

SAVE UP TO 30% WITH THE 2024 USPS MAIL INCENTIVES

It's a great time to send direct mail.

OVERVIEW

The US Postal Service is offering incentives to mailers to promote First-Class Mail and Marketing Mail Growth volume growth in 2024 and into the future. These two incentives will **provide up to 30% savings** and lower overall postage costs on incremental growth — maximizing the ROI for high-volume mailers.

PROGRAM DETAILS

What are the First-Class Mail and Marketing Mail Growth Incentives?

The First-Class Mail and Marketing Mail Growth Incentives are being offered to mail owners to encourage them to grow volume in Calendar Year 2024 (CY 2024). The Postal Service will be issuing postage credits to mail owners who grow mail volumes in CY 2024 compared to volume in Fiscal Year 2023 (FY 2023) and meets all other requirements for these incentives. Credits will be rewarded in 2025.

Qualifying volumes for First-Class Mail include:

- Presort Letters
- Presort Cards
- Presort Flats

Qualifying volumes for Marketing Mail include:

- Letters
- Flats
- Parcels

Registration will open Nov. 1, 2023 and runs through June 2024.



REGISTRATION REQUIREMENTS

Register with the USPS between November 1, 2023 and June 2024. Visit the official USPS website and obtain your unique registration identifier.

ELIGIBILITY

- First-Class and Marketing Mail pieces
- Register before June 2024 and meet baseline volumes set by the USPS
- Mail at least one million pieces in 2024
- Volume in 2024 must exceed 2023

DURATION The program is active throughout the year, allowing you to plan and execute your marketing campaigns at your convenience while enjoying the associated benefits.

Reach out to your Southeastern rep with any questions or for assistance with registering.

For the most current information from the USPS regarding these incentives, [please click here.](#)



How much of a postage credit will be issued if I grow my mail volume?

The Postal Service will issue a 30% postage credit based on the incremental volume in CY 2024 (vs. baseline FY 2023 volume) times the average actual price paid per mail piece for qualifying mail during the incentive period. There are three conditions that exist for a mail owner to receive these postage credits.

1. The mail owner must mail at least one million mail pieces in CY 2024 in the mail class (First-Class Mail or Marketing Mail).
2. The mail owner's CY 2024 volume must exceed their volume in FY 2023.
3. The mailer must meet registration requirements for these incentives, which include accepting a baseline volume for each incentive determined by the Postal Service.

Who is eligible to participate in the First-Class Mail and Marketing Mail Growth incentives?

Every mail owner is eligible to participate in these incentives.

How do I participate in the Mail Growth incentives? The details.

A mail owner must first register for one or both mail growth incentives. Registration for each mail growth incentive is expected to occur through the Product Management Portal, and through the Business Customer Gateway. As part of registration, USPS will provide the mail owner with their corresponding baseline volume. The First-Class Mail and Marketing Mail Growth Incentives owner must record their agreement with this baseline volume, and other conditions for participating in the incentive plan, in order to start receiving postage credits for incremental volume growth in CY 2024 vs FY 2023 subject to a minimum mailing volume of one million qualifying pieces in CY 2024. Postage credits will be issued to qualified mail owners after six, nine and twelve months from the start of CY 2024.

When can I register for the growth incentives?

Registration will open Nov. 1, 2023 and run through June 2024.

CONSIDER BOOMBOX FOR DIRECT MAIL

Cost Savings: Leverage reduced postage rates for First-Class Mail and Marketing Mail, optimizing your budget and allowing for increased mailing volumes without breaking the bank.

Enhanced Targeting: Access advanced targeting options for Marketing Mail, ensuring your promotional materials reach the right audience for improved response rates and overall campaign effectiveness. With LeadMatch and Google and Social Media display ad geofencing, your mail campaign reaches recipients where they spend their time.

Increased Visibility: Take advantage of enhanced tracking and reporting capabilities to gain valuable insights into your mail delivery, enabling better decision-making and performance optimization.

Streamlined Process: As Seamless Mailers, First-Class Mail and Marketing Mail is addressed inline with Multi-Match verification, saving production time and bypassing traditional steps required by most mail services. Our process expedites the delivery of your mail to its recipient more quickly.



If you have questions about how to utilize the 2024 USPS postal credit program or about BoomBox, reach out to your Southeastern representative.

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