

PROPOSED 2017 MAILING PROMOTIONS CALENDAR

As of June 3, 2016

All promotions and dates are tentative and subject to PRC approval

NOV – DEC 2016

JAN – FEB - MARCH

APRIL – MAY - JUNE

JULY – AUG - SEPT

OCT – NOV - DEC

FIRST-CLASS MAIL

Registration
Nov 15 -
Dec 31, 2016

Earned Value
Promotion Period (6 months)
January 1 – June 30, 2017

Registration
May 15 - Dec 31

Color Transpromo
Promotion Period (6 months)
July 1 – December 31, 2017

STANDARD AND FIRST-CLASS MAIL

Registration
Jan 15 – Aug 31

Emerging and Advanced Technology
Promotion Period (6 months)
March 1 – August 31, 2017

STANDARD MAIL

Tactile, Sensory & Interactive Mailpiece Engagement
Registration
Dec 15 – July 31
Promotion Period (6 months)
February 1 – July 31, 2017

Direct Mail Starter
Registration
March 15 – July 31
Promotion Period (3 months)
May 1 – July 31, 2017

Mobile Shopping
Registration
June 15 – Dec 31
Promotion Period (5 months)
August 1 – December 31, 2017