



2026 Mailing Promotions & Incentives

Make your budget go further with exclusive savings

In today's crowded political media landscape, mail puts your message directly into voters' hands. Not only does direct mail remain a trusted source of political information among surveyed voters,¹ but—with creative strategy and innovative technology—everyday mail is more engaging than ever, helping your message stand out from the clutter of digital noise.

Take advantage of the following promotions with qualifying services:

PROMOTION	INTEGRATED TECHNOLOGY	TACTILE, SENSORY, & INTERACTIVE	CONTINUOUS CONTACT	FIRST-CLASS MAIL ADVERTISING
	Connect with voters online and offline.	Stand out with creative voter experiences.	Stay top of mind and motivate voters.	Raise funds with personalized donation requests.
ELIGIBLE PRODUCTS	USPS FIRST-CLASS MAIL® & USPS MARKETING MAIL®		USPS MARKETING MAIL®	USPS FIRST-CLASS MAIL®
SAVINGS	Earn a 5% postage discount when you incorporate one or more eligible technologies to qualifying letters and flats for six consecutive months. ²	Earn a 5% postage discount when you incorporate one or more eligible multi sensory elements like specialty inks, textures, or 3D elements to your First Class Mail and USPS Marketing Mail letters and flats. ²	Earn a 5% postage discount when you continuously deliver qualifying USPS Marketing Mail letters and flats to voters throughout the upcoming election cycle. ²	Earn a 5% postage discount when sending qualifying First Class Mail letters, cards, and flats. ²
KEY DATES	Jan. 1 Dec. 31, 2026	Jan. 1 June 30, 2026	Apr. 1 Dec. 31, 2026 <i>Registration begins Feb. 15, 2026.</i>	Sept. 1 Dec. 31, 2026 <i>Registration begins July 15, 2026.</i>

SAVE EVEN MORE WITH ADD-ON SERVICES!

+1% DISCOUNT
with Informed Delivery® **OR** Sustainability³ = **6% TOTAL SAVINGS**

+2% DISCOUNT
with Informed Delivery **AND** Sustainability³ = **7% TOTAL SAVINGS**



postalpro.usps.com/promotions/2026guidebooks

Learn more about these promotions and how to get started in the 2026 Promotions Guidebook.

1. "USPS Political Mail Post-Election Voter Survey Findings," KRC Research conducted on behalf of USPS, December 2024.

2. Only one promotional discount can be applied to a mailpiece or mailing. The percentage discount is deducted from the postage amounts on qualifying product categories that are paid at the time of the mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount. Mailers may qualify for and claim multiple Add-Ons in addition to a promotion. Discounts must be claimed at the time of mailing during the promotional period and cannot be rebated at a later date. For additional information, promotional timeframes, and requirements for qualifying technologies and/or print treatments see postalpro.usps.com/PromotionsGuidebook.

3. Mailpieces or mailings that qualify for the sustainability add-on must demonstrate the paper used in mailing came from a certifiable, responsible source to receive discount.