
DMAW List Bazaar

USPS Promotions & Production Hacks

May 9, 2024

**NONPROFIT
CONUNDRUM**

**CLIENT
EXPECTATIONS**



**CLIENT
BUDGET**

Production Triangle



PRINTING: PAPER

- Specifying stocks/brands
- Weight
- Finish
- Sheet/Roll Size (# out)

Take away: Work with partners to fit equipment/inventory



PRINTING: LABOR

- Inks
- Digital printing
- Bindery requirements

Take away: Maximize efficiencies to minimize cost



PRINTING: ENVELOPES

- Common sizes
- Custom windows
- Flap sizes/seams
- Envelope conversion
 - Inside tint
 - Full bleeds

Take away: Leverage what is on the market.



PRINTING: ALL

- Volume
- Ganging
- Cash flow
- Inventory cost
- Managing risk

Take away: leverage common components and campaigns, where possible.



LETTERSHP: LABOR

- Number/kind of inserts
- Common sizes
- # of matches
- Postage treatments
- Programming

Take away: Minimize number of “touches” relative to lift in results.



PRODUCTION: OTHER THOUGHTS

- Managing time
- Managing risk
- Drive to web/removing components
- Testing

***Take away: Understand implications
AND get creative.***

POSTAGE, PROMOS and...

- Over the next two years, rates will rise ~20%
 - 2x per year rate increases; January and July
- Look at First Class, Flats and Postal Audits
 - BREs vs. SREs vs. DTW
- USPS Promotions
 - What remains for 2024:



USPS PROMOTIONS CALENDAR



2024

PROMO NAME	REGISTRATION PERIOD						PROMO PERIOD					
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
EMERGING TECHNOLOGY & MOBILE SHOPPING (UPDATED)	Any Consecutive 6-Month Period, Starting with the First Maildate and Continuing for 6 Months or Until the End of the Year. Further details forthcoming from USPS.											
INFORMED DELIVERY							Registration: JUN 15 – DEC 31					
							Promo Period: AUG 1 – DEC 31					

MAXIMUM SAVINGS*

UP TO **3-4%** DISCOUNT

UP TO **4%** DISCOUNT

...PROMOS?

The PRC has released preliminary information on the upcoming 2025 promos, although these are not final, it's important to understand the potential implications.

What's changing?

- **Informed Delivery** – Changing to a stacked promo (*must be used in conjunction with another promo*), and the discount is likely to drop to 1%.
- **Tactile, Sensory and Interactive (TSI)** – Gloss stock is not likely to be eligible. Discount likely to drop to 4%.
- **Emerging & Advanced Technology and Mobile Shopping** – QR Codes are not likely to be eligible but there is the possibility of qualifying with personalized QR codes.

What's new?

- **Continuous Contact** - Designed to promote continuous touch points to a household address two or more times in the promotion period (would not include duplicate mailings).
- **Sustainability** – Encourages the use of a higher level of recycled paper by using one of several approved certifications. This will be another stacked promo (like Informed Delivery).



FINAL THOUGHTS

- Education
- Production + Postal Audits
- *LEAN INTO YOUR PARTNERS*

Thank You!

