






nahan

# 2025 USPS POSTAL PROMOTIONS



# 2025 USPS Promotions Calendar

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
 <b>INTEGRATED TECHNOLOGY</b> <b>3% Discount</b>		PICK YOUR START DATE FOR 6 CONSECUTIVE MONTHS											
 <b>TACTILE, SENSORY &amp; INTERACTIVE</b> <b>4% Discount</b>	DECEMBER 15 TO JULY 31												
	FEBRUARY 1 TO JULY 31												
 <b>CONTINUOUS CONTACT</b> <b>3% Discount</b>	FEBRUARY 15 TO DECEMBER 31												
	APRIL 1 TO DECEMBER 31												
 <b>REPLY MAIL IMbA</b> <b>3% or 6% Discount</b>							MAY 15 TO DECEMBER 31						
							JULY 1 TO DECEMBER 31						
 <b>FIRST-CLASS MAIL ADVERTISING</b> <b>3% Discount</b>								JULY 15 TO DECEMBER 31					
								SEPTEMBER 1 TO DECEMBER 31					
<b>ADD-ONS: ADDITIONAL DISCOUNT TO A PROMOTION. AVAILABLE ALL YEAR LONG.</b>													
INFORMED DELIVERY	1% to mailer / 0.5% credit to eDoc submitter												
SUSTAINABILITY	1%												


REGISTRATION PERIOD
PROMOTION PERIOD
 MARKETING MAIL
 FIRST-CLASS MAIL

2025 USPS Promotions are significantly different than 2024's offers in how they function. The timing of the Integrated Tech Promotion will allow the mailer to select a custom start date for the promotion period providing more flexibility in participation.

## 2025 Mailing Promotions Overview


**BASE PROMOTIONS**

Discount: 3%




**INTEGRATED TECHNOLOGY**

Discount: 4%



**TACTILE, SENSORY, INTERACTIVE**


Discount: 3% or 6%



**REPLY MAIL IMBA™**

**NEW**


Discount: 3%



**CONTINUOUS CONTACT**


**NEW**

Discount: 3%



**FIRST-CLASS MAIL ADVERTISING**

**ADD-ON/UPGRADE OPTIONS**




**INFORMED DELIVERY®**

Discount Mailers: 1%  
eDoc Submitter: 0.5%

**AND/OR**

**NEW**



**SUSTAINABILITY**

Discount: 1%

# 2025 Mail Growth Incentive

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**30%**  
Credit

Postage credit is earned for qualifying **volume in excess 1M pieces or FY24 baseline volume** –whichever is higher – for both Marketing Mail and First-Class Mail

## **Baseline Period:**

October 2023 – September 2024 (FY 2024)

## **Registration Period:**

November 2024 – June 2025

## **Incentive Performance Period:**

January 2025 - December 2025

## **Credits Issued:**

June, September, December 2025

## **Who Can Register?**

All Mail Owners

## **Can MSPs Participate?**

Yes! But must be the Mail Owner.

## **What If My Business Has Multiple Business Units?**

If there is a legitimate business reason for sending from multiple units, each can be considered a separate Mail Owner (supporting data required).

# Continuous Contact

**NEW IN  
2025**



Plan campaigns with a series of follow-up mailings that deliver targeted information to the same address to increase conversion. First and all subsequent mailings must occur during the promotion period.

<b>3% Discount</b>	Discount applies to each mailing FOLLOWING the first mailing. Content must be iterative or complementary, not duplicative.
<b>Registration Period:</b>	Feb 15, 2025 – Dec 31, 2025
<b>Promotion Period:</b>	April 1, 2025 – Dec 31, 2025
<b>Eligible Mail</b>	<ul style="list-style-type: none"> <li>– USPS Marketing Mail® letters and flats</li> <li>– Nonprofit USPS Marketing Mail® letters and flats</li> </ul>

# Tactile, Sensory, Interactive Promotion

New developments in papers and paper stocks, substrates, finishing techniques, and inks can be incorporated into mail pieces to create a multi-sensory experience through special visual effects, sound, scent, texture, and even taste.

- **Specialty Inks:** conductive, thermochromics, photochromics, metallic and optically variable
- **Sensory Treatments:** texture (soft touch, leathery, crinkly, embossing, spot gloss, etc.), scent (varnish, coatings, labels), visual (holographic, lenticular, etc.)
- **Interactive Elements:** pop-ups, zip strips, scratch-offs, peel to reveal, clean release cards, infinite folds, trailing-edge diecut, etc.

<b>4% Discount</b>	Upload a pdf copy of your mail piece in the Mailing Promotions Portal on the Business Customer Gateway for preapproval.
<b>Registration Period:</b>	Dec 15, 2024 – Jul 31, 2025
<b>Promotion Period:</b>	Feb 1, 2025 – Jul 31, 2025
<b>Eligible Mail</b>	<ul style="list-style-type: none"> <li>– First-Class Mail® letters, cards, and flats</li> <li>– USPS Marketing Mail® letters and flats</li> <li>– Nonprofit USPS Marketing Mail letters and flats</li> </ul>

# Integrated Technology Promotion

Send a mail experience powered by the latest digital technologies and excite customers about your business or brand.

## Eligible Technologies:

- Augmented, Mixed, and Virtual Reality
- Integration with Voice Assistant
- Video in Print
- Near Field Communication (NFC)
- Mobile Shopping
- Artificial Intelligence (AI)

<b>3% Discount</b>	Start and end dates are linked to mailer's Customer Registration ID (CRID) and will be tracked so that the claimed discount can only be used during the eligible 6-month maximum campaign period.
<b>Registration Period:</b>	Nov 1, 2024 – Dec 31, 2025
<b>Promotion Period:</b>	Pick your start data for six consecutive months
<b>Eligible Mail</b>	<ul style="list-style-type: none"><li>- First-Class Mail® letters, cards, and flats</li><li>- USPS Marketing Mail® letters and flats</li><li>- Nonprofit USPS Marketing Mail letters and flats</li></ul>

# Integrated Technology

**Nahan recommends leveraging AI** to qualify for the Integrated Technology Promotion, (unless you can qualify via Mobile Shopping).

The mail piece must include copy or images that were created by leveraging generative AI tools:

- **AI-generated call-to-action**/directional copy
- Supporting text (minimum one complete sentence)
- Minimum one AI-generated image: Image must be clearly related to mail piece messaging

## Submission Requirements:

- Digital file (pdf) containing prompt and AI tool's output (prompt must be visible alongside output in an unedited file)
- Short description of how tool was used (if incorporated copy does not entirely match AI-generated output, explain what changes were made to output and why)
- Clear relationship between prompt and output
- Mail piece imagery or copy entirely matches the AI tool's output unless edits are explained

# Add-On Promotion: Sustainability

**NEW IN  
2025**

Shows efforts to be environmentally conscious by demonstrating the paper used in the mailing came from certifiable, responsible sources.



<b>1% Discount</b>	Add-on only. Discount added to mailer's promotion discount on eligible pieces. Must submit certificate for review with URL.
<b>Registration Period:</b>	Nov 20, 2024 – Dec 31, 2025
<b>Promotion Period:</b>	Jan 1, 2025 – Dec 31, 2025
<b>Eligible Mail</b>	<ul style="list-style-type: none"> <li>– First-Class Mail® letters, cards, and flats</li> <li>– USPS Marketing Mail® letters and flats</li> <li>– Nonprofit USPS Marketing Mail letters and flats</li> </ul>

# Add-On Promotion: Informed Delivery

Through Informed Delivery®, mailers can conduct a marketing campaign that reaches your target audience with full color, clickable Ride-along Images in an email message that can take users directly to the target URL of your choice.



<b>1% Discount</b>	Add-on only. Discount added to mailer's promotion discount on eligible pieces. Submit via Mailing Promotions Portal on the Business Customer Gateway with Ride-Along, URL, and Representative Image (representative image required for flats; optional for letter-sized mail).
<b>Registration Period:</b>	Nov 20, 2024 – Dec 31, 2025
<b>Promotion Period:</b>	Jan 1, 2025 – Dec 31, 2025
<b>Eligible Mail</b>	<ul style="list-style-type: none"> <li>– First-Class Mail® automation letters, postcards, and flats</li> <li>– USPS Marketing Mail automation letters and flats</li> <li>– USPS Marketing Mail DDU-entered Carrier Route Saturation Flats</li> <li>– Nonprofit USPS Marketing Mail automation letters and flats</li> <li>– Nonprofit USPS Marketing Mail DDU-entered Carrier Route Saturation Flats</li> </ul>

# 2025 USPS Rate Chart

## FIRST CLASS RATES

### MINIMUM OF 500 PIECES TO PRESORT

#### LETTER SIZE MAIL

Min. L/H Ratio = 1.3  
Max. L/H Ratio = 2.5

#### SINGLE CARDS & ENVELOPES

Max. Weight = 3.0 oz., 3.5 oz. if in an envelope  
Max. Height = 6 1/8"  
Max. Length = 11 1/2"

#### POSTCARDS

Min. Thickness = .007" if smaller than 4.25" x 6" or .009" for 6" x 9"  
Max. Thickness = .016"  
Min. Size = 3.5" x 5"  
Max. Size = 6" x 9"

	Up to Post Cards	Up to 1 oz. Letter	2 oz. Letter
NON AUTOMATED			
Single Piece	\$0.560	\$0.690	\$0.970
Presorted	\$0.435	\$0.730	\$0.730
AUTOMATED			
5-Digit	\$0.384	\$0.545	\$0.545
AADC	\$0.406	\$0.593	\$0.593
Mixed AADC	\$0.419	\$0.622	\$0.622

#### NON-LETTER SIZE MAIL

Max. Weight=13 oz. Max. Height=12" Max. Length=15"	Up to 1 oz. Flat	Up to 2 oz. Flat
Single Piece	\$1.50	\$1.77
Presorted	\$1.400	\$1.670
AUTOMATED		
5-Digit	\$0.874	\$1.144
3-Digit	\$1.132	\$1.402
ADC	\$1.212	\$1.482
Mixed ADC	\$1.355	\$1.625

## MARKETING MAIL STANDARD (A) RATES

### MINIMUM OF 200 PIECES TO PRESORT

#### LETTER SIZE MAIL

Min. L/H Ratio = 1.3  
Max. L/H Ratio = 2.5

#### SINGLE CARDS & ENVELOPES

Max. Weight = 3.0 oz., 3.5 oz. if in an envelope  
Max. Height = 6 1/8"  
Max. Length = 11 1/2"

#### BOOKLETS & FOLDED SELF-MAILERS

Max. Weight = 3.0 oz.  
Max. Height = 6"  
Max. Length = 10 1/2"

	None	DNDC Entry	DSCF Entry
MACHINABLE			
AADC	\$0.380	\$0.356	\$0.353
Mixed AADC	\$0.408	\$0.384	N/A
AUTOMATED			
5-Digit	\$0.345	\$0.321	\$0.318
AADC	\$0.380	\$0.356	\$0.353
Mixed AADC	\$0.402	\$0.378	N/A
ENHANCED CARRIER ROUTE			
Saturation	\$0.237	\$0.213	\$0.210
High Density Plus	\$0.264	\$0.240	\$0.237
High Density	\$0.338	\$0.314	\$0.311
Basic	\$0.610	\$0.586	\$0.583

#### STANDARD FLAT SIZE MAIL - PIECE RATE

Mail pieces weighing less than 4.0 oz.  
Max. Weight=16 oz. (Mail weighing 4oz-16oz subject to additional Piece Pound Rate. See Right Column.)  
Max. Height=12"  
Max. Length=15"

	None	DNDC Entry	DSCF Entry	DDU Entry
NON AUTOMATED				
5-Digit	\$0.770	\$0.704	\$0.700	N/A
3-Digit	\$0.917	\$0.851	\$0.847	N/A
ADC	\$0.981	\$0.915	\$0.911	N/A
Mixed ADC	\$1.072	\$1.006	N/A	N/A
AUTOMATED				
5-Digit	\$0.687	\$0.621	\$0.617	N/A
3-Digit	\$0.864	\$0.798	\$0.794	N/A
ADC	\$0.971	\$0.905	\$0.901	N/A
Mixed ADC	\$1.041	\$0.975	N/A	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.299	\$0.233	\$0.229	\$0.218
High Density Plus	\$0.342	\$0.276	\$0.272	\$0.261
High Density	\$0.419	\$0.353	\$0.349	\$0.338
Basic	\$0.502	\$0.436	\$0.432	\$0.421



## MARKETING MAIL NON-PROFIT STANDARD (A) RATES

### LETTER SIZE MAIL

Min. L/H Ratio=1.3  
Max. L/H Ratio=2.5

#### SINGLE CARDS & ENVELOPES

Max. Weight=3.50 oz.  
Max. Height=6 1/8"  
Max. Length=11 1/2"

#### BOOKLETS & FOLDED SELF-MAILERS

Max. Weight=3.0 oz.  
Max. Height=6"  
Max. Length=10 1/2"

	None	DNDC Entry	DSCF Entry
<b>MACHINABLE</b>			
AADC	\$0.208	\$0.184	\$0.181
Mixed AADC	\$0.236	\$0.212	N/A
<b>AUTOMATED</b>			
5-Digit	\$0.173	\$0.149	\$0.146
AADC	\$0.208	\$0.184	\$0.181
Mixed AADC	\$0.230	\$0.206	N/A
<b>ENHANCED CARRIER ROUTE</b>			
Saturation	\$0.148	\$0.124	\$0.121
High Density Plus	\$0.168	\$0.144	\$0.141
High Density	\$0.171	\$0.147	\$0.144
Basic	\$0.443	\$0.419	\$0.416

### NON-PROFIT FLAT SIZE MAIL - PIECE RATE

Mail pieces weighing less than 4.0 oz.  
Max. Weight=16 oz.  
Max. Height=12"  
Max. Length=15"

	None	DNDC Entry	DSCF Entry	DDU Entry
<b>Entry</b>				
<b>NON AUTOMATED</b>				
5-Digit	\$0.534	\$0.468	\$0.464	N/A
3-Digit	\$0.681	\$0.615	\$0.611	N/A
ADC	\$0.745	\$0.679	\$0.675	N/A
Mixed ADC	\$0.836	\$0.770	N/A	N/A
<b>AUTOMATED</b>				
5-Digit	\$0.451	\$0.385	\$0.381	N/A
3-Digit	\$0.628	\$0.562	\$0.558	N/A
ADC	\$0.735	\$0.669	\$0.665	N/A
Mixed ADC	\$0.805	\$0.739	N/A	N/A
<b>ENHANCED CARRIER ROUTE</b>				
Saturation	\$0.196	\$0.130	\$0.126	\$0.115
High Density Plus	\$0.231	\$0.165	\$0.161	\$0.150
High Density	\$0.336	\$0.270	\$0.266	\$0.255
Basic	\$0.419	\$0.353	\$0.349	\$0.338

## MARKETING MAIL FLAT SIZE PIECE + POUND RATE

Mail pieces weighing more than 4.0 oz. and up to 16 oz.  
\*\*Each piece is subject to a piece AND pound rate

### POUND RATE (add to Piece Rate)

	None	DNDC Entry	DSCF Entry	DDU Entry
<b>NON AUTOMATED</b>	\$1.234	\$0.786	\$0.756	N/A
<b>AUTOMATED</b>	\$1.234	\$0.786	\$0.756	N/A
<b>ENHANCED CARRIER ROUTE</b>				
Saturation	\$1.040	\$0.592	\$0.562	\$0.489
High Density Plus	\$1.040	\$0.592	\$0.562	\$0.489
High Density	\$1.167	\$0.719	\$0.689	\$0.616
Basic	\$1.183	\$0.735	\$0.705	\$0.632

### PIECE RATE (add to Pound Rate)

	None	DNDC Entry	DSCF Entry	DDU Entry
<b>NON AUTOMATED</b>				
5-Digit	\$0.511	\$0.511	\$0.511	N/A
3-Digit	\$0.658	\$0.658	\$0.658	N/A
ADC	\$0.722	\$0.722	\$0.722	N/A
Mixed ADC	\$0.813	\$0.813	N/A	N/A
<b>AUTOMATED</b>				
5-Digit	\$0.428	\$0.428	\$0.428	N/A
3-Digit	\$0.605	\$0.605	\$0.605	N/A
ADC	\$0.712	\$0.712	\$0.712	N/A
Mixed ADC	\$0.782	\$0.782	N/A	N/A
<b>ENHANCED CARRIER ROUTE</b>				
Saturation	\$0.096	\$0.096	\$0.096	\$0.096
High Density Plus	\$0.139	\$0.139	\$0.139	\$0.139
High Density	\$0.184	\$0.184	\$0.184	\$0.184
Basic	\$0.263	\$0.263	\$0.263	\$0.263

## NON-PROFIT FLAT SIZE MAIL PIECE + POUND RATE

Mail pieces weighing more than 4.0 oz. and up to 16 oz.  
\*\*Each piece is subject to a piece AND pound rate

### POUND RATE (add to Piece Rate)

	None	DNDC Entry	DSCF Entry	DDU Entry
<b>NON AUTOMATED</b>	\$1.042	\$0.594	\$0.564	N/A
<b>AUTOMATED</b>	\$1.042	\$0.594	\$0.564	N/A
<b>ENHANCED CARRIER ROUTE</b>				
Saturation	\$0.803	\$0.355	\$0.325	\$0.252
High Density Plus	\$0.803	\$0.355	\$0.325	\$0.252
High Density	\$0.948	\$0.500	\$0.470	\$0.397
Basic	\$1.038	\$0.590	\$0.560	\$0.487

### PIECE RATE (add to Pound Rate)

	None	DNDC Entry	DSCF Entry	DDU Entry
<b>NON AUTOMATED</b>				
5-Digit	\$0.323	\$0.323	\$0.323	N/A
3-Digit	\$0.470	\$0.470	\$0.470	N/A
ADC	\$0.534	\$0.534	\$0.534	N/A
Mixed ADC	\$0.625	\$0.625	N/A	N/A
<b>AUTOMATED</b>				
5-Digit	\$0.240	\$0.240	\$0.240	N/A
3-Digit	\$0.417	\$0.417	\$0.417	N/A
ADC	\$0.524	\$0.524	\$0.524	N/A
Mixed ADC	\$0.594	\$0.594	N/A	N/A
<b>ENHANCED CARRIER ROUTE</b>				
Saturation	\$0.052	\$0.052	\$0.052	\$0.052
High Density Plus	\$0.093	\$0.093	\$0.093	\$0.093
High Density	\$0.162	\$0.162	\$0.162	\$0.162
Basic	\$0.217	\$0.217	\$0.217	\$0.217

# NAHAN

Real Connections, Real People

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