



naHan

2026 USPS POSTAL PROMOTIONS

2026 USPS Promotions Calendar

PROMOTIONS		2025	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<div><div></div>INTEGRATED TECHNOLOGY</div>	5% Discount		REGISTER STARTING NOVEMBER 15—PICK YOUR START DATE FOR 6 CONSECUTIVE MONTHS											
<div><div></div>TACTILE, SENSORY & INTERACTIVE</div>	5% Discount		OCTOBER 15 TO JUNE 31											
			JANUARY 1 TO JUNE 30											
<div><div></div>CONTINUOUS CONTACT</div>	5% Discount					FEBRUARY 15 TO DECEMBER 31								
						APRIL 1 TO DECEMBER 31								
<div><div></div>FIRST-CLASS MAIL ADVERTISING</div>	5% Discount									JULY 15 TO DECEMBER 31				
											SEPTEMBER 1 TO DECEMBER 31			
<div><div></div>CATALOG INSIGHTS</div>	10% Discount		AUGUST 15 TO JUNE 30											
			OCTOBER 1 TO JUNE 30											
ADD-ONS: ADDITIONAL DISCOUNT TO A PROMTION. AVAILABLE ALL YEAR LONG.														
INFORMED DELIVERY		1% to mailer / 0.5% credit to eDoc submitter												
SUSTAINABILITY		1%												

REGISTRATION PERIOD
PROMOTION PERIOD
<div> <div></div> <div>MARKETING MAIL</div> </div>
<div> <div></div> <div>FIRST-CLASS MAIL</div> </div>

2026 USPS Promotions are significantly different than 2024's offers in how they function. The timing of the Integrated Tech Promotion will allow the mailer to select a custom start date for the promotion period providing more flexibility in participation.

2026 Mailing Promotions Overview

Discount: 5%

INTEGRATED TECHNOLOGY

Discount: 5%

TACTILE, SENSORY, INTERACTIVE

Discount: 5%

CONTINUOUS CONTACT

Discount: 5%

1st CLASS MAIL ADVERTISING

NEW

Discount: 10%

CATALOG INSIGHTS

INFORMED DELIVERY®

Discount Mailers: 1%
eDoc Submitter: 0.5%

AND/OR

SUSTAINABILITY

Discount: 1%

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2026 Mail Growth Incentive

30%
Credit

Postage credit is earned for qualifying **volume in excess 1M pieces or 2025 baseline volume** –whichever is higher – for both Marketing Mail and First-Class Mail

Baseline Period:

January 2025 – December 2025*

Registration Period:

February 2026 – May 2026*

Incentive Performance Period:

January 2026 – December 2026*

Credits Issued:

July 2026, October 2026, February 2027*

Who Can Register?

All Mail Owners

Can MSPs Participate?

Yes! But must be the Mail Owner.

What If My Business Has Multiple Business Units?

If there is a legitimate business reason for sending from multiple units, each can be considered a separate Mail Owner (supporting data required).

**Dates are still tentative and subject to final approval by USPS*

Tactile, Sensory, Interactive Promotion

New developments in papers and paper stocks, substrates, finishing techniques, and inks can be incorporated into mail pieces to create a multi-sensory experience through special visual effects, sound, scent, texture, and even taste.

- **Specialty Inks:** conductive, thermochromics, photochromics, metallic and optically variable
- **Sensory Treatments:** texture (soft touch, leathery, crinkly, embossing, spot gloss, etc.), scent (varnish, coatings, labels), visual (holographic, lenticular, etc.)
- **Interactive Elements:** pop-ups, zip strips, scratch-offs, peel to reveal, clean release cards, infinite folds, trailing-edge diecut, etc.

5% Discount	Upload a pdf copy of your mail piece in the Mailing Promotions Portal on the Business Customer Gateway for preapproval.
Registration Period:	Oct 15, 2025 – Jun 30, 2026
Promotion Period:	Jan 1, 2026 – Jun 30, 2026
Eligible Mail	<ul style="list-style-type: none">– First-Class Mail® letters, cards, and flats– USPS Marketing Mail® letters and flats– Nonprofit USPS Marketing Mail letters and flats

Integrated Technology Promotion

Send a mail experience powered by the latest digital technologies and excite customers about your business or brand.

Eligible Technologies:

- Augmented, Mixed, and Virtual Reality
- Integration with Voice Assistant
- Video in Print
- Near Field Communication (NFC)
- Mobile Shopping
- Artificial Intelligence (AI)

5% Discount	Start and end dates are linked to mailer’s Customer Registration ID (CRID) and will be tracked so that the claimed discount can only be used during the eligible 6-month maximum campaign period.
Registration Period:	Nov 15, 2025– Dec 31, 2026
Promotion Period:	Pick your start data for six consecutive months
Eligible Mail	<ul style="list-style-type: none">- First-Class Mail® letters, cards, and flats- USPS Marketing Mail® letters and flats- Nonprofit USPS Marketing Mail letters and flats

Nahan recommends leveraging AI to qualify for the Integrated Technology Promotion, (unless you can qualify via Mobile Shopping).

The mail piece must include copy or images that were created by leveraging generative AI tools:

- **AI-generated call-to-action**/directional copy
- Supporting text (minimum one complete sentence)
- Minimum one AI-generated image: Image must be clearly related to mail piece messaging

Submission Requirements:

- Digital file (pdf) containing prompt and AI tool’s output (prompt must be visible alongside output in an unedited file)
- Short description of how tool was used (if incorporated copy does not entirely match AI-generated output, explain what changes were made to output and why)
- Clear relationship between prompt and output
- Mail piece imagery or copy entirely matches the AI tool’s output unless edits are explained

Continuous Contact

Plan campaigns with a series of follow-up mailings that deliver targeted information to the same address to increase conversion. First and all subsequent mailings must occur during the promotion period.



5% Discount	Discount applies to each mailing FOLLOWING the first mailing. Content must be iterative or complementary, not duplicative.
Registration Period:	Feb 15, 2026 – Dec 31, 2026
Promotion Period:	April 1, 2026 – Dec 31, 2026
Eligible Mail	<ul style="list-style-type: none">– USPS Marketing Mail® letters and flats– Nonprofit USPS Marketing Mail® letters and flats

Continuous Contact Drawbacks:

- Initial mailing must be during the promotional period but will not receive a discount.
- Cannot utilize add-on promotions on the initial mailing.
- Requires 90% overlap between original mailing list vs. follow-up mailing list.*
- Initial mailing and first follow-up mailing must be ready upfront and submitted together for approval. All additional follow-ups need to be submitted as well during the promotion.
- Discount (5%) is the same as Integrated Tech, while Integrated Tech is much easier to manage.

**Example: If I have an initial mailing of 100k, and a follow up mailing of 100k, but the overlap between the two is only 20k, it can qualify; however, a separate postage statement would need to be provided.*

Catalog Insights Promotion

NEW

Catalogs offer a unique marketing perspective to products and services and provide important value to the mailbox. Whether you're nurturing loyal customers or reaching new ones, this promotion can deliver a measurable lift in visibility and response — at a lower cost.

Eligibility Requirement:

- Data points required in the Mailing Promotions Portal during the pre-approval process. Mailers must answer all required questions and provide the requested data listed.

10% Discount	Catalog mailpiece must be at least 12 pages, bound and include a list of products or services offered for sale with visuals. It must contain enough information to allow an order to be placed and include fulfillment and ordering information.
Registration Period:	Aug 15, 2025– Jun 30, 2026
Promotion Period:	Oct 1, 2025 – June 30, 2026
Eligible Mail	<ul style="list-style-type: none">– USPS Marketing Mail®– Marketing Parcels– Nonprofit USPS Marketing Mail letters and flats that meet nonprofit and catalog definition

Catalog Insights Promotion Requirements

Distribution Frequency (within 12-month span)

- Seasonal
- Daily
- Weekly
- Monthly
- Quarterly
- Yearly

What are the catalogs reach?

- National
- Regional
- Local

What percentage of a typical catalog mailing is for prospecting? This promotion will allow the brand to increase:

- Frequency percentage
- Prospecting percentage

What additional channels support catalog campaigns?

- None
- Letters/Postcards
- Social/Digital/Email
- Out of home
- Streaming

Percentage of Conversions driven by channel

- Catalog
- Other mailings non-catalog like Letters/Postcards
- Social/Digital/Email
- Out of home
- Streaming

Indicate the approximate percentage of your sourcing for products or services promoted by the catalog in the following categories within the past year:

- Physical products sourced domestically (within the United States)
- Physical products sourced from international suppliers(imported from outside the United States)
- Services that are domestic (non-physical products; provide within the United States)
- Services that are international (non-physical products; provided from outside the United States)

Add-On Promotions

- Add-On discounts are added to the Promotion discount percentage on eligible mailpieces
- Add-Ons must be added to a Promotion and cannot be claimed alone
- You may claim up to two Add-Ons in addition to a Promotion
- Mailers who qualify may leverage one or both Add-Ons
- Reply Mail IMbA is not eligible for Add-Ons

Incorporating Add-Ons to a Promotion can boost your savings by an additional 1-2%

PROMOTION (5%)	+	ADD-ON (1%)	+	ADD-ON (1%)	=	7% DISCOUNT ON ELIGIBLE MAIL
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PROMOTION (5%)	+	ADD-ON (1%)	=	6% DISCOUNT ON ELIGIBLE MAIL
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Add-On Promotion: Sustainability

Shows efforts to be environmentally conscious by demonstrating the paper used in the mailing came from certifiable, responsible sources.



1% Discount	Add-on only. Discount added to mailer's promotion discount on eligible pieces. Must submit certificate for review with URL.
Registration Period:	Nov 20, 2025– Dec 31, 2026
Promotion Period:	Jan 1, 2026 – Dec 31, 2026
Eligible Mail	<ul style="list-style-type: none">– First-Class Mail® letters, cards, and flats– USPS Marketing Mail® automation letters and flats– USPS Marketing Mail DDU-entered Carrier Route Saturation Flats– Nonprofit USPS Marketing Mail automation letters and flats– Nonprofit Marketing Mail DDU-entered Carrier Route Saturation Flats

Add-On Promotion: Informed Delivery

Through Informed Delivery®, mailers can conduct a marketing campaign that reaches your target audience with full color, clickable Ride-along Images in an email message that can take users directly to the target URL of your choice.



1% Discount	Add-on only. Discount added to mailer's promotion discount on eligible pieces. Submit via Mailing Promotions Portal on the Business Customer Gateway with Ride-Along, URL, and Representative Image (representative image required for flats; optional for letter-sized mail).
Registration Period:	Nov 20, 2025– Dec 31, 2026
Promotion Period:	Jan 1, 2026 – Dec 31, 2026
Eligible Mail	<ul style="list-style-type: none"> – First-Class Mail® automation letters, postcards, and flats – USPS Marketing Mail automation letters and flats – USPS Marketing Mail DDU-entered Carrier Route Saturation Flats – Nonprofit USPS Marketing Mail automation letters and flats – Nonprofit USPS Marketing Mail DDU-entered Carrier Route Saturation Flats

2026 USPS Rate Chart

NEW PERMIT FEE \$370

EFFECTIVE DATE IS JULY 13TH, 2025

FIRST CLASS RATES

MINIMUM OF 500 PIECES TO PRESORT

LETTER SIZE MAIL

Min. L/H Ratio = 1.3

Max. L/H Ratio = 2.5

SINGLE CARDS & ENVELOPES

Max. Weight = 3.0 oz., 3.5 oz. if in an envelope

Max. Height = 6 1/8"

Max. Length = 11 1/2"

POSTCARDS

Min. Thickness = .007"

If smaller than 4 1/4 " x 6", or .009" for up to 6" x 9"

Max. Thickness = .016"

Min. Size = 3.5" x 5"

Max. Size = 6"x 9

	Post Cards	Up to 1 oz. Letter	Up to 2 oz. Letter
NON AUTOMATED			
Single Piece	\$0.610	\$0.740	\$1.030
Presorted	\$0.468	\$0.780	\$0.780
AUTOMATED			
5-Digit	\$0.420	\$0.593	\$0.593
AADC	\$0.445	\$0.641	\$0.641
Mixed AADC	\$0.462	\$0.672	\$0.672

NON-LETTER SIZE MAIL

Max. Weight=13 oz.

Max. Height=12"

Max. Length=15"

	Up to 1 oz. Flat	Up to 2 oz. Flat
Single Piece	\$1.63	\$1.90
Presorted	\$1.520	\$1.790
AUTOMATED		
5-Digit	\$0.970	\$1.240
3-Digit	\$1.235	\$1.505
ADC	\$1.331	\$1.601
Mixed ADC	\$1.488	\$1.758

MARKETING MAIL STANDARD (A) RATES

MINIMUM OF 200 PIECES TO PRESORT

LETTER SIZE MAIL

Min. L/H Ratio = 1.3

Max. L/H Ratio = 2.5

SINGLE CARDS & ENVELOPES

Max. Weight=3.5 oz.

Max. Height=6 1/8"

Max. Length=11 1/2"

BOOKLETS & FOLDED SELF-MAILERS

Max. Weight = 3.0 oz.

Max. Height = 6"

Max. Length = 10 1/2"

	None	DNDC Entry	DSCF Entry
MACHINABLE			
AADC	\$0.407	N/A	\$0.390
Mixed AADC	\$0.439	N/A	N/A
AUTOMATED			
5-Digit	\$0.372	N/A	\$0.355
AADC	\$0.407	N/A	\$0.390
Mixed AADC	\$0.433	N/A	N/A
ENHANCED CARRIER ROUTE			
Saturation	\$0.244	N/A	\$0.227
High Density Plus	\$0.275	N/A	\$0.258
High Density	\$0.365	N/A	\$0.348

STANDARD FLAT SIZE MAIL - PIECE RATE

Mail pieces weighing less than 4.0 oz.

Max. Weight=16 oz.

Max. Height=12"

Max. Length=15"

	None	DNDC Entry	DSCF Entry	DDU Entry
NON AUTOMATED				
5-Digit	\$0.869	N/A	\$0.831	N/A
3- Digit	\$1.046	N/A	\$1.008	N/A
ADC	\$1.110	N/A	\$1.072	N/A
Mixed ADC	\$1.220	N/A	N/A	N/A
AUTOMATED				
5-Digit	\$0.770	N/A	\$0.732	N/A
3- Digit	\$0.986	N/A	\$0.948	N/A
ADC	\$1.101	N/A	\$1.063	N/A
Mixed ADC	\$1.185	N/A	N/A	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.290	N/A	\$0.252	\$0.241
High Density Plus	\$0.351	N/A	\$0.313	\$0.302
High Density	\$0.418	N/A	\$0.380	\$0.369
Basic	\$0.501	N/A	\$0.463	\$0.452

MARKETING MAIL NON-PROFIT STANDARD (A) RATES

LETTER SIZE MAIL

Min. L/H Ratio=1.3
Max. L/H Ratio=2.5

SINGLE CARDS & ENVELOPES

Max. Weight=3.50 oz.
Max. Height=6 1/8"
Max. Length=11 1/2"

BOOKLETS & FOLDED SELF-MAILERS

Max. Weight=3.0 oz.
Max. Height=6"
Max. Length=10 1/2"

	None	DNDC Entry	DSCF Entry
MACHINABLE			
AADC	\$0.213	N/A	\$0.196
Mixed AADC	\$0.245	N/A	N/A
AUTOMATED			
5-Digit	\$0.178	N/A	\$0.161
AADC	\$0.213	N/A	\$0.196
Mixed AADC	\$0.239	N/A	N/A
ENHANCED CARRIER ROUTE			
Saturation	\$0.155	N/A	\$0.138
High Density Plus	\$0.171	N/A	\$0.154
High Density	\$0.175	N/A	\$0.158

NON-PROFIT FLAT SIZE MAIL - PIECE RATE

Mail pieces weighing less than 4.0 oz.
Max. Weight=16 oz.
Max. Height=12"
Max. Length=15"

	None	DNDC Entry	DSCF Entry	DDU Entry
Entry				
NON AUTOMATED				
5-Digit	\$0.602	N/A	\$0.564	N/A
3-Digit	\$0.779	N/A	\$0.741	N/A
ADC	\$0.843	N/A	\$0.805	N/A
Mixed ADC	\$0.953	N/A	N/A	N/A
AUTOMATED				
5-Digit	\$0.503	N/A	\$0.465	N/A
3-Digit	\$0.719	N/A	\$0.681	N/A
ADC	\$0.834	N/A	\$0.796	N/A
Mixed ADC	\$0.918	N/A	N/A	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.180	N/A	\$0.142	\$0.131
High Density Plus	\$0.214	N/A	\$0.176	\$0.165
High Density	\$0.332	N/A	\$0.294	\$0.283
Basic	\$0.415	N/A	\$0.377	\$0.366

MARKETING MAIL FLAT SIZE PIECE + POUND RATE

Mail pieces weighing more than 4.0 oz.
**Each piece is subject to a piece AND pound rate

POUND RATE (add to Piece Rate)

	None	DNDC Entry	DSCF Entry	DDU Entry
NON AUTOMATED	\$0.745	N/A	\$0.433	N/A
AUTOMATED	\$0.745	N/A	\$0.433	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.710	N/A	\$0.398	\$0.307
High Density Plus	\$0.710	N/A	\$0.398	\$0.307
High Density	\$0.710	N/A	\$0.398	\$0.307
Basic	\$0.710	N/A	\$0.398	\$0.307

PIECE RATE (add to Pound Rate)

NON AUTOMATED				
5-Digit	\$0.723	N/A	\$0.723	N/A
3-Digit	\$0.900	N/A	\$0.900	N/A
ADC	\$0.964	N/A	\$0.964	N/A
Mixed ADC	\$1.074	N/A	N/A	N/A
AUTOMATED				
5-Digit	\$0.624	N/A	\$0.624	N/A
3-Digit	\$0.840	N/A	\$0.840	N/A
ADC	\$0.955	N/A	\$0.955	N/A
Mixed ADC	\$1.039	N/A	N/A	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.165	N/A	\$0.165	\$0.165
High Density Plus	\$0.227	N/A	\$0.227	\$0.227
High Density	\$0.293	N/A	\$0.293	\$0.293
Basic	\$0.376	N/A	\$0.376	\$0.376

NON-PROFIT FLAT SIZE MAIL PIECE + POUND RATE

Mail pieces weighing more than 4.0 oz.
**Each piece is subject to a piece AND pound rate

POUND RATE (add to Piece Rate)

	None	DNDC Entry	DSCF Entry	DDU Entry
NON AUTOMATED	\$0.690	N/A	\$0.378	N/A
AUTOMATED	\$0.690	N/A	\$0.378	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.680	N/A	\$0.368	\$0.277
High Density Plus	\$0.680	N/A	\$0.368	\$0.277
High Density	\$0.680	N/A	\$0.368	\$0.277
Basic	\$0.680	N/A	\$0.368	\$0.277

PIECE RATE (add to Pound Rate)

NON AUTOMATED				
5-Digit	\$0.470	N/A	\$0.470	N/A
3-Digit	\$0.647	N/A	\$0.647	N/A
ADC	\$0.711	N/A	\$0.711	N/A
Mixed ADC	\$0.821	N/A	N/A	N/A
AUTOMATED				
5-Digit	\$0.371	N/A	\$0.371	N/A
3-Digit	\$0.587	N/A	\$0.587	N/A
ADC	\$0.702	N/A	\$0.702	N/A
Mixed ADC	\$0.786	N/A	N/A	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.063	N/A	\$0.063	\$0.063
High Density Plus	\$0.097	N/A	\$0.097	\$0.097
High Density	\$0.215	N/A	\$0.215	\$0.215
Basic	\$0.298	N/A	\$0.298	\$0.298

nahan

Real Connections, Real People

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