

2022

# EMERGING AND ADVANCED TECHNOLOGY PROMOTION

Hear the engine rev, walk through your next home,  
or ask a question...with mail.

Wow your customers with the unexpected by guiding their  
exploration in ways that let them watch, listen, or speak.



# PROMOTION OVERVIEW

## Where Mail and Technology Meet

Send a mail experience that excites customers by connecting mailpieces with the latest digital technologies.

Use the latest technologies to boost your brand awareness, show off product features, highlight key information, send an irresistible offer, or engage with your customers in new ways.

Follow along to learn more about these technologies, creating great mail experiences, and how to receive a discount on postage with your qualifying mailing.



## Seven ways to create a new mail experience. All of them come with a discount.

New for 2022 are two discount levels for different technologies. Explore below to see what discount will be applied to each qualifying technology. Note that only one discount can be applied to a mailing.

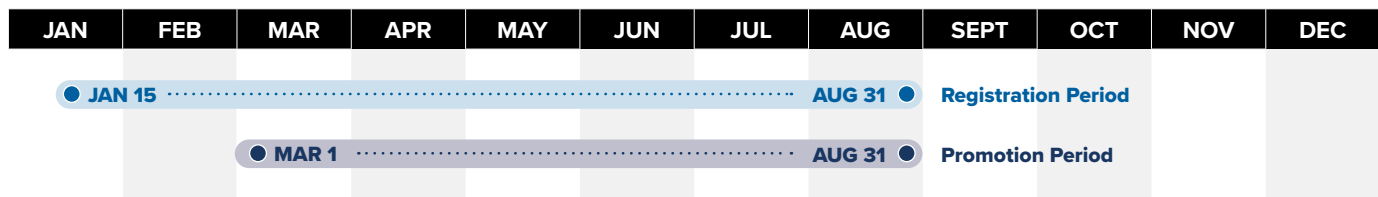
**2% DISCOUNT**

**Emerging and Advanced Technologies**

**3% DISCOUNT**

**Enhanced Emerging Technologies**

## Mark your calendar

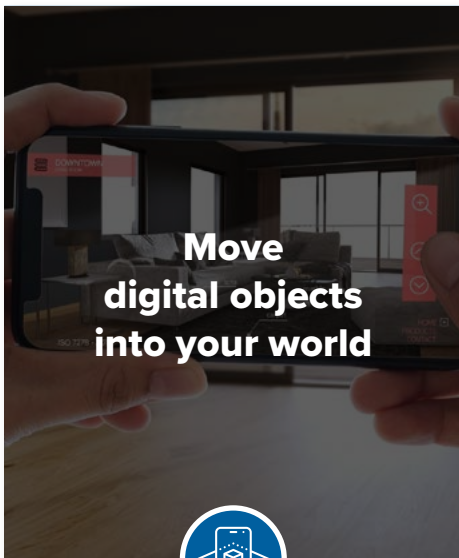


# PROMOTION FEATURES: AUGMENTED, MIXED, AND VIRTUAL REALITY



## Deliver a new reality with AR, MR, and VR...

When you add either AR, MR, or VR to mailpieces, you're not just sending direct mail, you're bringing customers an object, transporting them to a new location, or changing the world they live in.



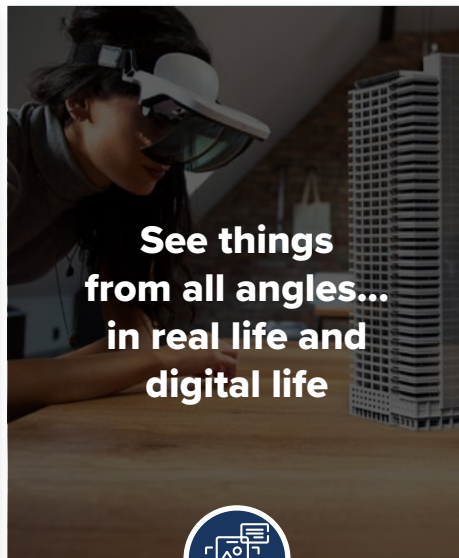
**Move digital objects into your world**



### "Enhanced" Augmented Reality (AR)

Show real world objects using 3D digital images

**2% DISCOUNT**



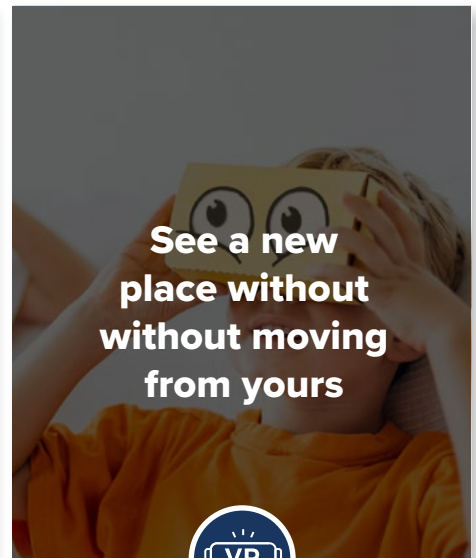
**See things from all angles... in real life and digital life**



### Mixed Reality (MR)

Blend physical and virtual spaces

**3% DISCOUNT**



**See a new place without moving from yours**



### Virtual Reality (VR)

Craft experiences that take place in the artificial world

**3% DISCOUNT**

# PROMOTION FEATURES:

## NFC TAGS



### Share just about anything with NFCs

Send all kinds of information to phones, laptops, watches, and other devices--quickly and without an internet connection--by adding a NFC tag to printed mailers.

## Quick, Cordless Connections



### Near Field Communication (NFC)

Use short range wireless connectivity to connect mail to electronic devices

Share memorable content from your mailpieces with NFCs



Music



Files and Data



Videos

Don't be intimidated...NFCs are affordable and easy to customize



NFC tags can be created and customized as easily as an address label, and they can cost as little as \$0.25

3% DISCOUNT

# PROMOTION FEATURES:

## VOICE ASSISTANCE TECHNOLOGY



### Speak to customers using Voice Assistant Technology

Start real conversations with customers, answer questions, and build relationships by adding voice assistant prompts to mailers.

## Mail that's Conversational

### Two ways of talking. What's the difference?

New ways of using voice assistant technology that start great dialogues with customers

#### Basic Integration with Voice Assistant



##### Plug and play

use standard voice commands to guide exploration

**2% DISCOUNT**

#### Advanced Integration with Voice Assistant



##### Guide the conversation

create custom voice commands to deliver unique user experiences

**3% DISCOUNT**

# PROMOTION FEATURES: VIDEO IN PRINT



## Deliver videos directly to customers' doors with Video in Print.

Whether it's a new product launch, an exclusive invitation, or a great how-to tip, use video-in-print technology to deliver the video content your customers need without getting lost in the digital crowd.

## Playable video, right in the mailbox

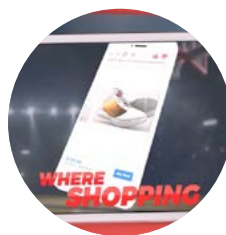


### Video In Print

Create a mailable, interactive video experience



a printed screen,  
no WiFi required



videos customers  
can shop from



interactivity that lets you  
explore 360 degrees

**3% DISCOUNT**

# QUICK START

## 1 Select an Eligible Mail Option

### Eligible Mail Options

Choose one of these three options. Make sure the shape (letter, card, or flat) and class are eligible.

- First-Class Mail letters, card and flats
- USPS® Marketing Mail letters and flats
- Nonprofit USPS Marketing Mail letters and flats

### Ineligible Mailpieces

The following are ineligible for this promotion, and will not be approved.

- Periodicals
- Bound Printed Matter
- Media Mail

## 2 Promotion Process at a Glance

- 1 Get pre-approval of mailpiece from USPS



- 2 Register for the Emerging and Advanced Technology Promotion



- 3 Prepare and Submit Postage Statements Electronically



- 4 Send Your Mailing



# QUICK START

## 3 Select a Technology and Corresponding Technology Trigger

### Promotion Technologies

Pick from one of these technologies.

#### Emerging and Advanced Technologies

**2% DISCOUNT**

“Enhanced” Augmented Reality (AR)

Basic Integration with Voice Assistant

#### Enhanced Emerging Technologies

**3% DISCOUNT**

Mixed Reality (MR)

Virtual Reality (VR)

Advanced Integration with Voice Assistant

Near Field Communication (NFC)

Video in Print Technology (ViP)

### Corresponding Technology Triggers

Make sure your mailer includes the right technology trigger.



Apps



QR code<sup>®</sup>  
or Barcode



NFC



Voice  
Assistant



Video  
Embedding










# QUICK START

## Trigger Directional Copy and Destinations

### Include Directional Copy with the Technology Trigger

Mailers must include directional copy with each technology trigger. Examples of directional copy for each technology type are below.

 <p><b>Apps</b></p> <p>Download our app and scan this page for an interactive experience</p>	 <p><b>QR code® or Barcode</b></p> <p>Scan here for an interactive mail experience</p>	 <p><b>NFC</b></p> <p>Tap here with your NFC-enabled phone</p>	 <p><b>Voice Assistant</b></p> <p>To explore stamps online, say “Alexa, take me to USPS’s Postal Store”</p>	 <p><b>Video Embedding</b></p> <p>Play an interactive video that shows how we design our notecards</p>
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Mailings with multiple qualifying technology triggers will only receive one discount.

### Directional Copy Requirements

- The technology used must enhance the primary purpose of the mailpiece.
- The mailpiece must contain directional text near the trigger logo, icon, or image that guides the consumer to engage using the technology trigger.
- The directional copy must be prominently displayed to ensure the customer sees it.
- Directional copy must be present on any page where the technology trigger is present.
- If the experience is available only on a specific mobile device operating system, the directional copy must clearly state which platform and/or tool is compatible (e.g., “this experience is only available on Android devices”).

If the directional copy does not meet these requirements, the mailpiece will not qualify for the discount.

### Technology Engagement

- Websites linked as mailpiece destinations must be mobile optimized and include an experience relevant to the mailpiece messaging.

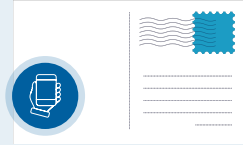
### Examples of directional copy include (but are not limited to):

- Scan here to play the game.
- Scan the logo for an interactive experience!
- Download our app and scan this page to see your mailpiece come to life.
- Tap here with your NFC-enabled phone.
- Assemble your viewer, download our app, insert your mobile device, and prepare for an undersea adventure!
- Hey Google, tell me what the weather is in the Bahamas next week

# QUICK START

## Technology Trigger Placement

Decide where the mobile technology trigger will appear on your mailer. You can place it on...



the outer surface of an envelope or postcard

or



on materials inside the mailpiece

But make sure you don't have it...



in the indicia or barcode clear zones

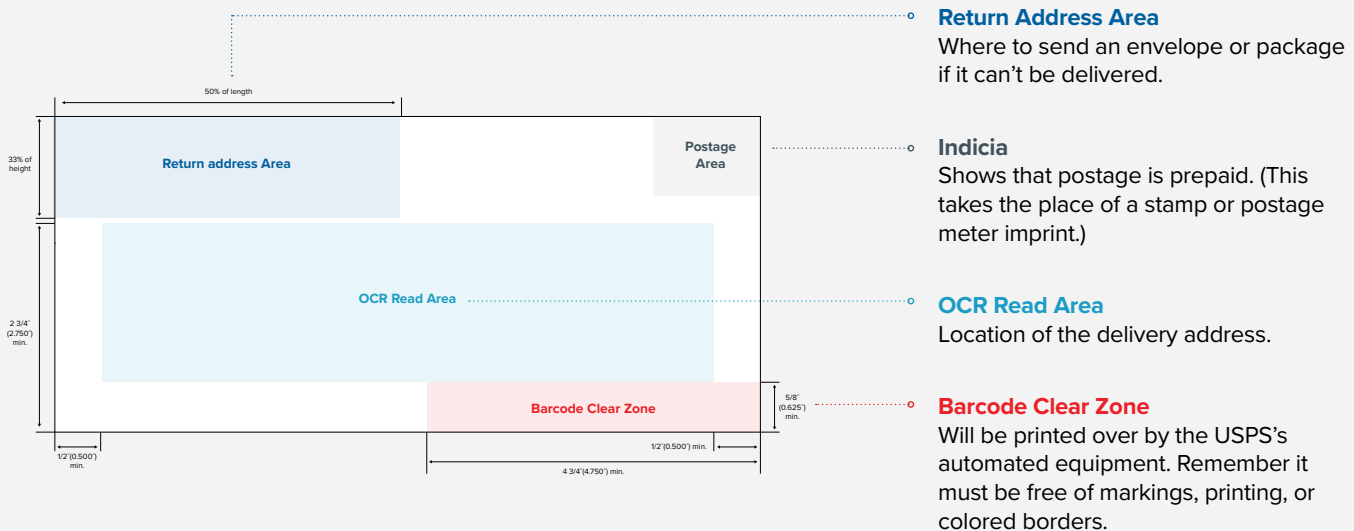
or



on a reply card, form, detached address label (DAL), unattached card, or perforated areas

## More on Mail

Before you dive into the details of mail standards, learn the basic terminology.



### Return Address Area

Where to send an envelope or package if it can't be delivered.

### Indicia

Shows that postage is prepaid. (This takes the place of a stamp or postage meter imprint.)

### OCR Read Area

Location of the delivery address.

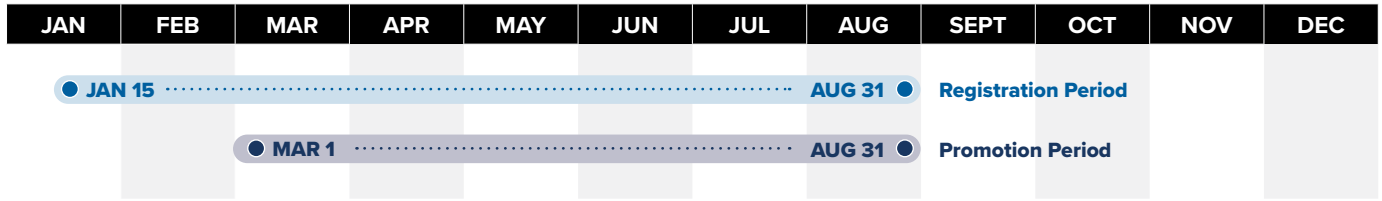
### Barcode Clear Zone

Will be printed over by the USPS's automated equipment. Remember it must be free of markings, printing, or colored borders.

Want to learn more about different standards? [Explore the Domestic Mail Manual here.](#)

# PROMOTION DETAILS

## 1A Program Information



### Discount Amounts

**2% DISCOUNT**

Emerging and Advanced Technologies

**3% DISCOUNT**

Enhanced Emerging Technologies

The discount is calculated in PostalOne!® system and applied to the postage statement at the time of mailing. The 2% or 3% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123) apply to the mailing and the discount is applied to those prices.

*\*Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.*

## 1B Promotion Process

- Design your **mailpiece**
  - Select a **technology** that you want to integrate with your mailpiece.
  - Follow the guidance in the **requirements document** to ensure eligibility. [Ensure eligibility by following promotion requirements.](#)
  - Create an **electronic sample** to send to USPS® for pre-approval.
- Send your electronic sample** to USPS to get **pre-approval**.
  - Email** your sample to USPS at [EmergingTechPromo@usps.gov](mailto:EmergingTechPromo@usps.gov) at least one week before mailing.
  - Include** a Point of Contact (POC) who will be responsible for the mailpiece.
  - Wait for **USPS to review and pre-approve**. We'll respond within four business days, and we may have a few revisions to ensure that you qualify for the discount.
  - Receive pre-approval via email.** Pre-approval is mandatory for all technology options for this promotion.

- If you haven't already registered, sign up for the **Emerging and Advanced Technology Promotion** on the **Business Customer Gateway**. Make sure to do this at least two hours before sending your mail.  
[Visit the Business Customer Gateway for more details](#)

- Prepare your postage statements and submit them electronically.** Remember to claim your discount when you file your mailing using the correct two-letter characteristic code:

**ME** Emerging Technology (2% Discount)

**1X** Enhanced Emerging Technology (3% Discount)

- Send your mailing and submit a hard copy sample** with your mailing. Remember to keep a hardcopy for your records.
- Watch your customer engagement rise** through direct mail.

### Contact the promotions team

If you have any questions about pre-approvals, requirements, or want us to review a concept, feel free to email the Program Office at [EmergingTechPromo@usps.gov](mailto:EmergingTechPromo@usps.gov)

# PROMOTION DETAILS

## Emerging and Advanced Technology Promotion

**2% DISCOUNT**

**Emerging and Advanced Technologies**

### 2A “Enhanced” Augmented Reality (AR)



#### “Enhanced” Augmented Reality (AR)

Enhanced Augmented Reality is an interactive experience that depicts real world objects which are enhanced digitally using 3-D technology in a physical world.

#### Technology Triggers



Apps



QR code® or Barcode

#### Must Include

- 3D elements, images, or modules
- Animation
- An interplay between the physical (mailpiece) and the digital that actively uses the user’s perspective

#### Non-Eligible

“Enhanced” AR excludes the use of static, pop-up, worded displays that do not engage the recipient in any experience other than reading or simply clicking a button. 2-dimensional AR images do not qualify.

#### Examples



Dive into your next trip with ABC Travel!

Scan this QR code® to splash in the pool before you arrive

QR code® on mailpiece directs customers to an interactive experience



Want to go deeper into the ocean?

Download our ABC Travel app to explore our favorite boat tours

QR code® opens up app store for download of AR experience

# PROMOTION DETAILS

## 2B Basic Integration with Voice Assistant Requirements



### Basic Integration with Voice Assistant Requirements

Basic Voice Assistant will utilize voice technology that makes use of existing search functionality and capability as the voice assistant can perform these tasks naturally. These experiences typically don't require customization or development by the mailer.

#### Technology Triggers



Voice Assistant Prompt

#### Must Include

The mailpiece must give specific instructions directing recipients to use a voice prompt to deliver a consistent targeted response or action through a voice device. There are three scenarios listed below.

- Directional copy containing a voice assistant command that uses simple search engine request functionality enabling the recipient to go to a website for a business purpose related to the mailpiece message.
- Leverages existing modules (e.g., weather category) in Alexa or Google Assistant where the recipient does not need to either download or create a skill/action.
- Leverages the use of existing modules in Alexa or Google Assistant that have minimal re-skin requirements (e.g., Add company name and customize a minor aspect of the voice assistant experience).

Voice Assistant experiences must be tied to measurable business outcomes.

#### Non-Eligible

Mailpieces without a clear reason for sending users to a specific website will not qualify for Voice Assistant discounts.

Some examples of non-qualifying voice commands include:

- ABC Travel saying "Hey Google, take me to EFGusedcars.com" on their mailer about vacations to the Bahamas. (Why? Going to EFGusedcars.com is unrelated to the mailpiece's messaging.)
- ABC Travel saying "Hey Siri, take me to EFGusedcars.com" without a reason for why EFGusedcars.com is relevant (Why? There needs to be context for sending users to the webpage.)

#### Examples

To find out more about our trips to the Bahamas on our website, say "Hey Google: Go to 'ABCTravel.com'"

##### Go to a Website (with purpose)

Directional copy tells customers what to say to activate their voice assistant and access the correct webpage

Hey Google, tell me what the weather is in the Bahamas next week.

##### Use Existing Voice Assistant Modules

Copy directs the customer to use an existing voice assistant module to access information related to the product, feature or experience

# PROMOTION DETAILS

## Emerging and Advanced Technology Promotion

**3% DISCOUNT** Enhanced Emerging Technologies .....

### 3A Near Field Communication (NFC) Requirements



#### Near Field Communication (NFC) Requirements

NFC technology typically consists of a small chip that is embedded into a carrier piece, such as a mailpiece. The user initiates an interactive experience by touching an NFC-enabled device, such as a smartphone or tablet, to the NFC-embedded item, or by placing the device in proximity to the NFC chip.

#### Technology Triggers



#### Must Include

The mailpiece must incorporate NFC technology to engage the mobile device in providing an interactive experience for the user. NFC chips must be embedded into the mailpiece and be triggered by tapping a mobile device to the mailpiece or waving the device over the mailpiece.

#### Non-Eligible

The NFC promotion cannot be used on ineligible mail classes (please see section on non-eligible mailpieces in Quickstart Section 1).

#### Examples



Get some vacation vibes going

Tap here with your smart phone or tablet to listen to our ABC Travel Bahamas playlist

NFC chip launches music playlist on smart phone or tablet



Want to explore local marine life on your next ABC Travel trip?

Tap here with your phone or tablet to meet Snowflake the spotted dolphin and a few of her closest friends

NFC chip plays a video of a dolphin

# PROMOTION DETAILS

## 3B Mixed Reality (MR) Requirements



### Mixed Reality (MR) Requirements

MR combines both augmented and virtual experiences through a combined immersive technology that can include sight, sound, and touch. MR can include different experiences, but some of the most common include blending physical and virtual experiences via a headset.

### Technology Triggers



Apps



QR code® or Barcode



NFC

### Must Include

The direct mail piece must have a trigger which leads to an MR experience in the same way that augmented reality and virtual reality currently function in the promotion. The MR experience must be related to the message included in/on the printed mailpiece, and must use a wearable (e.g., goggles, headset) to deliver the experience to the user. The wearable may be part of the mailing or the user's own.

The mailpiece and MR experience must meet machinability requirements per USPS® DMM regulations. The mailing must meet letter and flat requirements when mailing goggles or viewing devices. Parcels are not eligible.

### Non-Eligible

The Mixed Reality promotion excludes the use of static, pop-up, worded displays that don't engage the recipient in an experience beyond reading or clicking a button.

2-dimensional MR images and experiences that do not employ headsets or goggles do not qualify.

### Examples



Scan this QR code® to download the ABC Travel app to experience the beach right in your living room



Get ready to join us!  
Tap your smartphone here to see how to check in when you arrive

QR code® directs customers to the ABC travel app for a MR experience

NFC chip directs customers to an interactive MR experience

# PROMOTION DETAILS

## 3C Virtual Reality (VR) Requirements



### Virtual Reality (VR) Requirements

VR, also known as immersive multimedia or computer-simulated reality, is a computer technology that creates replicas of an environment, real or simulated, that include a user's physical presence to allow for user interaction. Virtual realities artificially create sensory experiences, which can include sight, touch, and hearing.

#### Technology Triggers



Apps



QR code® or Barcode



NFC

#### Must Include

A VR experience must be related to the message included on/in the printed mailpiece. The mailpiece may include goggles/viewers or other devices that allow the recipient to engage in the VR experience. Participants may consider incorporating a QR code® or an NFC chip to simplify engaging the VR experience through the use of a mobile device and goggles/viewers.

The mailpiece and VR experience must meet machinability requirements per USPS® regulations. The mailing must meet letter and flat requirements when mailing goggles or viewing devices. Parcels are not eligible.

#### Non-Eligible

The Virtual Reality promotion excludes the use of static, pop-up, worded displays that don't engage the recipient in an experience beyond reading or clicking a button.

2-dimensional VR images and experiences that do not employ the use of headsets or goggles do not qualify.

#### Examples



Start your ABC Travel vacation now!

Use the included cardboard VR goggles and scan the QR code® to preview some vacation activities before you leave



Tap here with your smart phone or tablet to go swimming with sharks

QR code® allows users to download a VR app to use with their cardboard VR goggles

QR code® allows users to download a VR app to use with their existing VR devices



# PROMOTION DETAILS

## 3D Advanced Integration with Voice Assistant Requirements



### Advanced Integration with Voice Assistant Requirements

Advanced Integration with Voice Assistant will use complex voice skills or actions that require greater development and investment. These experiences are unique and customized to the brand.

#### Technology Triggers



Voice Assistant Prompt

#### Must Include

The mailpiece must include the use of pre-built or customized skills or actions developed using such device toolkits like Alexa Skill Kit (ASK) for Alexa devices or an action developed using Google Console for Google Assistant, etc. There are two scenarios listed below.

- Build a customized skill or action for the company using complex modules via voice assistant developer-based toolkits or platforms (e.g., use the Alexa Skill Kit (ASK) to build a skill).
- Leverage existing modules using skills or actions that are highly customized to the company and have complex customized scripting and content that is also unique to the company.

#### Non-Eligible

Mailpieces without a clear reason for sending users to a specific website will not qualify for Voice Assistant discounts.

Some examples of non-qualifying voice commands include:

- ABC Travel saying “Hey Google, take me to EFGusedcars.com” on their mailer about vacations to the Bahamas. (Why? Going to EFGusedcars.com is unrelated to the mailpiece’s messaging.)
- ABC Travel saying “Hey Siri, take me to EFGusedcars.com” without a reason for why EFGusedcars.com is relevant (Why? There needs to be context for sending users to the webpage.)

#### Examples

Alexa, take me to ABC Travel and help me book a trip to the Bahamas.

##### Customized Module

Requires a custom skill be created so that customers use voice prompts to carry out specific processes, such as booking a vacation

**3% DISCOUNT**

Hey Google, have ABC Travel plan my daily itinerary for my trip to the Bahamas next week.

##### Existing (Pre-Built) Module

Uses existing VA modules with focused scripting and instructions that guide customers to targeted interactions

**3% DISCOUNT**

# PROMOTION DETAILS

## 3E Video in Print Requirements



### Video in Print Requirements

Video in Print (ViP) is playable video content that is integrated into printed material, such as print catalogs or mailpieces.

### Technology Triggers



Apps



QR code® or Barcode



NFC



Video Embedding

### Must Include

ViP can be integrated in the following ways:

- Integrated video screen within a printed, mailable piece
- Integrated Video/Picture utilizing translucent paper
- 360-degree Video View
- Shoppable Video

### Non-Eligible

Simply linking to video content (e.g., a YouTube video) does not meet the criteria for Video in Print.

### Examples



Scan here to get 15% off sunglasses before your next ABC Travel trip



Tap here to be welcomed by hotel staff before you arrive

QR code® opens a shoppable video of sunglasses that can be purchased online

NFC chip launches a welcome video

# PROMOTION DETAILS

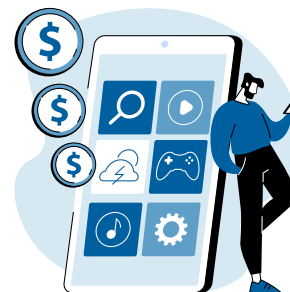
## Ways to Integrate ViP



### Integrated Video Screen

Mailpieces and catalogs can incorporate small, integrated LED, AMOLED, or LCD screens that can be triggered to play associated video content. This technology can deliver video to an offline consumer using printed material that is portable, reusable, and long-lasting, thus generating repeat impressions.

The video experience can launch automatically upon opening the mailpiece or be controlled using video function buttons like play, stop, and fast forward, depending on the functionality desired.



### Shoppable Video

Shoppable Video is the process by which a user can view a video and make a purchase without having to navigate to the retailers' website. The experience involves viewing a video which contains clickable spots where users can make a purchase. Shoppable video is platform agnostic but is often viewed through social media platforms as well as e-commerce sites. For purposes of this promotion, the physical mailpiece must include a trigger (i.e., an AR-based app or QR code®) which leads to a shoppable video via mobile device.



### 360-degree Video View

360-degree view videos let users manipulate the view within a video to "look around" much as they would in real life, allowing them to see everything around them with no obstructions or blind spots. With the correct technology selections, 360-degree view video can be incorporated into ViP mailpieces, creating an immersive experience with no internet connection needed.



### Integrated Video/Picture Using Translucent Paper

This technology allows a static image to become animated when combined with a digital screen. It consists of a physical, printed mailpiece printed on semi-translucent paper stock, that when placed over a tablet or mobile device, plays video content visible through the paper that appears to bring the mailpiece to life. These pieces may leverage tools such as Cineprint or similar technology to create or "play" the ViP experience.

# PROMOTION DETAILS

## 4A Reminders



### Some Final Reminders

- FedEx and UPS do not deliver to PO Box addresses. To ensure delivery to the Program Office's post office box address, please use US Postal Service® products or services.
- All PO Box mailings must include information about the sample, contact information, and an email address for responses.
- Information and resources will also be posted online at: <https://postalpro.usps.com/promotions>.
- Discounts must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.



### Pre-Approval Reminders

- Any final mailpieces that deviate from the prototypes, mock-ups or examples submitted for pre-verification will be subject to the loss of the discount.
- If the prototype is not approved in writing prior to entry date, the mailing will not qualify for the discount.
- Pre-approval notification e-mail is for the technology implementation. The mailpiece must also satisfy all of the remaining requirements in this document to qualify for the promotion discount.
- Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review this document to ensure that the mailpiece meets all 2022 Program Requirements.



### Promotion Reminders

**The discount must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.**

To claim the discount for mailings submitted via mail.dat or mail.xml, the Component Characteristics Record (CCR) file must be populated with the two letter characteristic ME for eligible 2% Emerging and Advanced technology and two letter characteristic 1X for the eligible 3% Enhanced Emerging Technologies for the 2022 Emerging and Advanced Technology Promotion. One of the parties in the by/for of the postage statement must be registered for the promotion.

# MAILING SUBMISSION AND ACCEPTANCE

## MAILING SUBMISSION REQUIREMENTS

The discount must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.

\*Only one promotion discount can be applied to a mailpiece or mailing. The use of technology and/or print treatments eligible for other promotion discounts will not increase the discount amount\*

### A Documentation/Postage Statement

Mailings must be submitted electronically via Mail.dat and Mail.XML or Postal Wizard. Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID) or Permit number. Participants will be required to affirmatively claim this promotion in the "Incentive Claimed" section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, the Component Characteristics Record (CCR) file MUST be populated with the appropriate **two-letter characteristic code** —

ME

Emerging Technology  
(2% Discount)

1X

Enhanced Emerging Technology  
(3% Discount)

### B Combined and Commingled Mailings

The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying mail must be submitted on separate postage statements or by mailpiece version.

Only one promotional discount will be applied per mailpiece version (identified by MPU Mail Piece Unit and MPU Segment ID). In a commingled mailing, which may contain multiple mail owners, a mailpiece version must be created for each mail owner. The incentive can be claimed independently for each using the CCR file. If needed, mailers may continue to use either the CSM Postage Group ID or the .mpa Customer Reference ID in order to create separate child statements for the pieces which are eligible for incentives. If a mailer is using the customer reference ID to create separate statements a unique MPA record must be created for pieces which are claiming incentive rates.

Further technical information can be found in the USPS® Mail.dat Technical Specifications

<https://postalpro.usps.com/mailing/techspecs>

If **PostalOne!** issues arise during the promotion period and prevent the timely finalization of Postage Statements within PostalOne! system, please follow the instructions in the **PostalOne!** Contingency Plan posted on PostalPro. <https://postalpro.usps.com/node/852>

### C Mailing Date

Mail must be tendered for acceptance during the promotion period. Promotion eligible mailings must be finalized in PostalOne! no earlier than 12:00:00 AM Central Time the day the promotion starts and no later than 11:59:59 PM Central Time on the last day of the promotion.

Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities 15 calendar days after the promotion end date. (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to the first day of the promotion. Any qualifying mailing that is accepted and paid for prior to start of a promotion is not eligible for the promotion discount.

# MAILING SUBMISSION AND ACCEPTANCE

## D Postage Payment Method

The eligible postage payments are:

- Permit Imprint
- Precanceled Stamp Permit
- Meter Permit
- OMAS and “Official Government Mail”
- Every Door Direct Mail (EDDM) that is deposited at a Business Mail Entry Unit (EDDM Retail mailings are ineligible)

## E Meter Mail/Precanceled Payment Option

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts. Mailers must select the appropriate Postage Affixed Method option as follows:

- If mailer is eligible for an VAR/CVAR for Meter Mail: all options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: Only “Neither” is an option
- Precanceled: Only “Neither” is an option.

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

Processing Category	Incentive Postage Amount Affixed
First-Class Letters	\$0.40
First-Class Mail Non Machinable Letters	\$0.55
First-Class Mail Cards	\$0.28
First-Class Mail Flats	\$0.51
USPS® Marketing Mail™ Regular Auto/PRSRT/CR Letters	\$0.15
USPS Marketing Mail™ Non Machinable Letters	\$0.47
USPS Marketing Mail™ Regular Auto/PRSRT/CR Flats	\$0.13
USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Letters	\$0.08
USPS Marketing Mail™ Nonprofit Non Machinable Letters	\$0.26
USPS Marketing Mail™ Nonprofit Auto/PRSRT/CR Flats	\$0.05

All existing requirements around mail preparation and acceptance as they are described in the domestic Mail Manual (DMM) remain in place. Please refer to [http://pe.usps.gov/text/dmm300/dmm300\\_landing.htm](http://pe.usps.gov/text/dmm300/dmm300_landing.htm) for more information.

# MAILING SUBMISSION AND ACCEPTANCE

## REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

### CHECKLIST

- Mailer must provide a hard copy sample mailpiece at BMEU
- Mailer must retain a sample mailpiece for USPS® post-mailing sampling

To claim the discount, participants must provide a hard copy unaddressed mailpiece sample at the time of mail entry to the Business Mail Entry Unit/acceptance clerk. This applies unless other sample submission options specified in the promotion requirements are applicable.

If a mailing agent submits promotional mailings from multiple mailers, a hard copy sample of each mailer's mailpiece must be presented to BMEU. All mailings are subject to standard acceptance and verification procedures and may be inspected for use of mobile print technologies, images, directional copy, and more.

### A Seamless Acceptance

Mailers participating in Seamless Acceptance must follow the process applicable to their situation to submit mailpiece production samples.

#### Facing Slip Requirement for All Seamless Acceptance Mailpiece Samples:

For all promotion production samples submitted by seamless acceptance mailers, the production sample must be attached to a facing slip that contains the following information: Promotion claimed, Mailer name, Mailer CRID and Job ID.

#### Mail entered at DMU

For seamless mailers who use a DMU for mail entry, when a USPS clerk is not present, the mailer should deposit production samples with facing slips in an inbox or other agreed upon place. USPS clerks will collect the samples when they visit the DMU and will bring them back to the BMEU to hold for audit purposes.

#### Mail entered at a BMEU with no BMEU clerk present

If no Postal employee is available at the time the mail is deposited at the BMEU, the promotion participant should forward production samples, with a facing slip for each, to the BMEU via mail. Samples can be bundled and sent in batches on a weekly basis.

#### Mail drop shipped from a DMU

When a USPS clerk is not present at the DMU, the participant should deposit production samples with facing slips in an inbox or other agreed upon place. USPS clerks will collect the samples when they visit the DMU and will bring them back to the BMEU to hold for audit purposes.

# MAILING SUBMISSION AND ACCEPTANCE

## Mail drop shipped from other locations

In this scenario the participant has two options.

- The participant can hold production samples and deposit them at the BMEU when other mailings are taken to the BMEU or the mailer can,
- Follow the steps above and mail batches of samples with facing slips to the BMEU on a weekly basis.

## Mail entered via postal transportation from mailer facility

If the mail is coming from a DMU, the participant should deposit production samples with facing slips in an inbox or other agreed upon place. If the mail originates from an as-needed DMU, the participant has two options.

- The participant can hold production samples and deposit them at the BMEU when other mailings are taken to the BMEU or the participant can,
- Follow the above steps.

## B Using the Self Service Terminal (SST)

Mailers participating in the promotion and presenting mail using the Self Service Terminal (SST) will see the message below on the screen and must certify the agreement on the screen and submit a mailpiece sample and postage statement to the BMEU clerk.



*This mailing has been identified as participating in an incentive program.  
By clicking OK, I certify that I am tendering a production mailpiece sample and  
postage statement to the acceptance employee for verification.*



## C Electronic Mailpiece Samples

Participants can apply to use the electronic mailpiece sample upload functionality for the Emerging Technology Promotion and the Mobile Shopping Promotion. This functionality enables participants to upload an electronic mailpiece sample to the BCG and use the assigned group ID in the eDoc submission. Participants interested in using this functionality should contact the Program Office via email several weeks in advance of participating in the promotion.

## D Post Mailing Requirements

The Program Office will conduct a sampling of mailpieces collected at Business Mail Entry Units to verify that submissions meet program requirements. The Postal Service reserves the right to pursue a revenue deficiency for mailings that do not meet ALL program requirements and to unenroll the mailer from the program or restrict participation in future promotions.

Additionally, all mailers who receive the discount must retain all hard copy mailpieces for 90 calendar days after the promotion end date and if requested by the Postal Service, must forward the sample to the Promotion Program Office.



# SUPPORT



## Online Versions of Documentation

### POSTAL PRO™

<https://postalpro.usps.com/promotions>

## For Questions:



### EMAIL

[emergingtechpromo@usps.gov](mailto:emergingtechpromo@usps.gov)



### MAIL

US Postal Service®  
2022 Emerging and Advanced  
Technology Promotion  
P.O. Box 23282  
Washington, DC 20026-3282

## Where to send samples

The Program Office responds to all inquiries within 4 business days upon receipt of mock ups, in the promotion inbox [emergingtechpromo@usps.gov](mailto:emergingtechpromo@usps.gov) or the PO Box.

## PostalOne! Helpdesk

For issues and concerns regarding enrollment or technical issues, please contact the PostalOne! Helpdesk through the Mailing & Shipping Solutions Center (MSSC) by email or phone at: ([MSSC@USPS.gov](mailto:MSSC@USPS.gov)) or 1-877-672-0007. In the Interactive Voice Response (IVR), customers will select option 2 (MSSC) and then option 3 (PostalOne!) for assistance.