

2026 Postal Promotions & Incentives

Direct mail remains a powerful marketing tool, and USPS Postal Promotions provide businesses with opportunities to make their campaigns more effective and cost-efficient. By taking advantage of these promotions, businesses can not only reduce postage costs but also enhance customer engagement and response rates. These promotions are designed to encourage the use of new technologies and creative approaches in direct mail, ultimately improving the overall customer experience.



The USPS regularly introduces promotional programs that offer discounts on postage for qualifying mailings. These promotions typically focus on specific features or techniques that enhance the effectiveness of direct mail. Let's dive into the 2026 USPS Postal Promotions.

Tactile, Sensory & Interactive	Runs Jan 1 through June 30	First-Class Mail & Marketing Mail Incorporate specialty inks, sensory treatments or interactive elements into your mail pieces. <i>5% Discount</i>
Continuous Contact	Runs Apr 1 through Dec 31	First-Class Mail Send follow-up mailings that compliment or build upon the initial mailing. Cannot be a duplicate mailing. <i>5% Discount</i>
Integrated Technology	6 months (Consecutive)	First-Class Mail & Marketing Mail Includes augmented reality, mixed reality, visual reality, integration with voice assistant, video in print technology, near field communication, mobile shopping and artificial intelligence. <i>5% Discount</i>
NEW: Catalog Insights	Runs Oct 1, 2025 through June 30	Marketing Mail A catalog (stapled, stitched, glued or fastened together along one edge) mail piece with at least 12 pages, providing listings of products or services offered for sale. Must include images or illustrations of products or services offered, descriptive details, fulfillment information and prices. <i>10% Discount</i>
First-Class Mail Advertising	Runs Sept 1 through Dec 31	First-Class Mail Simply use First-Class mail to advertise your mail piece. <i>5% Discount</i>
Add-Ons: Increase your discount percentage by adding on one or both of the promotions below . Must be used with one of the base promotions.		
Sustainability	Runs Jan 1 through Dec 31	Use a certifiable, responsible paper source for your mailings. <i>1% Discount</i>
Informed Delivery®	Runs Jan 1 through Dec 31	Participate in USPS' Informed Delivery to enhance your mailings with a digital mail piece <i>1% Discount</i>

What Are The Benefits?

Direct mail campaigns utilizing postal promotions offer a wide range of benefits that can significantly enhance marketing efforts. These promotions provide cost-saving opportunities, allowing businesses to reach their target audience without breaking the bank. By taking advantage of these promotions, companies can reduce their overall expenses associated with mailing campaigns, thus maximizing their marketing budget efficiency.

Taking advantage of the postal promotions can also enhance engagement, therefore increasing response rates. By incorporating innovative technologies and creative elements into direct mail, businesses can capture the attention of recipients and create a more memorable and engaging experience. These interactive and personalized mail pieces are more likely to elicit responses, driving higher conversion rates for marketing campaigns.

How Businesses Can Leverage USPS Postal Promotions

Stay Informed

Regularly monitor USPS announcements and updates to stay informed about upcoming Postal Promotions and eligibility criteria.

Plan Ahead

Incorporate eligible technologies and creative elements into direct mail campaigns during the promotional periods to maximize cost savings and engagement.

Test & Measure

Experiment with different technologies and creative approaches to determine what resonates best with your target audience, and use data to refine future campaigns.

Collaborate with Partners

Working closely with printers, designers and technology providers to ensure seamless integration of promotional elements into direct mail campaigns.

Johnson & Quin, Inc. is here to help. With our Postal Optimization experts, we're ready to do our part in keeping you updated on what promotions are coming up, along with any promotions you may be missing out on.