



USPS® Promotions & Incentives

DM2.0 qualifies for USPS postage discounts!
Plus, we help our partners understand all the requirements and specifics of these incentives.

Tactile, Sensory, Interactive Promotion



3% Basic & 5% Advanced Discounts

Leveraging the physical aspects of mail as well as the advances in print technology, marketers can enhance how their customers interact and engage with mail to drive response rates. During this promotion, eligible mailers who incorporate a multi-sensory experience such as special visual effects, sound, scent, texture/tactile treatments, or even taste in their mailpiece may receive a postage discount.

Registration:
October 15, 2026 — June 30, 2027
Promotional Period:
January 1, 2027 — June 30, 2027

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Integrated Technology Promotion



5% Discount

The 2027 Integrated Technology promotion continues to evolve our strategy of encouraging mailers to integrate direct mail with advances in technology. To participate in the promotion, the mailpiece must incorporate any of the following technologies: NFC technology, Video in Print (ViP), Augmented Reality, Mixed Reality, Virtual Reality, Integration with Voice Assistant, Mobile Shopping and/or Artificial Intelligence.

Registration:
November 15, 2026 — December 31, 2027
Promotional Period: January 1, 2027
(Participants can choose their own consecutive 6 month start date)

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First Class Mail Advertising Promotion



5% Discount

The 2027 First-Class Mail® Advertising promotion is designed to encourage the use of First-Class Mail. First-Class Mail is a powerful tool to help businesses reach their target audience with impactful advertisements.

Registration:
February 15, 2027 — December 31, 2027
Promotional Period:
April 1, 2027 — December 31, 2027

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Direct Mail Discovery Promotion



40% Discount

5k pieces per mailing submitted,
100k total pieces during the
Promotional Period

The 2027 Direct Mail Discovery Promotion drives new business adoption of direct mail by giving eligible companies a cost-effective way to launch measurable, targeted campaigns. Companies that have not mailed within the past 2 years can receive a discount on up to 5,000 mailpieces per mailing, lowering the barrier to entry while putting direct mail's performance directly to market. This promotion is built to covert non-mailers into active mail users by showcasing direct mail as a proven channel for acquisition, engagement, and revenue growth.

Registration:

February 15, 2027 — September 30, 2027

Promotional Period:

April 1, 2027 — September 30, 2027

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Impact Messaging Promotion



5% Discount

The Impact Messaging Promotion encourages customers to act with high impact messaging demonstrating the power of mail. Mailpieces that include copy encouraging mail creation, promoting USPS services, and highlighting the value of mail qualify for this Promotion.

Registration:

March 15, 2027 — September 30, 2027

Promotional Period:

May 1, 2027 — September 30, 2027

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Additional program requirements and documents can also be found at the USPS website:

Postal Pro:

postalpro.usps.com/promotions

Program Registration:

gateway.usps.com

Add-Ons:

Additional discounts to a promotion, available all year long.

Informed Delivery®



**1% Discount
on Eligible Mail Pieces
+ 0.5% incentive
added for eDoc submission**

The Informed Delivery Add-On allows participants to enhance their marketing with USPS' omnichannel feature to give your mailpiece a digital element.

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Sustainability



1% Discount

The Sustainability Add-On allows participants to enhance their campaigns with environmentally conscious materials by demonstrating the paper used in the mailing came from a certifiable, responsible source.

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Mail Incentives



First-Class Mail and Marketing Mail Growth Incentives

30% postage credit for qualifying volume
(that exceeds established threshold)

Registration: Mar 2027 - May 2027

Incentive Performance Period: Jan 2027 - Dec 2027

Incentive Baseline Period: Jan 2026 - Dec 2026

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Marriage Mail Incentive

USPS will provide marriage mailers an incentive discount on qualifying Saturation USPS Marketing Mail letters and flats including Every Door Direct Mail® (EDDM®) pieces that meet incentive requirements. This incentive is also available for High Density Plus Marketing Mail letters and flats, with the same incentive requirements as for Saturation Mail.

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Eligible Mail

- First-Class Mail presort and automation letters, cards, and flats
- Marketing Mail Saturation Letters and Flats, Marketing Mail High Density Letters and Flats
- Marketing Mail Letters and Flats, Marketing Mail Carrier Route, Marketing Mail Parcels and Saturation Parcels



Catalog Incentive

Catalogs offer a unique marketing perspective to products and services and provide important value to the mailbox. As part of the July 12, 2026 price change, the Postal Service is once again offering a Catalog Incentive price discount to Catalog mailers who comply with the Catalog definition in the Domestic Mail Manual and meet all other eligibility requirements for the Catalog Incentive.

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