

2026

USPS POSTAL PROMOTIONS

TACTILE, SENSORY, AND INTERACTIVE

Offers a discount for direct mail pieces that incorporate tactile materials, sensory elements like scents or textures, or interactive features such as pop-ups or unique folds to engage customers through physical interaction.

- **ELIGIBILITY** Direct mail pieces with sensory and interactive elements
- **DISCOUNT** 5% on postage

Promotion Period: January 1 — June 30, 2026
Registration Period:
October 15, 2025 — June 30, 2026

INTEGRATED TECHNOLOGY

This promotion encourages the use of Augmented Reality (AR), Near Field Communication (NFC), Video in Print (VIP), or other digital technologies in direct mail pieces, offering a unique blend of digital and physical marketing techniques to enhance consumer interaction and engagement.

- **ELIGIBILITY** Direct mail pieces that incorporate these technologies.
- **DISCOUNT** 5% on postage

Promotion Period: Pick your own start date;
runs for 6 consecutive months
Registration Period:
November 15, 2025 — December 31, 2026

CONTINUOUS CONTACT

Provides a discount for direct mail campaigns designed to maintain continuous engagement with consumers, such as through connected mailings or subscription services, emphasizing consistent communications.

- **ELIGIBILITY** Direct mail campaigns involving series of connected mailings or subscription services.
- **DISCOUNT** 5% on postage

Promotion Period: April 1 – December 31, 2026
Registration Period:
February 15, 2026 — December 31, 2026

FIRST-CLASS MAIL ADVERTISING

Promotes the use of First-Class Mail for advertising by offering a discount, highlighting the benefits such as faster delivery and higher engagement rates to enhance marketing effectiveness.

- **ELIGIBILITY** Advertisements sent via First-Class Mail
- **DISCOUNT** 5% on postage

Promotion Period: September 1 – December 31, 2026
Registration Period:
July 15, 2024 – December 31, 2026

CATALOG INSIGHTS PROMOTION

Nurtures leads, spotlights product offerings, and increases visibility with a discount for catalogs of at least 12 pages, allowing for greater reach and response rates at a lower cost.

- **ELIGIBILITY** USPS Marketing Mail and Parcels that meet catalog criteria
- **DISCOUNT** 10% on postage

Promotion Period: October 1, 2025 — June 30, 2026
Registration Period:
August 15, 2025 — June 30, 2026

ADD-ON PROMOTIONS: INFORMED DELIVERY AND SUSTAINABILITY

These promotions offer an additional 1% postage discount when used in conjunction with another promotion, promoting enhanced customer interaction and sustainability practices.

- **ELIGIBILITY** Any mail type eligible under the primary promotion with which they are paired.
- **DISCOUNT** Additional 1% on postage

Promotion Period: Available all year
Registration Period: Required ahead of time
as part of the primary promotion registration

For more information on any of these programs, or for a consultation on integrating these requirements into your marketing pieces, contact your LCP Account Executive.



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