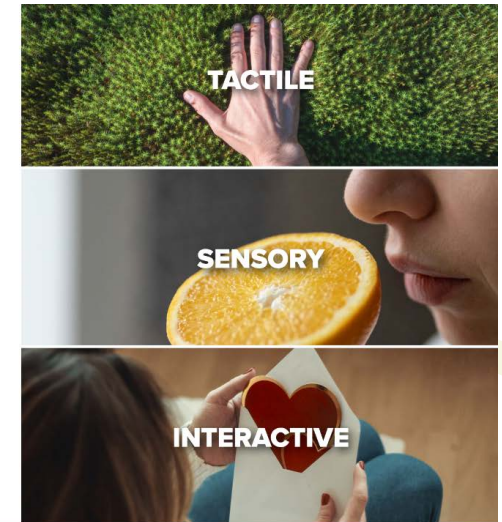
- Specialty inks (sheens, reactive colors, special effects).
- Sensory treatments (texture, scent, visual).
- Interactive elements (pop-ups, infinite folds, dimensional treatments).
- Gloss Stock will NOT be eligible in 2025.

Costs:

- Royle Mailing Department to submit the mail piece for approval.
- A fee of \$50 will be applied for each instance to the invoice it pertains to.

The Tactile, Sensory, & Interactive (TSI) Promotion encourages mailers to excite their customers' senses by incorporating innovative techniques into their First-Class Mail® and USPS Marketing Mail®.

New developments in papers and paper stocks, substrates, finishing techniques, and inks can be incorporated into mailpieces to create a multi-sensory experience through special visual effects, sound, scent, texture, and even taste! Features like pop-ups, infinite folds, and other dimensional treatments encourage interaction and drive customer engagement.



5% DISCOUNT

Tactile, Sensory, Interactive Promotion



Specialty Inks

Catch your customer's eye with unexpected sheens, special effects, and reactive colors.



Sensory Treatments

Use unique treatments and paper substrates to trigger memorable experiences.



Interactive Elements

Expand the experiential dimensions of your pieces through consumer interactions.

Scan the QR or click the links information on Tactile, Sensory & Interactive

[Tactile, Sensory & Interactive](#)



2024 Promotions Calendar

2024 PROMOTIONS CALENDAR

USPS Marketing Mail® and First-Class® Mail Products
 First-Class® Mail Service
 Registration Period
 Promotion Period

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
TACTILE, SENSORY AND INTERACTIVE	DEC 15		FEB 1				JUL 31						
PERSONALIZED COLOR TRANSPROMO	DEC 15		FEB 1				JUL 31						
EMERGING TECHNOLOGY													
REPLY MAIL IMbA™						MAY 15		JUL 1		DEC 31			
INFORMED DELIVERY®								JUN 15		AUG 1		DEC 31	
RETARGETING								JUL 15		SEPT 1		NOV 30	