

2026 PROMOTIONS CALENDAR

 Registration Period  Promotion Period

PROMOTIONS	2025	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
INTEGRATED TECHNOLOGY 5% Discount Marketing MailFirst Class Mail	 NOV 15, 2025												DEC 31
	 PICK YOUR START DATE FOR 6 CONSECUTIVE MONTHS												DEC 31
TACTILE, SENSORY & INTERACTIVE 5% Discount Marketing MailFirst Class Mail	 OCT 15, 2025						JUN 30						
	 JAN 1						JUN 30						
CONTINUOUS CONTACT 5% Discount Marketing Mail													
	 FEB 15												DEC 31
FIRST-CLASS MAIL ADVERTISING 5% Discount First Class Mail													
	 JUL 15												DEC 31
CATALOG INSIGHTS 10% Discount Marketing Mail													
	 AUG 15, 2025						JUN 30						
 OCT 1, 2025						JUN 30							

Add-on & Upgrade | Additional discount to base/primary promotion all year long

INFORMED DELIVERY

- + 1% to mailer
- + 0.5% credit to eDoc submitter

SUSTAINABILITY

- + 1%

2026 MAILING PROMOTIONS TECHNICAL INFORMATION

PROMOTION	PROMOTION PERIOD	CCR INCENTIVE CODE	ELIGIBLE MAIL CLASS/ PROCESSING CATEGORY	DISCOUNT CALCULATION
 INTEGRATED TECHNOLOGY	Pick your start date for 6 consecutive months	IT	First-Class Mail® & Marketing Mail®	5% Discount off at Postage Statement line level
 TACTILE, SENSORY, AND INTERACTIVE	January 1 – June 30	SS	First-Class Mail® & Marketing Mail®	5% Discount off at Postage Statement line level
 CONTINUOUS CONTACT	April 1 – December 31	CC (Type C – Initial) (Type I – Follow-Up)	Marketing Mail®	5% Discount off at Postage Statement line level
 FIRST-CLASS MAIL ADVERTISING	September 1 – December 31	FA	First-Class Mail®	5% Discount off at Postage Statement line level
 CATALOG INSIGHTS	October 1, 2025 - June 30, 2026	CT	Marketing Mail ®	10% Discount off at Postage Statement line level
ADD-ONS – In order to claim an Add-On, you must be eligible for and claim a Promotion (e.g., Integrated Technology). When claiming an Add-On utilize the correct Type A (Add-On) two letter characteristic code.				
 SUSTAINABILITY – ADD ON	Available all year long	ST	First-Class Mail® & Marketing Mail®	1% Discount off at Postage Statement line level
 INFORMED DELIVERY – ADD ON	Available all year long	PI	First-Class Mail® & Marketing Mail®	1% Discount off for mailers at Postage Statement line level 0.5% credit to eDoc submitter