

PROPOSED 2015 PROMOTIONS

All promotions and dates are tentative and subject to PRC approval.

As of: 11/24/14

JAN – FEB - MARCH

APRIL – MAY - JUNE

JULY – AUG - SEPT

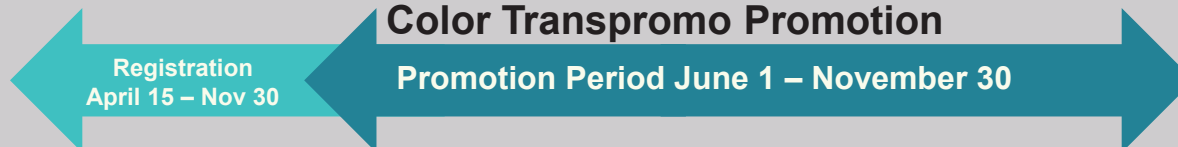
OCT – NOV - DEC

FIRST-CLASS MAIL®

Earned Value Promotion



Color Transpromo Promotion



STANDARD AND FIRST-CLASS MAIL

Emerging and Advanced Technology Promotion



STANDARD MAIL®

Mail Drives Mobile Engagement Promotion



■ 2015 Earned Value Reply Mail

- Slow the decline of First-Class Mail (BRM and CRM) pieces through a postage credit for each returned mail piece. Encourages year over year growth.

■ Emerging and Advanced Technology Promotion

- Encourage the use of “enhanced” augmented reality or standard NFC technology in mailing campaigns

■ First-Class Mail Color/Transpromo Promotion

- Continue to grow the value of First-Class Mail and encourage mailers to invest in color print technology for bills/statements

■ Mail Drives Mobile Engagement Promotion

- Demonstrate how direct mail, combined with mobile technology, can combine to facilitate purchasing from a mail piece using a mobile device