

DYK
DID YOU KNOW SERIES

2022 USPS®
PROMOTIONS

STRATEGIZE AND SAVE

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Sylvamo

THE
PAPER
PROFESSOR®

DID YOU KNOW?

DON'T MISS OUT ON THIS YEAR'S USPS PROMOTIONS

USPS® promotions for 2022 are in full swing, meaning now is your chance to plan ahead and save on postage. These annual incentives, which are different every year, encourage marketers and printers to try new print techniques and technologies to make their campaigns more engaging and interactive. Each promotion runs for a set amount of time, so it takes some strategy to benefit from every incentive over the course of the year. But don't worry — we've listed them all here for easy reference.

HOW TO ENROLL

In order to take advantage of USPS mailing promotions and incentives, your company must first enroll in their Business Customer Gateway, which acts as a one-stop shop where you manage all your promotions.

LEARN MORE

Read more about each promotion and enroll at postalpro.usps.com/promotions.



SOURCES

¹Romano, Richard. "The Power of Color in Communication."
<https://ess.csa.canon.com/rs/206-CLL-191/images/Power-of-Color-Communication-White-Paper.pdf>

TACTILE, SENSORY AND INTERACTIVE ENGAGEMENT



February 1 – July 31, 2022 | First-Class Mail® letters, cards and flats; USPS Marketing Mail™ letters and flats; Nonprofit USPS Marketing Mail™ letters and flats

Save 4% (double last year's incentive!) by engaging the senses. This is your chance to experiment with specialty inks, sound chips, scented papers, zip strips and more. Been dreaming of designing a pop-up mailer? Consider this the perfect excuse to go three-dimensional. Register by July 31, 2022.

EMERGING AND ADVANCED TECHNOLOGY



March 1 – August 31, 2022 | First-Class Mail letters, cards and flats; USPS Marketing Mail letters and flats; Nonprofit USPS Marketing Mail letters and flats

Save 2% for using emerging technologies like augmented reality (AR) and basic voice assistant integration, and save 3% by incorporating more advanced technologies like virtual reality (VR), mixed reality, near field communication (NFC), video in print (ViP) or advanced voice assistant integration. Register by August 31, 2022.

EARNED VALUE



April 1 – June 30, 2022 | Business Reply Letter Mail; Courtesy Reply Letter Mail; Share Mail®

Receive a 2-cent postage credit for each Business Reply Mail® (BRM), Courtesy Reply Mail™ (CRM) and Share Mail piece you send during the promotion period, and then apply your credits to future mailings. Register by March 31, 2022.

PERSONALIZED COLOR TRANSPROMO



July 1 – December 31, 2022 | First-Class Mail presort and automation letters

Studies have shown that combining full-color printing with basic personalization like the recipient's first and last name can increase the response rate of direct mail by 135% — and including more sophisticated variable data can increase the response rate by 500%!¹ Even better, with this promotion, you can save 3% on postage. Registration runs May 15 – December 31, 2022.

INFORMED DELIVERY® | First-Class Mail letters, cards and flats; USPS Marketing Mail letters and flats; Nonprofit USPS Marketing Mail letters and flats



August 1 – December 31, 2022 | Standard Mail

Use Informed Delivery, the USPS omnichannel tool that allows mail recipients to digitally preview their mail and manage their soon-to-arrive packages, and save 4% — double last year's incentive. Registration runs July 15 – November 30, 2022.

MOBILE SHOPPING | USPS Marketing Mail letters and flats; Nonprofit USPS Marketing Mail letters and flats



September 1 – December 31, 2022 | Standard Mail & First-Class Mail

Save 2% by driving customers from direct mail to mobile shopping experiences using technologies like QR codes, voice assistants and image recognition. Registration runs July 15 – December 31, 2022.