2021 USPS Mailing Promotions Calendar



UNITED STATES POSTAL SERVICE	First-Class Mail®	Marketing Mail® and First-Class Mail	Marketing Mail
December 2020	Encourages mailers to continue to distribute Business Reply Ma		Registration
January 2021	(BRM), Courtesy Reply Mail (CRM), and Share Mail envelop and cards by providing a financ	al Registration Encourages mailers to incorporate	Dec 15-Jul 31 Encourages mailers to enhance
February 2021	Registration benefit when their customer puts those pieces back into the mailstream. All participants wil		customer engagement with the mail through the use of advanced print innovations in
March 2021	Feb 15-Mar 31 Closes Mar 31, 2021 earn a \$0.02 credit per countreply and Share Mail piece between April and June of 20.	into their direct mailpieces. Regular and nonprofit Marketing Mail	Sensory & paper and stock, substrates, inks, interactive elements, and finishing techniques. Regular and nonprofit Marketing Mail letters
April 2021	Earned Value Credits may be applied to posta; for First-Class and Marketing N letters and flats, and must be u by December 31, 2021.	Technology Promo Period Mail letters, cards, and flats that meet the promotion requirements will be eligible for an un-front	Promo Period (6 months) and flats that meet the promotion requirements will be eligible for an un-front 2% postage discount
May 2021	Promo Period (3 months) Apr 1-Jun 30 Personalize Registration	(6 months) 2% postage discount during the	Feb 1-Jul 31 during the promotion period.
June 2021	May 15-Dec 3	1	Parietystian
July 2021	Enhances the value of First-Class Personalize	Registration	Registration Jun 15-Dec 31
August 2021	Mail by encouraging mailers of bills and statements to incorporate Color Transprom	Jul 15-Nov 30	Encourages mailers to integrate Mobile
eptember 2021	color marketing messaging in order to foster a better connection and response from their customers. First-Class Mail presort and	Encourages mailers to continue to Informaci	their direct mail pieces with mobile technologies that facilitate a convenient online shopping. Promo Period
October 2021	automation letters—bills and statements—that meet the updated dynamic print and	feature, Informed Delivery. Participants may create Informed Delivery campaigns through Promo Period (3 months)	experience for consumers during the holiday season. There are many new mobile technologies (5 months) Aug 1-Dec 3
November 2021	personalization requirements will be eligible for an up-front 2% postage discount during	the Portal or submit elements through their eDoc submission, and develop campaigns that meet	that can be leveraged to qualify for this promotion to facilitate a seamless shopping and purchasing
December 2021	the promotion period. First-time participants must meet only the dynamic color print messaging	best-practice requirements. Regular and nonprofit Marketing Mail letters and flats, and First-Class Mail presort or automation letters.	experience. Regular and nonprofit Marketing Mail letters and flats that meet the promotion requirements will be eligible for an up-front
10	requirements.	cards, and flats that meet the promotion requirements will be eligible for an up-front 2% postage discount during the promotion.	will be eligible for an up-front 2% postage discount during the promotion period.