

# 2024 Postal Promotions

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

## 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

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

*Promotion Period: Mail owner can pick any 6 month period*

## 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**

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

*Promotion Period: 7/15 to 11/30*

## Reply Mail IMBA

**3% OR 6% DISCOUNT**

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*

