

UNITED STATES OF AMERICA
POSTAL REGULATORY COMMISSION
WASHINGTON, DC 20268-0001

Before Commissioners:

Robert G. Taub, Acting Chairman;
Tony Hammond, Vice Chairman;
Mark Acton; and
Nanci E. Langley

Notice of Market-Dominant
Price Adjustment

Docket No. R2016-2

ORDER ON PRICE ADJUSTMENTS FOR MARKET DOMINANT PRODUCTS AND
RELATED MAIL CLASSIFICATION CHANGES

(Issued December 10, 2015)

I. OVERVIEW

On November 16, 2015, the Postal Service filed a notice, pursuant to 39 U.S.C. 3622 and 39 C.F.R. part 3010, of plans to implement five temporary promotions and associated classification changes.¹ The Postal Service seeks approval for the following five promotions for the periods indicated:

- Emerging and Advanced Technology/Video in Print Promotion (March–August 2016);
- Tactile, Sensory, and Interactive Mailpiece Engagement Promotion (March–August 2016);

¹ United States Postal Service Notice of Market-Dominant Price Adjustment, November 16, 2015 (Notice).

- Earned Value Reply Mail Promotion (April–June 2016);
- Mobile Shopping Promotion (July–December 2016); and
- Personalized Color Transpromo Promotion (July–December 2016).

Notice at 3-6. Three promotions apply to First-Class Mail products: Emerging and Advanced Technology/Video in Print Promotion; Earned Value Reply Mail Promotion; and Personalized Color Transpromo Promotion. Four promotions apply to Standard Mail products: Emerging and Advanced Technology/Video in Print Promotion; Tactile, Sensory, and Interactive Mailpiece Engagement Promotion; Earned Value Reply Mail Promotion; and Mobile Shopping Promotion.

In the Notice, the Postal Service characterizes the promotions as continuations of the technology promotions and the Earned Value Reply Mail promotion the Postal Service offered in calendar year (CY) 2015. Notice at 2.

Instant notice: The Notice includes three attachments presenting detailed price and mail classification changes, promotion descriptions, and price cap calculations. Attachment A presents the proposed Mail Classification Schedule (MCS) changes (in legislative format) for the five promotions. Attachment B provides a 2016 promotions calendar with detailed descriptions of the five promotions. Attachment C contains the Postal Service's price cap calculations. The Postal Service's filing also consists of two sets of workpapers, one for each class, filed as library references intended to support its assertion that the temporary promotions comply with the price cap.²

Initial Commission action: On November 18, 2015, the Commission issued Order No. 2824, which provided public notice of the Postal Service's filing, established Docket No. R2016-2 to consider the planned price adjustments, invited public

² Library Reference USPS–LR–R2016–2/1, November 16, 2015. Library Reference USPS–LR–R2016–2/2, November 16, 2015.

comments, and appointed a Public Representative to represent the interests of the general public.³

Comments. The Commission received comments from two interested parties in response to Order No. 2824, the Public Representative⁴ and the National Postal Policy Council (NPPC).⁵ The Public Representative opines that the Postal Service's planned promotions comply with 39 U.S.C. § 3622 and 39 C.F.R. part 3010, and are accurately reflected in the Postal Service's revisions to the MCS. PR Comments at 1-3.

With regards to the price cap calculations, the Public Representative believes the five promotions comply with the requirements of 39 U.S.C. § 3622(d), as there is no change in its unused price adjustment authority since the price adjustment is limited to the continuation of promotions offered in CY 2015. PR Comments at 2. She states the Postal Service's library references "demonstrate that the percentage change in prices for First-Class Mail and Standard Mail are both 0.0 percent, and therefore, no pricing authority is used." *Id.* She "supports the Postal Service's use of its pricing flexibility to strengthen the financial position of the Postal Service by increasing the value of mail and increasing mail volume." *Id.* at 3, see, e.g., 39 U.S.C. §§ 3622(b)(4), (b)(5), (c)(1), and (c)(7).

NPPC recommends the Commission approve the Postal Service's promotions. NPPC Comments at 2. However, it suggests the Postal Service develop more First-Class Mail promotions throughout the year and provide greater advanced notice of these promotions, so mailers are better able to participate during the promotional period. *Id.* at 2-3.

³ Notice and Order on Temporary Promotions and Classification Changes for Market Dominant Products, November 18, 2015 (Order No. 2824).

⁴ Public Representative Comments, December 7, 2015 (PR Comments).

⁵ Comments of the National Postal Policy Council, December 7, 2015 (NPPC Comments).

II. FIRST-CLASS MAIL

CY 2016 promotions. Three promotions apply to First-Class Mail products: Emerging and Advanced Technology/Video in Print Promotion; Earned Value Reply Mail Promotion; and Personalized Color Transpromo Promotion. The Postal Service asserts that the percent change in prices for First-Class Mail is 0.0 percent as a result of the First-Class Mail promotions. Notice at 6, 8.

The Emerging and Advanced Technology/Video in Print Promotion is designed to encourage mailers to incorporate mobile and other print technologies into their direct mailpieces. Notice at 3. First-Class Mail presort or automation letters, cards, and flats, as well as commercial and nonprofit Standard Mail letters and flats, that meet the promotion requirements will be eligible for an upfront 2.0 percent postage discount. *Id.* Additionally, the CY 2016 promotion will offer an “A/B Testing Option” allowing mailers to receive the promotional discount for a limited number of pieces that do not meet the promotion’s eligibility requirements. *Id.*; see Notice, Attachment B at 3. To receive the discount for ineligible pieces, mailers must use the A/B Testing protocols to compare response rates to mailpieces featuring qualifying technology with response rates to mailpieces featuring non-qualifying technology. Notice at 3. This promotion will be in effect from March 1, 2016, to August 31, 2016. Notice, Attachment B at 1.

The Earned Value Reply Mail Promotion provides a per-piece rebate on Business Reply Mail and Courtesy Reply Mail envelopes and cards that are returned to the registered customer during the promotional period. Notice at 4-5. As in previous years, the promotion provides mailers with a \$0.02 postage credit for each First-Class Mail and Standard Mail Business Reply Mail and Courtesy Reply Mail piece returned to the mailer during the promotional period. *Id.* at 5. Additionally, mailers who participated in the Earned Value Reply Mail Promotion in CY 2015 and either meet or increase their volume of qualifying mailpieces in 2016 will receive a \$0.03 rebate per piece. *Id.* The rebate will be calculated at the end of the promotional period and will be applied to the mailer’s permit account. Notice, Attachment B at 6. This promotion will be in effect from April 1, 2016, to June 30, 2016. *Id.*

The Personalized Color Transpromo Promotion applies only to First-Class Mail and provides mailers a 2.0 percent postage discount on First-Class presort and automation letters that use dynamic/variable color print for marketing messages on their bills and statements. Notice at 6; see Notice, Attachment B at 7. Through this promotion, First-Class Mail presort or automation letters that meet the promotion requirements are eligible for an upfront 2.0 percent postage discount. Notice at 6. The Postal Service characterizes this promotion as a continuation of a similar promotion approved in R2015-4. *Id.* at 6. This promotion will be in effect from July 1, 2016, to December 31, 2016. Notice, Attachment B at 7.

Commission analysis. The Commission concludes that the Postal Service's inclusion of the above referenced promotions in the price cap calculation for First-Class Mail is consistent with 39 C.F.R. § 3010.23(e)(2). Based on the most recent available data from the Bureau of Labor Statistics, the Postal Service has inflation-based price adjustment authority of 0.064 percent. Notice at 7; see Notice, Attachment C. The Commission finds that the Postal Service's planned promotions for First-Class Mail result in no change in the price for First-Class Mail, as a class. This creates 0.064 percent of new unused price adjustment authority. As the Postal Service had 0.010 percent unused price adjustment authority before the instant docket, the unused price adjustment authority for First-Class Mail is now 0.074 percent. Notice at 7-9; see Library Reference PRC-LR-R2016-2/1. The Commission approves the Postal Service's proposed First-Class Mail changes to the MCS. The First-Class Mail MCS changes appear following the signature line of this order.

III. STANDARD MAIL

CY 2016 promotions. Four promotions apply to Standard Mail products: Emerging and Advanced Technology/Video in Print Promotion; Tactile, Sensory, and Interactive Mailpiece Engagement Promotion; Earned Value Reply Mail Promotion; and Mobile Shopping Promotion. The two promotions that also apply to First-Class Mail products (the Emerging and Advanced Technology/Video in Print Promotion and the

Earned Value Reply Mail Promotion) are discussed above. *See section II, supra.* This section discusses the remaining two promotions (the Tactile, Sensory, and Interactive Mailpiece Engagement Promotion and the Mobile Shopping Promotion). The Postal Service asserts that the percent change in prices for Standard Mail is 0.0 percent as a result of the Standard Mail promotions. Notice at 6, 8.

According to the Postal Service, the Tactile, Sensory, and Interactive Mailpiece Engagement Promotion will encourage mailers to use advanced printing and finishing techniques. Notice at 4. In CY 2015, the Postal Service introduced advanced printing and finishing techniques as a new qualifying category under the Advanced and Emerging Technology Promotion. *Id.* In the Notice, the Postal Service states that it intends to separate advanced print technology into its own promotion for CY 2016. *Id.* To be eligible, the mailpiece must incorporate advanced print technology, such as innovative paper and stock, substrates, finishing techniques, and inks. *Id.* Commercial and nonprofit Standard Mail letters and flats that meet the promotion's requirements will be eligible for an upfront 2.0 percent postage discount. *Id.* This promotion will be in effect from March 1, 2016, to August 31, 2016. Notice, Attachment B at 5.

The Mobile Shopping Promotion will build on previous promotions intended to increase mailers' interest in and use of mobile technologies in direct mail. Notice at 5. Like previous promotions, the Postal Service will offer a 2.0 percent postage discount to commercial and nonprofit Standard Mail letters and flats mailers that integrate mobile technology into their direct mail and create a mobile shopping experience for consumers. *Id.* The Postal Service intends to include a new social media component that permits consumers to connect via the "Buy Now" features available on various social media platforms. *Id.* This promotion will be in effect from July 1, 2016, to December 31, 2016. Notice, Attachment B at 4.

Commission analysis. The Commission concludes that the Postal Service's inclusion of the above referenced promotions in the price cap calculation for Standard Mail is consistent with 39 C.F.R. § 3010.23(e)(2). Based on the most recent available data from the Bureau of Labor Statistics, the Postal Service has inflation-based price

adjustment authority of 0.064 percent. Notice at 7; see Notice, Attachment C. The Commission finds that Postal Service's planned promotions for Standard Mail result in no change in the price for Standard Mail, as a class. This creates 0.064 percent new unused price adjustment authority. As the Postal Service had 0.040 percent unused price adjustment authority before the instant docket, the unused price adjustment authority for Standard Mail is now 0.104 percent. Notice at 7-9; see Library Reference PRC-LR-R2016-2/2. The Commission approves the Postal Service's proposed Standard Mail changes to the MCS. The Standard Mail MCS changes appear following the signature line of this order.

IV. ORDERING PARAGRAPHS

It is ordered:

1. The Commission finds that the Postal Service's planned temporary promotions relating to First-Class Mail and Standard Mail as described in the United States Postal Service notice of Market Dominant Price Adjustment, filed November 16, 2015, are consistent with 39 U.S.C. § 3622(d), and may take effect as planned.
2. The sum of the unused rate authority for First-Class Mail is 0.074 percent, which includes 0.010 percent created by Docket No. R2015-4, Order No. 2365, Order on Price Adjustments for First-Class Mail Products and Related Mail Classification Changes, February 24, 2015, (expiring January 15, 2020) and 0.064 percent in new unused authority.
3. The sum of the unused rate authority for Standard Mail is 0.104 percent, which includes 0.040 percent created by Docket No. R2015-4, Order No. 2472, Order on Revised Price Adjustments for Standard Mail, Periodicals, and Package Services Products and Related Mail Classification Changes, May 7, 2015, (expiring January 15, 2020) and 0.064 percent in new unused authority.

4. Revisions to the Mail Classification Schedule appear below the signature of this Order and are effective March 1, 2016.

By the Commission.

Stacy L. Ruble
Secretary

CHANGES TO THE MAIL CLASSIFICATION SCHEDULE

The following material represents a change to the Mail Classification Schedule. The Commission uses two main conventions when making changes to the Mail Classification Schedule. New text is underlined. Deleted text is struck through.

Part A—Market Dominant Products

1100 First-Class Mail

1110 Presorted Letters/Postcards

1110.4 Optional Features

The following additional postal services may be available in conjunction with the product specified in this section:

- Emerging and Advanced and Emerging Technology/Video in Print Promotion (June 1, 2015 to November 30, 2015 March 1, 2016 to August 31, 2016)
- Earned Value Reply Mail Promotion (May 1, 2015 to July 31, 2015 April 1, 2016 to June 30, 2016)
- Personalized Color Transpromo Promotion (June 1, 2015 to November 30, 2015 July 1, 2016 to December 31, 2016)

1110.5 Prices

Emerging and Advanced and Emerging Technology/Video in Print Promotion (June 1, 2015 to November 30, 2015 March 1, 2016 to August 31, 2016)

Provide a two percent discount on the qualifying postage for First-Class Mail presort or automation letters, postcards, and flats, and Standard Mail ~~presort or automation letters, postcards, and flats~~ that are sent during the established program period, and which include affixed or embedded technology that allows the recipient to engage in an experience facilitated by ~~via Near Field Communication, or other~~ qualifying emerging technology leading to a mobile experience. A limited number of nonqualifying pieces used for testing purposes are eligible for the discount if the mailer reports testing results to the Postal Service. To receive the discount, mailers must comply with the eligibility requirements of the program.

*First-Class Mail
Presorted Letters/Postcards*

*Earned Value Reply Mail Promotion (~~May 1, 2015 to July 31, 2015~~ April 1, 2016
to June 30, 2016)*

Provide a \$0.02 or \$0.03 per piece rebate on all Business Reply Mail and Courtesy Reply Mail pieces that meet program requirements and are returned to the registered customer during the program period. To receive the rebate, registered customers must have mailed out pieces that included a Business Reply Mail or Courtesy Reply Mail envelope, and comply with all other eligibility requirements of the program. To qualify for the \$0.03 per piece rebate, a mailer must have participated in the ~~2013~~2015 Earned Value Promotion and meet or increase their volume of qualifying Business Reply Mail/Courtesy Reply Mail pieces in ~~2014~~2016.

*Personalized Color Transpromo Promotion (~~June 1, 2015 to November 30,~~
~~2015~~ July 1, 2016 to December 31, 2016)*

Provide a 2 percent discount on qualifying postage for First-Class Mail automation letters sent as part of a full-service IMb mailing during the established program period, which contain bills or statements with dynamic variable color (four-color-process) messaging. The color messaging must be on the bill or statement and be for marketing or consumer information purposes. To receive the discount, mailers must comply with the eligibility requirements of the program.

*First-Class Mail
Presorted Letters/Postcards*

1115

Flats

1115.4 Optional Features

The following additional postal services may be available in conjunction with the product specified in this section:

- Emerging and Advanced and Emerging Technology/Video in Print Promotion (June 1, 2015 to November 30, 2015 March 1, 2016 to August 31, 2016)
- Earned Value Reply Mail Promotion (April 1, 2016 to June 30, 2016)

1115.5

Prices

Emerging and Advanced and Emerging Technology/Video in Print Promotion (June 1, 2015 to November 30, 2015 March 1, 2016 to August 31, 2016)

Provide a two percent discount on the qualifying postage for First-Class Mail presort or automation letters, postcards, and flats, and Standard Mail presort or automation letters, postcards, and flats that are sent during the established program period, and which include affixed or embedded technology that allows the recipient to engage in an experience facilitated by via Near Field Communication, or other qualifying emerging technology leading to a mobile experience. A limited number of nonqualifying pieces used for testing purposes are eligible for the discount if the mailer reports testing results to the Postal Service. To receive the discount, mailers must comply with the eligibility requirements of the program.

Earned Value Reply Mail Promotion (April 1, 2016 to June 30, 2016)

Provide a \$0.02 or \$0.03 per piece rebate on all Business Reply Mail and Courtesy Reply Mail pieces that meet program requirements and are returned to the registered customer during the program period. To receive the rebate, registered customers must have mailed out pieces that included a Business Reply Mail or Courtesy Reply Mail envelope, and comply with all other eligibility requirements of the program. To qualify for the \$0.03 per piece rebate, a mailer must have participated in the 2015 Earned Value Promotion and meet or increase their volume of qualifying Business Reply Mail/Courtesy Reply Mail pieces in 2016.

*Standard Mail (Commercial and Nonprofit)
High Density and Saturation Letters*

1200 **Standard Mail (Commercial and Nonprofit)**

1205 **High Density and Saturation Letters**

1205.5 Optional Features

The following additional postal services may be available in conjunction with the product specified in this section:

- ~~Earned Value Reply Mail Promotion (May 1, 2015 to July 31, 2015~~April 1, 2016 to June 30, 2016)
- ~~Emerging and Advanced and Emerging Technology/Video in Print Promotion (June 1, 2015 to November 30, 2015~~March 1, 2016 to August 31, 2016)
- ~~Mail Drives Mobile Engagement~~Mobile Shopping Promotion (July 1, 2015 to December 31, 2015July 1, 2016 to December 31, 2016)
- Tactile, Sensory, and Interactive Mailpiece Engagement Promotion (March 1, 2016 to August 31, 2016)

1205.6 Prices

*Earned Value Reply Mail Promotion (May 1, 2015 to July 31, 2015*April 1, 2016 to June 30, 2016)

Provide a \$0.02 or \$0.03 per-piece rebate on all Business Reply Mail and Courtesy Reply Mail pieces that meet program requirements and are returned to the registered customer during the program period. To receive the rebate, registered customers must have mailed out pieces that included a Business Reply Mail or Courtesy Reply Mail envelope, and comply with all other eligibility requirements of the program. To qualify for the \$0.03 per piece rebate, a mailer must have participated in the ~~2014~~2015 Earned Value Promotion and meet or increase their volume of qualifying Business Reply Mail/Courtesy Reply Mail pieces in ~~2015~~2016.

*Standard Mail (Commercial and Nonprofit)
High Density and Saturation Letters*

*Emerging and Advanced ~~and Emerging~~ Technology/Video in Print Promotion
(~~June 1, 2015 to November 30, 2015~~ March 1, 2016 to August 31, 2016)*

Provide a two percent discount on the qualifying postage for First-Class Mail presort or automation letters, postcards, and flats, and Standard Mail ~~presort or automation letters, postcards, and flats~~ that are sent during the established program period, and which include affixed or embedded technology that allows the recipient to engage in an experience facilitated by via Near Field Communication, or other qualifying emerging technology leading to a mobile experience. A limited number of nonqualifying pieces used for testing purposes are eligible for the discount if the mailer reports testing results to the Postal Service. To receive the discount, mailers must comply with the eligibility requirements of the program.

Mail Drives Mobile Engagement Mobile Shopping Promotion (~~July 1, 2015 to December 31, 2015~~ July 1, 2016 to December 31, 2016)

Provide a two percent discount on the qualifying postage for Standard Mail ~~presort or automation letters, postcards, and flats~~ which include a mobile barcode inside or on the mailpiece that facilitates a mobile optimized shopping experience. To receive the discount, the qualifying mail must be sent during the established program period by mailers that comply with the eligibility requirements of the program.

Tactile, Sensory, and Interactive Mailpiece Engagement Promotion (March 1, 2016 to August 31, 2016)

Provide a two percent discount on the qualifying postage for Standard Mail letters and flats that incorporate scent, sound, visual, textural, dimensional, or other qualifying enhancements. To receive the discount, the qualifying mail must be sent during the established program period by mailers that comply with the eligibility requirements of the program.

*Standard Mail (Commercial and Nonprofit)
High Density and Saturation Flats/Parcels*

1210 High Density and Saturation Flats/Parcels

1210.5 Optional Features

The following additional postal services may be available in conjunction with the product specified in this section:

- Earned Value Reply Mail Promotion: Flats Only (May 1, 2015 to July 31, 2015April 1, 2016 to June 30, 2016)
- Emerging and Advanced and Emerging Technology/Video in Print Promotion: Flats Only (June 1, 2015 to November 30, 2015March 1, 2016 to August 31, 2016)
- Mail Drives Mobile Engagement Mobile Shopping Promotion: Flats Only (July 1, 2015 to December 31, 2015July 1, 2016 to December 31, 2016)
- Tactile, Sensory, and Interactive Mailpiece Engagement Promotion: Flats Only (March 1, 2016 to August 31, 2016)

1210.6 Prices

Earned Value Reply Mail Promotion: Flats Only (May 1, 2015 to July 31, 2015April 1, 2016 to June 30, 2016)

Provide a \$0.02 or \$0.03 per-piece rebate on all Business Reply Mail and Courtesy Reply Mail pieces that meet program requirements and are returned to the registered customer during the program period. To receive the rebate, registered customers must have mailed out pieces that included a Business Reply Mail or Courtesy Reply Mail envelope, and comply with all other eligibility requirements of the program. To qualify for the \$0.03 per piece rebate, a mailer must have participated in the 20142015 Earned Value Promotion and meet or increase their volume of qualifying Business Reply Mail/Courtesy Reply Mail pieces in 20152016.

*Standard Mail (Commercial and Nonprofit)
High Density and Saturation Flats/Parcels*

*Emerging and Advanced ~~and Emerging~~ Technology/Video in Print Promotion:
Flats Only (~~June 1, 2015 to November 30, 2015~~ March 1, 2016 to August 31,
2016)*

Provide a two percent discount on the qualifying postage for First-Class Mail presort or automation letters, postcards, and flats, and Standard Mail ~~presort or automation letters, postcards, and flats~~ that are sent during the established program period, and which include affixed or embedded technology that allows the recipient to engage in an experience facilitated by via Near Field Communication, or other qualifying emerging technology leading to a mobile experience. A limited number of nonqualifying pieces used for testing purposes are eligible for the discount if the mailer reports testing results to the Postal Service. To receive the discount, mailers must comply with the eligibility requirements of the program.

Mail Drives Mobile Engagement-Mobile Shopping Promotion: Flats Only (~~July 1, 2015 to December 31, 2015~~ July 1, 2016 to December 31, 2016)

Provide a two percent discount on the qualifying postage for Standard Mail ~~presort or automation~~ letters and flats which include a mobile barcode inside or on the mailpiece that facilitates a mobile optimized shopping experience. To receive the discount, the qualifying mail must be sent during the established program period by mailers that comply with the eligibility requirements of the program.

*Tactile, Sensory, and Interactive Mailpiece Engagement Promotion: Flats Only
(March 1, 2016 to August 31, 2016)*

Provide a two percent discount on the qualifying postage for Standard Mail letters and flats that incorporate scent, sound, visual, textural, dimensional, or other qualifying enhancements. To receive the discount, the qualifying mail must be sent during the established program period by mailers that comply with the eligibility requirements of the program.

*Standard Mail (Commercial and Nonprofit)
Carrier Route*

1215 Carrier Route

1215.5 Optional Features

The following additional postal services may be available in conjunction with the product specified in this section:

- Earned Value Reply Mail Promotion: Letters and Flats Only (May 1, 2015 to July 31, 2015 April 1, 2016 to June 30, 2016)
- Emerging and Advanced and Emerging Technology/Video in Print Promotion: Letters and Flats Only (June 1, 2015 to November 30, 2015 March 1, 2016 to August 31, 2016)
- Mail Drives Mobile Engagement Mobile Shopping Promotion: Letters and Flats Only (July 1, 2015 to December 31, 2015 July 1, 2016 to December 31, 2016)
- Tactile, Sensory, and Interactive Mailpiece Engagement Promotion: Letters and Flats Only (March 1, 2016 to August 31, 2016)

1215.6 Prices

Earned Value Reply Mail Promotion: Letters and Flats Only (May 1, 2015 to July 31, 2015 April 1, 2016 to June 30, 2016)

Provide a \$0.02 or \$0.03 per-piece rebate on all Business Reply Mail and Courtesy Reply Mail pieces that meet program requirements and are returned to the registered customer during the program period. To receive the rebate, registered customers must have mailed out pieces that included a Business Reply Mail or Courtesy Reply Mail envelope, and comply with all other eligibility requirements of the program. ~~Rebates may be applied to future mailings of First-Class Mail and Standard Mail presort of automation letters, postcards, and flats.~~ To qualify for the \$0.03 per piece rebate, a mailer must have participated in the 20142015 Earned Value Promotion and meet or increase their volume of qualifying Business Reply Mail/Courtesy Reply Mail pieces in 20152016.

Standard Mail (Commercial and Nonprofit)
Carrier Route

Emerging and Advanced and Emerging Technology/Video in Print Promotion: Letters and Flats Only (June 1, 2015 to November 30, 2015 March 1, 2016 to August 31, 2016)

Provide a two percent discount on the qualifying postage for First-Class Mail presort or automation letters, postcards, and flats, and Standard Mail ~~presort or automation letters, postcards, and flats~~ that are sent during the established program period, and which include affixed or embedded technology that allows the recipient to engage in an experience facilitated by via Near Field Communication, or other qualifying emerging technology leading to a mobile experience. A limited number of nonqualifying pieces used for testing purposes are eligible for the discount if the mailer reports testing results to the Postal Service. To receive the discount, mailers must comply with the eligibility requirements of the program.

Mail Drives Mobile Engagement Mobile Shopping Promotion: Letters and Flats Only (July 1, 2015 to December 31, 2015 July 1, 2016 to December 31, 2016)

Provide a two percent discount on the qualifying postage for Standard Mail ~~presort or automation~~ letters and flats which include a mobile barcode inside or on the mailpiece that facilitates a mobile optimized shopping experience. To receive the discount, the qualifying mail must be sent during the established program period by mailers that comply with the eligibility requirements of the program.

Tactile, Sensory, and Interactive Mailpiece Engagement Promotion: Letters and Flats Only (March 1, 2016 to August 31, 2016)

Provide a two percent discount on the qualifying postage for Standard Mail letters and flats that incorporate scent, sound, visual, textural, dimensional, or other qualifying enhancements. To receive the discount, the qualifying mail must be sent during the established program period by mailers that comply with the eligibility requirements of the program.

Standard Mail (Commercial and Nonprofit)
Letters

1220 **Letters**

1220.5 Optional Features

The following additional postal services may be available in conjunction with the product specified in this section:

- Earned Value Reply Mail Promotion (May 1, 2015 to July 31, 2015April 1, 2016 to June 30, 2016)
- Emerging and Advanced and Emerging Technology/Video in Print Promotion (June 1, 2015 to November 30, 2015March 1, 2016 to August 31, 2016)
- Mail Drives Mobile Engagement Mobile Shopping Promotion (July 1, 2015 to December 31, 2015July 1, 2016 to December 31, 2016)
- Tactile, Sensory, and Interactive Mailpiece Engagement Promotion (March 1, 2016 to August 31, 2016)

1220.6 Prices

Earned Value Reply Mail Promotion (May 1, 2015 to July 31, 2015April 1, 2016 to June 30, 2016)

Provide a \$0.02 or \$0.03 per-piece rebate on all Business Reply Mail and Courtesy Reply Mail pieces that meet program requirements and are returned to the registered customer during the program period. To receive the rebate, registered customers must have mailed out pieces that included a Business Reply Mail or Courtesy Reply Mail envelope, and comply with all other eligibility requirements of the program. To qualify for the \$0.03 per piece rebate, a mailer must have participated in the ~~2014~~2015 Earned Value Promotion and meet or increase their volume of qualifying Business Reply Mail/Courtesy Reply Mail pieces in ~~2015~~2016.

Standard Mail (Commercial and Nonprofit)
Letters

Emerging and Advanced and Emerging Technology/Video in Print Promotion
(June 1, 2015 to November 30, 2015 March 1, 2016 to August 31, 2016)

Provide a two percent discount on the qualifying postage for First-Class Mail ~~presort or automation letters, postcards, and flats~~, and Standard Mail ~~presort or automation letters, postcards, and flats~~ that are sent during the established program period, and which include affixed or embedded technology that allows the recipient to engage in an experience facilitated by ~~via Near Field Communication, or other~~ qualifying emerging technology leading to a mobile experience. A limited number of nonqualifying pieces used for testing purposes are eligible for the discount if the mailer reports testing results to the Postal Service. To receive the discount, mailers must comply with the eligibility requirements of the program.

Mail Drives Mobile Engagement Mobile Shopping Promotion (July 1, 2015 to December 31, 2015 July 1, 2016 to December 31, 2016)

Provide a two percent discount on the qualifying postage for Standard Mail ~~presort or automation letters and flats~~ which include a mobile barcode inside or on the mailpiece that facilitates a mobile optimized shopping experience. To receive the discount, the qualifying mail must be sent during the established program period by mailers that comply with the eligibility requirements of the program.

Tactile, Sensory, and Interactive Mailpiece Engagement Promotion (March 1, 2016 to August 31, 2016)

Provide a two percent discount on the qualifying postage for Standard Mail letters and flats that incorporate scent, sound, visual, textural, dimensional, or other qualifying enhancements. To receive the discount, the qualifying mail must be sent during the established program period by mailers that comply with the eligibility requirements of the program.

*Standard Mail (Commercial and Nonprofit)
Flats*

1225 Flats

1225.5 Optional Features

The following additional postal services may be available in conjunction with the product specified in this section:

- Earned Value Reply Mail Promotion (May 1, 2015 to July 31, 2015April 1, 2016 to June 30, 2016)
- Emerging and Advanced and Emerging Technology/Video in Print Promotion (June 1, 2015 to November 30, 2015March 1, 2016 to August 31, 2016)
- Mail Drives Mobile Engagement-Mobile Shopping Promotion (July 1, 2015 to December 31, 2015July 1, 2016 to December 31, 2016)
- Tactile, Sensory, and Interactive Mailpiece Engagement Promotion (March 1, 2016 to August 31, 2016)

1225.6 Prices

Earned Value Reply Mail Promotion (May 1, 2015 to July 31, 2015April 1, 2016 to June 30, 2016)

Provide a \$0.02 or \$0.03 per-piece rebate on all Business Reply Mail and Courtesy Reply Mail pieces that meet program requirements and are returned to the registered customer during the program period. To receive the rebate, registered customers must have mailed out pieces that included a Business Reply Mail or Courtesy Reply Mail envelope, and comply with all other eligibility requirements of the program. To qualify for the \$0.03 per piece rebate, a mailer must have participated in the ~~2014~~2015 Earned Value Promotion and meet or increase their volume of qualifying Business Reply Mail/Courtesy Reply Mail pieces in ~~2015~~2016.

*Standard Mail (Commercial and Nonprofit)
Flats*

*Emerging and Advanced and Emerging Technology/Video in Print Promotion
(June 1, 2015 to November 30, 2015 March 1, 2016 to August 31, 2016)*

Provide a two percent discount on the qualifying postage for First-Class Mail presort or automation letters, postcards, and flats, and Standard Mail ~~presort or automation letters, postcards, and flats~~ that are sent during the established program period, and which include affixed or embedded technology that allows the recipient to engage in an experience facilitated by via Near Field Communication, or other qualifying emerging technology leading to a mobile experience. A limited number of nonqualifying pieces used for testing purposes are eligible for the discount if the mailer reports testing results to the Postal Service. To receive the discount, mailers must comply with the eligibility requirements of the program.

Mail Drives Mobile Engagement Mobile Shopping Promotion (July 1, 2015 to December 31, 2015 July 1, 2016 to December 31, 2016)

Provide a two percent discount on the qualifying postage for Standard Mail ~~presort or automation letters~~ and flats which include a mobile barcode inside or on the mailpiece that facilitates a mobile optimized shopping experience. To receive the discount, the qualifying mail must be sent during the established program period by mailers that comply with the eligibility requirements of the program.

Tactile, Sensory, and Interactive Mailpiece Engagement Promotion (March 1, 2016 to August 31, 2016)

Provide a two percent discount on the qualifying postage for Standard Mail letters and flats that incorporate scent, sound, visual, textural, dimensional, or other qualifying enhancements. To receive the discount, the qualifying mail must be sent during the established program period by mailers that comply with the eligibility requirements of the program.
