

USPS® 2013 PROMOTIONAL CALENDAR



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

*Restrictions apply. Promotion details are subject to change.

For more information, visit ribbs.usps.gov/mobilebarcode/upcoming.htm