

2023 USPS PROMOTIONS & INCENTIVES



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Brought to you by your Sales Team at Kenmore Envelope.

1 Tactile, Sensory and Interactive Mail Piece Engagement Promotion

The TSI promotion encourages marketers to incorporate innovative techniques and treatments on their mailpieces in order to drive their customer engagement and response rate.

There are four featured categories in this promotion. They must be used on the outside of the Outer Envelope.

- Speciality Inks
- Speciality Paper
- Interactive Elements
- Scents

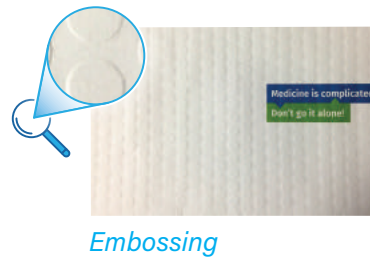
Promotion Period: February 1, 2023 - July 31, 2023

Registration: Starts December 15, 2022

Discount: 5% of Eligible Postage

Eligible Mail: USPS Marketing Mail® letters and flats. First-Class Mail® letters, cards, and flats.

Questions go to: <http://postalpro.usps.com/promotions>



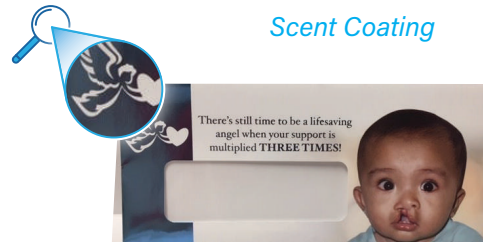
Embossing



Glitter in any color



Scent Coating



Foil Stamp

2 Emerging and Advanced Technology (Now Including Mobile Shopping)

Promotion allows for a discount for mail that uses technology to enhance mail. This includes Augmented Reality, Virtual Reality, Mixed Reality. While Mobile Shopping has been a separate promotion, this year it is being combined with the Emerging Technology promotion.

Promotion Period: May 1, 2023 - November 30, 2023

Registration: Starts March 15, 2023

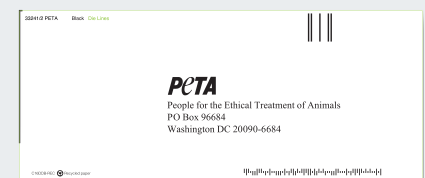
Discount: Upfront 3-4% of eligible postage

Eligible Mail: - First-Class Mail® presort and automation letters, cards, and flats. USPS Marketing Mail® letters and flats, Nonprofit Marketing Mail letters and flats.

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