








NAHAN

**2026  
USPS POSTAL  
PROMOTIONS**

# 2026 USPS Promotions Calendar

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


REGISTRATION PERIOD
PROMOTION PERIOD
 MARKETING MAIL
 FIRST-CLASS MAIL

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


**BASE PROMOTIONS**

Discount: 5%




**INTEGRATED TECHNOLOGY**

Discount: 5%




**TACTILE, SENSORY, INTERACTIVE**

Discount: 5%



**CONTINUOUS CONTACT**


Discount: 5%



**1<sup>st</sup> CLASS MAIL ADVERTISING**


Discount: 10%

**NEW**



**CATALOG INSIGHTS**


**ADD-ON/UPGRADE OPTIONS**



**INFORMED DELIVERY®**

Discount Mailers: 1%  
eDoc Submitter: 0.5%

AND/  
OR



**SUSTAINABILITY**

Discount: 1%

# 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.

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

# 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)

<b>5% Discount</b>	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.
<b>Registration Period:</b>	Nov 15, 2025– Dec 31, 2026
<b>Promotion Period:</b>	Pick your start data for six consecutive months
<b>Eligible Mail</b>	<ul style="list-style-type: none"><li>- First-Class Mail® letters, cards, and flats</li><li>- USPS Marketing Mail® letters and flats</li><li>- Nonprofit USPS Marketing Mail letters and flats</li></ul>

**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.



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

## 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



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.

<b>10% Discount</b>	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.
<b>Registration Period:</b>	Aug 15, 2025– Jun 30, 2026
<b>Promotion Period:</b>	Oct 1, 2025 – June 30, 2026
<b>Eligible Mail</b>	<ul style="list-style-type: none"> <li>- USPS Marketing Mail®</li> <li>- Marketing Parcels</li> <li>- Nonprofit USPS Marketing Mail letters and flats that meet nonprofit and catalog definition</li> </ul>

### 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

PROMOTION (5%) + ADD-ON (1%) = 6% DISCOUNT ON ELIGIBLE MAIL

## Add-On Promotion: Sustainability

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



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

# 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.



**Representative Image**

**Ridealong Image**



<b>1% Discount</b>	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).
<b>Registration Period:</b>	Nov 20, 2025– Dec 31, 2026
<b>Promotion Period:</b>	Jan 1, 2026 – Dec 31, 2026
<b>Eligible Mail</b>	<ul style="list-style-type: none"> <li>– First-Class Mail® automation letters, postcards, and flats</li> <li>– USPS Marketing Mail automation letters and flats</li> <li>– USPS Marketing Mail DDU-entered Carrier Route Saturation Flats</li> <li>– Nonprofit USPS Marketing Mail automation letters and flats</li> <li>– Nonprofit USPS Marketing Mail DDU-entered Carrier Route Saturation Flats</li> </ul>

# 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 4.25" x 6" or .009" for 6" x 9"  
 Max. Thickness = .016"  
 Min. Size = 3.5" x 5"  
 Max. Size = 6"x 9"

	Up to Post Cards	Up to 1 oz. Letter	2 oz. Letter
<b>NON AUTOMATED</b>			
Single Piece	\$0.650	\$0.780	\$1.070
Presorted	\$0.501	\$0.820	\$0.820
<b>AUTOMATED</b>			
5-Digit	\$0.453	\$0.621	\$0.621
3-Digit	\$0.478	\$0.672	\$0.672
Mixed	\$0.495	\$0.707	\$0.707

### NON-LETTER (FLAT) SIZE MAIL

Max. Weight=13 oz.  
 Max. Height=12"  
 Max. Length=15"

	Up to 1 oz. Flat	Up to 2 oz. Flat
Single Piece	\$1.69	\$1.98
Presorted	\$1.590	\$1.880
<b>AUTOMATED</b>		
5-Digit	\$1.025	\$1.315
3-Digit	\$1.264	\$1.554
ADC	N/A	N/A
Mixed	\$1.585	\$1.875

## 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 = 6.125"  
 Max. Length = 11.5"

#### BOOKLETS & FOLDED SELF-MAILERS

Max. Weight = 3.0 oz.  
 Max. Height = 6"  
 Max. Length = 10.5"

	None	Entry	DNDC Entry	DSCF
<b>MACHINABLE</b>				
3-Digit		\$0.436	N/A	\$0.415
Mixed		\$0.473	N/A	N/A
<b>AUTOMATED</b>				
5-Digit		\$0.395	N/A	\$0.374
3-Digit		\$0.435	N/A	\$0.414
Mixed		\$0.467	N/A	N/A
<b>ENHANCED CARRIER ROUTE</b>				
Saturation		\$0.255	N/A	\$0.234
High Density Plus		\$0.286	N/A	\$0.265
High Density		\$0.389	N/A	\$0.368

### 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
<b>NON AUTOMATED</b>				
5-Digit	\$0.886	N/A	\$0.845	N/A
3-Digit	\$1.090	N/A	\$1.049	N/A
ADC	N/A	N/A	N/A	N/A
Mixed	\$1.299	N/A	N/A	N/A
<b>AUTOMATED</b>				
5-Digit	\$0.783	N/A	\$0.742	N/A
3-Digit	\$1.021	N/A	\$0.980	N/A
ADC	N/A	N/A	N/A	N/A
Mixed	\$1.260	N/A	N/A	N/A
<b>ENHANCED CARRIER ROUTE</b>				
Saturation	\$0.308	N/A	\$0.267	\$0.258
High Density Plus	\$0.373	N/A	\$0.332	\$0.323
High Density	\$0.404	N/A	\$0.363	\$0.354
Basic	\$0.504	N/A	\$0.463	\$0.454

## 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=6.125"  
Max. Length=11.5"

BOOKLETS & FOLDED SELF-MAILERS  
Max. Weight=3.0 oz.  
Max. Height=6"  
Max. Length=10.5"

		DNDC	DSCF
	Entry	Entry	
None			
MACHINABLE			
3-Digit	\$0.226	N/A	\$0.205
Mixed	\$0.263	N/A	N/A
AUTOMATED			
5-Digit	\$0.185	N/A	\$0.164
3-Digit	\$0.225	N/A	\$0.204
Mixed	\$0.257	N/A	N/A
ENHANCED CARRIER ROUTE			
Saturation	\$0.160	N/A	\$0.139
High Density Plus	\$0.178	N/A	\$0.157
High Density	\$0.181	N/A	\$0.160

### 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	DSCF	DDU
		Entry	Entry	Entry
NON AUTOMATED				
5-Digit	\$0.619	N/A	\$0.578	N/A
3-Digit	\$0.823	N/A	\$0.782	N/A
ADC	N/A	N/A	N/A	N/A
Mixed	\$1.032	N/A	N/A	N/A
AUTOMATED				
5-Digit	\$0.516	N/A	\$0.475	N/A
3-Digit	\$0.754	N/A	\$0.713	N/A
ADC	N/A	N/A	N/A	N/A
Mixed	\$0.993	N/A	N/A	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.186	N/A	\$0.145	\$0.136
High Density Plus	\$0.227	N/A	\$0.186	\$0.177
High Density	\$0.324	N/A	\$0.283	\$0.274
Basic	\$0.424	N/A	\$0.383	\$0.374

## MARKETING MAIL FLAT SIZE PIECE + POUND RATE

Mail pieces weighing more than 4.0 oz. and up to 16 oz.  
\*\*Each piece is subject to a piece AND pound rate

### POUND RATE (add to Piece Rate)

		DNDC	DSCF	DDU
	Entry	Entry	Entry	
None				
NON AUTOMATED	\$0.797	N/A	\$0.433	N/A
AUTOMATED	\$0.797	N/A	\$0.433	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.750	N/A	\$0.386	\$0.311
High Density Plus	\$0.750	N/A	\$0.386	\$0.311
High Density	\$0.750	N/A	\$0.386	\$0.311
Basic	\$0.750	N/A	\$0.386	\$0.311

### PIECE RATE (add to Pound Rate)

NON AUTOMATED				
5-Digit	\$0.737	N/A	\$0.737	N/A
3-Digit	\$0.941	N/A	\$0.941	N/A
ADC	N/A	N/A	N/A	N/A
Mixed	\$1.150	N/A	N/A	N/A
AUTOMATED				
5-Digit	\$0.634	N/A	\$0.634	N/A
3-Digit	\$0.872	N/A	\$0.872	N/A
ADC	N/A	N/A	N/A	N/A
Mixed	\$1.111	N/A	\$1.111	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.181	N/A	\$0.181	\$0.181
High Density Plus	\$0.246	N/A	\$0.246	\$0.246
High Density	\$0.277	N/A	\$0.277	\$0.277
Basic	\$0.377	N/A	\$0.377	\$0.377

## NON-PROFIT FLAT SIZE MAIL PIECE + POUND RATE

Mail pieces weighing more than 4.0 oz. and up to 16 oz.  
\*\*Each piece is subject to a piece AND pound rate

### POUND RATE (add to Piece Rate)

		DNDC	DSCF	DDU
	Entry	Entry	Entry	
None				
NON AUTOMATED	\$0.742	N/A	\$0.378	N/A
AUTOMATED	\$0.742	N/A	\$0.378	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.710	N/A	\$0.346	\$0.271
High Density Plus	\$0.710	N/A	\$0.346	\$0.271
High Density	\$0.710	N/A	\$0.346	\$0.271
Basic	\$0.710	N/A	\$0.346	\$0.271

### PIECE RATE (add to Pound Rate)

NON AUTOMATED				
5-Digit	\$0.484	N/A	\$0.484	N/A
3-Digit	\$0.688	N/A	\$0.688	N/A
ADC	N/A	N/A	N/A	N/A
Mixed	\$0.897	N/A	N/A	N/A
AUTOMATED				
5-Digit	\$0.381	N/A	\$0.381	N/A
3-Digit	\$0.619	N/A	\$0.619	N/A
ADC	N/A	N/A	N/A	N/A
Mixed	\$0.858	N/A	N/A	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.069	N/A	\$0.069	\$0.069
High Density Plus	\$0.110	N/A	\$0.110	\$0.110
High Density	\$0.207	N/A	\$0.207	\$0.207
Basic	\$0.307	N/A	\$0.307	\$0.307

# nAHAN

Real Connections, Real People

**Corporate Headquarters:** 7000 Saukview Drive, St. Cloud, MN 56303 • 320.251.7611

**Nahan East:** 150 Corporate Drive, Montgomeryville, PA 18936 • 267.536.4096

[nahan.com](http://nahan.com)