2025 PROMOTIONS CALENDAR

UNITED STATES POSTAL SERVICE

Registration Period Promotion Period

PROMOTIONS	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
INTEGRATED TECHNOLOGY [Marketing Mail] [First Class Mail]		3% DISCOUNT	PICK YOUR START DATE FOR 6 CONSECUTIVE MONTHS								3% DISCOUNT		
TACTILE, SENSORY AND INTERACTIVE [Marketing Mail] [First Class Mail]		DEC 15						JUL 31					
			FEB 1		4% DISCOUNT			JUL 31					
CONTINUOUS CONTACT [Marketing Mail]			FEB 15										DEC 31
					APR 1		3% DISCOUNT						DEC 31
REPLY MAIL IMbA™ [First Class Mail] (QRPM only)						MAY 15							DEC 31
							JUL 1		3-6% DISCOUNT				DEC 31
FIRST-CLASS MAIL ADVERTISING [First Class Mail]								JUL 15					DEC 31
										SEPT 1	3% DISCOUNT		DEC 31
ADD-ONS: Additional discount to a promotion listed above (EXCEPT REPLY MAIL IMbA), which cannot be used alone. Add-Ons are available all year long.													
INFORMED DELIVERY®		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
SUSTAINABILITY		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

2025 POSTAL HOLIDAYS

Wednesday, January 1 — New Year's Day
Monday, January 20 — Martin Luther King Jr. Birthday
Monday, February 17 — President's Day
Monday, May 26 — Memorial Day
Thursday, June 19 — Juneteenth
Friday, July 4 — Independence Day
Monday, September 1 — Labor Day
Monday, October 13 — Columbus Day
Tuesday, November 11 — Veterans Day
Thursday, November 27 — Thanksgiving Day
Thursday, December 25 — Christmas Day