

A POSTAGE SAVINGS GUIDE FOR MAILERS

2027

USPS PROMOTIONS & INCENTIVES



THE 2027 LINEUP AT A GLANCE

MORE WAYS TO SAVE ON POSTAGE

USPS rewards mail that is more engaging, more connected and more sustainable. For 2027 that means **5 promotions** (2 brand new), **2 year-round add-ons** and **3 incentives**. Pick one base promotion per mailing, then stack add-ons on top.

Program	Savings	Program period	Registration	Status
Tactile, Sensory & Interactive	3% Basic / 5% Advanced	Jan 1 – Jun 30, 2027	Oct 15, 2026 – Jun 30, 2027	Updated
Integrated Technology	5%	Any 6 consecutive months	Nov 15, 2026 – Dec 31, 2027	Returning
First-Class Mail Advertising	5%	Apr 1 – Dec 31, 2027	Feb 15 – Dec 31, 2027	Updated
Direct Mail Discovery	40% + 5% eDoc credit	Apr 1 – Sep 30, 2027*	Feb 15 – Sep 30, 2027*	New
Impact Messaging	5%	May 1 – Sep 30, 2027	Mar 15 – Sep 30, 2027	New
Informed Delivery Add-On	1% + 0.5% eDoc	Jan 1 – Dec 31, 2027	Oct 15, 2026 – Dec 31, 2027	Add-on
Sustainability Add-On	1%	Jan 1 – Dec 31, 2027	Oct 15, 2026 – Dec 31, 2027	Add-on
Marriage Mail Incentive	20%	Effective Jul 12, 2026	Requirements apply	Incentive
Mail Growth Incentive	30% credit on growth	Jan – Dec 2027*	Mar – May 2027*	Incentive
Catalog Incentive	\$0.001 / piece	Effective Jul 12, 2026	Requirements apply	New

PLAN YOUR YEAR

2027 PROMOTIONS CALENDAR

For each promotion, the **top bar** shows when you can register and the **bottom bar** shows when the discount applies to your mailings.

PROMOTIONS	OCT-DEC 2026	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
INTEGRATED TECHNOLOGY 5% DISCOUNT Marketing MailFirst-Class Mail	NOV 15, 2026	DEC 31											
	PICK ANY 6 MONTHS IN A ROW	DEC 31											
TACTILE, SENSORY & INTERACTIVE 3% DISCOUNT BASIC 5% DISCOUNT ADVANCED Marketing MailFirst-Class Mail	OCT 15, 2026	JUN 30											
	JAN 1	JUN 30											
DIRECT MAIL DISCOVERY 40% DISCOUNT* +5% credit to eDoc submitter Marketing Mail NEW		FEB 15	SEPT 30										
		APR 1	SEPT 30										
IMPACT MESSAGING 5% DISCOUNT Marketing MailFirst-Class Mail NEW		MAR 15	SEPT 30										
		MAY 1	SEPT 30										
FIRST-CLASS MAIL ADVERTISING 5% DISCOUNT First-Class Mail	FEB 15	DEC 31											
	APR 1	DEC 31											

ADD-ONS | Extra discount added to any promotion, all year (Jan 1 – Dec 31, 2027)

INFORMED DELIVERY

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

SUSTAINABILITY

+ 1% to mailer

● Registration period ● Promotion period

* Direct Mail Discovery: 40% discount on up to 5,000 pieces per mailing, up to 100,000 pieces total. Terms proposed; final USPS guidance pending as of September 2026.

BASE PROMOTIONS

THE 2027 USPS PROMOTIONS

NEW FOR 2027

DIRECT MAIL DISCOVERY

SAVINGS

40% off

PROGRAM RUNS

Apr 1 – Sep 30, 2027*

REGISTRATION

Feb 15 – Sep 30, 2027*

- **For:** organizations that have never mailed, or haven't in 2+ years.
- **Mail:** commercial and nonprofit Marketing Mail letters.
- **Limits:** 5,000 pieces per mailing; 100,000 per promotion period.
- **Bonus:** +5% credit to the eDoc submitter.
- **Note:** a new campaign from an existing mailer doesn't count.

NEW FOR 2027

IMPACT MESSAGING

SAVINGS

5% off

PROGRAM RUNS

May 1 – Sep 30, 2027

REGISTRATION

Mar 15 – Sep 30, 2027

- **For:** content that encourages mail creation, promotes USPS services or shows the value of mail.
- **Mail:** First-Class letters, postcards and flats; Marketing Mail letters and flats.
- **Ideal for:** printers, agencies, MSPs and associations.
- **Note:** a headline alone isn't enough; it needs real substance.

UPDATED FOR 2027

TACTILE, SENSORY & INTERACTIVE

SAVINGS

3% / 5% off

PROGRAM RUNS

Jan 1 – Jun 30, 2027

REGISTRATION

Oct 15, 2026 – Jun 30, 2027

- **Basic 3%:** conductive, thermochromic, metallic or pressure-sensitive inks; non-UV gloss; perforated cards; holographic stickers.
- **Advanced 5%:** soft-touch, embossing, scent, lenticular, UV gloss, pop-ups, 3-D mailers, scratch-offs, zip strips.
- **Mail:** First-Class letters, postcards and flats; Marketing Mail letters and flats.
- **Note:** effects must be noticeable and add to the experience.

BASE PROMOTIONS (CONTINUED)

THE 2027 USPS PROMOTIONS

RETURNING

INTEGRATED TECHNOLOGY

SAVINGS

5% off

PROGRAM RUNS

Any 6 months in a row

REGISTRATION

Nov 15, 2026 – Dec 31, 2027

- **Qualifies:** AR, mixed or virtual reality, video in print, NFC, mobile shopping, voice assistants and AI.
- **New:** AI-generated copy, imagery or design (or a link to an AI chatbot) counts. Keep documentation.
- **Note:** a QR code alone isn't enough; it must lead to a qualifying experience with clear directions.

UPDATED FOR 2027

FIRST-CLASS MAIL ADVERTISING

SAVINGS

5% off

PROGRAM RUNS

Apr 1 – Dec 31, 2027

REGISTRATION

Feb 15 – Dec 31, 2027

- **For:** standalone ads or marketing messages inside bills and statements.
- **New:** buck slips, blow-in cards and sticky notes can qualify.
- **Mail:** First-Class letters, postcards and flats.

RETIRED FOR 2027

Catalog Insights ended June 30, 2026 (replaced by the Catalog Incentive). **Continuous Contact** is not returning; consider Integrated Technology, Informed Delivery or Mail Growth instead.

ADD-ONS

STACK MORE SAVINGS ALL YEAR

Add-ons are layered on top of a qualifying base promotion. When requirements are met, both can go on the same mailing.

YEAR-ROUND ADD-ON

INFORMED DELIVERY

SAVINGS

1% + 0.5% eDoc

PROGRAM RUNS

Jan 1 – Dec 31, 2027

REGISTRATION

Oct 15, 2026 – Dec 31, 2027

- Adds a branded image and clickable link to recipients' daily email preview.
- **Mail:** First-Class and Marketing Mail automation letters and flats, FCM postcards, qualifying DDU Saturation flats.

YEAR-ROUND ADD-ON

SUSTAINABILITY

SAVINGS

1% off

PROGRAM RUNS

Jan 1 – Dec 31, 2027

REGISTRATION

Oct 15, 2026 – Dec 31, 2027

- Paper from a certified, responsible source (FSC, SFI, PEFC and others).
- **Mail:** First-Class letters, postcards and flats; Marketing Mail letters and flats.

HOW SAVINGS CAN STACK



Illustrative, based on proposed Direct Mail Discovery terms. Not every combination qualifies; confirm before budgeting.

Applies to every program: pieces that urge recipients to go paperless or opt out of mail don't qualify for promotion or add-on discounts.

INCENTIVES

INCENTIVES THAT REWARD VOLUME AND FORMAT

Incentives work differently from promotions: they reward specific mail formats or year-over-year growth, each with its own rules.

NEW

CATALOG INCENTIVE

SAVINGS

\$0.001 per piece

EFFECTIVE

Since July 12, 2026

- 12+ pages, bound on one edge.
- Organized products or services with images, descriptions, pricing and ordering info.

RETURNING

MAIL GROWTH INCENTIVE

SAVINGS

30% credit

REGISTRATION

Mar – May 2027*

- Credit on volume above a 2026 baseline*.
- Most presort First-Class, Marketing Mail, Saturation and parcels.
- **Example:** growing from 1 million to 1.5 million pieces could earn about \$31,500 in credits (at \$0.21 average postage).

RETURNING

MARRIAGE MAIL INCENTIVE

SAVINGS

20% off

EFFECTIVE

Since July 12, 2026

- Shared pieces with 4+ advertisers, High Density Plus or Saturation, under 2 oz (incl. EDDM-Commercial).
- 10+ qualifying mailings per 12 months, by Mail Owner CRID.

PLAN AHEAD

PUT THE SAVINGS TO WORK

WHICH PROGRAM FITS YOUR GOAL?

If your goal is to...	Consider	Why it fits
Test direct mail for the first time	Direct Mail Discovery	Biggest discount, for new or lapsed mailers
Make a premium, memorable impression	Tactile, Sensory & Interactive	Special inks, coatings and finishes earn 3–5%
Drive online engagement or sales	Integrated Technology	AR, video, NFC, mobile shopping or AI earn 5%
Add marketing to bills and statements	First-Class Mail Advertising	Inserts and buck slips can now qualify
Educate clients about mail	Impact Messaging	5% for content that promotes mail
Mail more than last year	Mail Growth Incentive	30% credit on volume above your baseline
Mail catalogs	Catalog Incentive	Per-piece savings on bound catalogs

BEFORE YOU PICK A PROGRAM

1	Who are we reaching, and what should they do next?
2	Which format and mail class fit the message?
3	Would a tactile or digital element lift response?
4	Do added production costs still pay off?
5	What approvals, certifications or documentation are needed?
6	How much lead time do creative and USPS approval need?

LET'S PLAN YOUR 2027 MAIL.

Schumann Printers can match your campaigns to the right programs, plan qualifying formats and finishes, and handle production and postal execution.

(920) 484-3348 • spiweb.com • 701 S Main St, Fall River, WI 53932

Based on USPS and industry information as of September 2026. * Direct Mail Discovery and the 2027 Mail Growth Incentive are proposed and subject to final USPS guidance and approval. Confirm current rules at usps.com/business/promotions-incentives.htm and PostalPro before mailing.