

USPS® 2013 PROMOTIONAL CALENDAR



JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>DIRECT MAIL MOBILE COUPON & CLICK-TO-CALL</p> <p>REGISTRATION Jan 15–Apr 30</p> <p>PROMOTION PERIOD Mar 1–Apr 30</p> <p>Include direct mail mobile coupons and/or click-to-call functionality to get an upfront 2% postage discount.*</p>				<p>PRODUCT SAMPLES</p> <p>REGISTRATION May 1–Sept 30</p> <p>PROMOTION PERIOD Aug 1–Sept 30</p> <p>Get a 5% upfront postage discount when you run a qualifying product sample direct mail campaign.*</p>				<p>MOBILE BUY-IT-NOW</p> <p>REGISTRATION Sept 15–Dec 31</p> <p>PROMOTION PERIOD Nov 1–Dec 31</p> <p>Integrate mobile shopping technology into your mail campaigns and get an upfront 2% postage discount.*</p>			
<p>EARNED VALUE REPLY MAIL</p> <p>REGISTRATION Jan 15–Mar 31</p> <p>PROMOTION PERIOD Apr 1–Jun 30</p> <p>Increase your response rates and get 2 cents back on every reply when you include First-Class™ CRM/BRM envelopes in your outgoing mail.*</p>						<p>PICTURE PERMIT™</p> <p>REGISTRATION Jun 1–Sept 30 Suggested Image Approval Process starts in Jan</p> <p>PROMOTION PERIOD Aug 1–Sept 30</p> <p>Increase the visibility and impact of your mailings—and save up to 2 cents per piece—when you use a Picture Permit™ imprint indicia on your outgoing mail.*</p>			<p>EMERGING TECHNOLOGIES</p> <p>REGISTRATION Jun 15–Sept 30</p> <p>PROMOTION PERIOD Aug 1–Sept 30</p> <p>Use innovative technologies—like near-field communication, augmented reality, and authentication—in your mailings and get a 2% discount.*</p>		

*Restrictions apply. Promotion details are subject to change.