# Save Big with 2026 USPS Postal Promotions

Want to save on direct mail costs? There's one easy way to reduce costs without ever having to touch your actual mailers. The US Postal Service often runs a variety of promotions, which are a great way for companies to save on postage costs and reduce the overall costs of direct mail campaigns. Diversity Press can provide all the support you need to determine what is needed to qualify and fill out any required postal documentation.

DIVERSITY PRESS

## 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 PROMOTION

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 PROMOTION

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

- **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 — December 31, 2026**

## FIRST-CLASS MAIL ADVERTISING PROMOTION

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 — 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: Oct. 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.**

4026 10th St, Indianapolis, IN 46222

priority-press.com | 888.955.PRINT