

2024

TACTILE, SENSORY, INTERACTIVE PROMOTION

Enhance how consumers
interact and engage with mail.

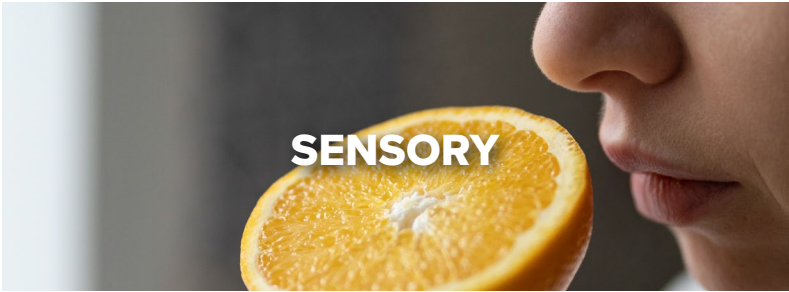


UNITED STATES
POSTAL SERVICE®

PROMOTION OVERVIEW

The Tactile, Sensory, & Interactive (TSI) Promotion encourages mailers to excite their customers’ senses by incorporating innovative techniques into their First-Class Mail® and USPS Marketing Mail®.

New developments in papers and paper stocks, substrates, finishing techniques, and inks can be incorporated into mailpieces to create a multi-sensory experience through special visual effects, sound, scent, texture, and even taste! Features like pop-ups, infinite folds, and other dimensional treatments encourage interaction and drive customer engagement.





5% DISCOUNT Tactile, Sensory, Interactive Promotion

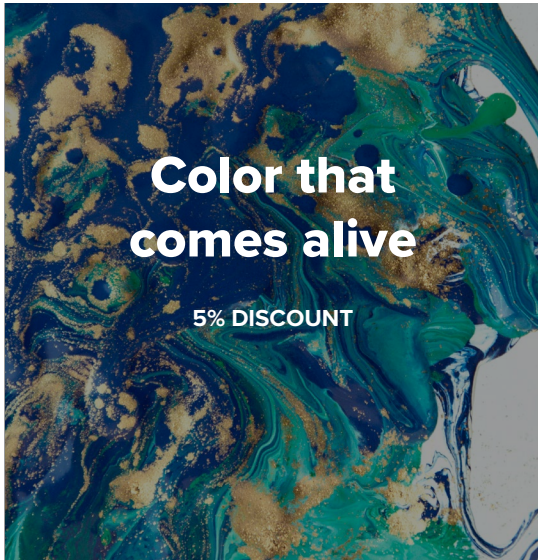
Mark Your Calendar

 Registration Period

 Promotion Period

DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
<div><div> DEC 15</div><div> FEB 1</div><div>JUL 31</div></div>												

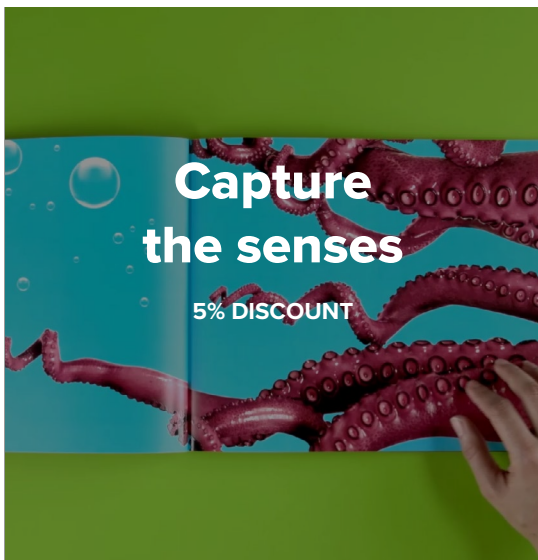
PROMOTION FEATURES



Specialty Inks

Showcase the unique properties of your inks in visible and distinguishable ways.

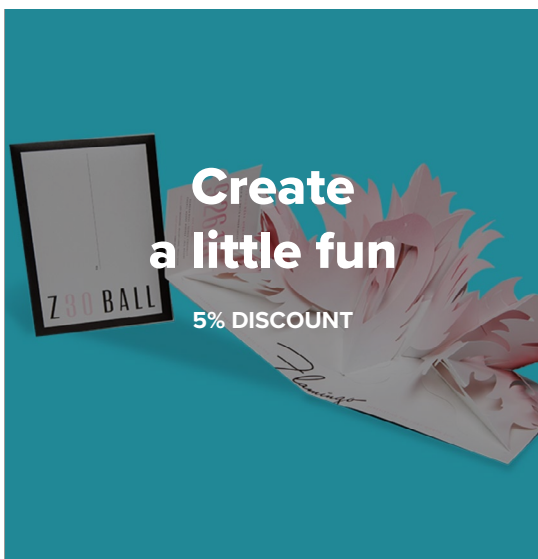
- **Conductive Inks**
Electronic device activation and printed battery-powered circuits
- **Thermochromics**
Temperature-influenced ink colors and dyes
- **Photochromics**
Colors that change with UV light exposure
- **Metallic & Optically Variable Inks**
Light-reflective inks and inks with metallic sheens



Sensory Treatments

Employ any combination of sight, sound, smell, taste, and touch to engage your audience.

- **Texture**
Papers that are soft to the touch, leathery, crinkly, or feature embossing, to name a few
- **Scent Marketing**
Scented varnishes, coatings, or labels that feature unique aromas complementing the content of your mailpieces.
- **Visual Effects**
Paper that incorporates special effects, such as holographic treatments, filters and lenticular, that support your marketing message



Interactive Elements

Surprise and delight recipients by giving them a dynamic experience at their fingertips.

- **Integration**
Three-Dimensional elements, pop-ups, zip strips, clean release cards, and so many other creative interactions
- **Infinite folds**
Layers of information hidden behind folds, waiting for your customer to uncover
- **Trailing Edge Die-Cut(TED-C) Envelopes**
Eye-popping cutouts and shapes that allow your piece to stand out

QUICK START

1 Select an Eligible Mail Option

Treatment Placement

The mailpiece can incorporate one or more of the treatments (or any combination) on the outside of the envelope, on the actual mailpiece or both (blow in cards, inserts, order forms or reply envelopes are not eligible).

Eligible Mail Options

- First-Class Mail® letters, cards, and flats
- USPS Marketing Mail™ letters and flats
- Nonprofit USPS Marketing Mail™ letters and flats

Ineligible Mailpieces

- Periodicals
- Bound Printed Matter
- Media Mail



“Mail diversion” messages included on the mailpiece will make the mailing ineligible for the promotion discount, regardless of whether or not the mailing includes qualifying treatment, technique, or technology for the promotion.

2 Promotion Process at a Glance

1

Create a Service Request for Tactile, Sensory, Interactive via the Mailing Promotions Portal on the Business Customer Gateway. Upload a PDF copy of your mailpiece.



2

Print information from your service request and include it with the sample. Identify your location when creating your service request. Send your mailpiece sample to the address provided by the Mailpiece Design Analyst (MDA) assigned to your ticket. Approval decisions are provided via the Portal and email.



3

Register for the Tactile, Sensory, and Interactive Promotion on the Business Customer Gateway via Incentive Programs.



4

Once approved, prepare and submit postage statements electronically and send your mailing.



QUICK START

3 Eligibility Overview

ELIGIBLE

GENERAL

Pieces that incorporate one or more of the qualifying elements, which are:

- Specialty inks
- Sensory treatments
- Interactive features

Treatments can be applied to either or both the content of the mailpiece or the outside of the piece if in an envelope.

INKS

- Inks that create visible and distinguishable effects
[See page 8 for full list of inks.](#)

SENSORY TREATMENTS

Qualifying **scent** features include:

- Microencapsulated flavors and fragrances applied as a varnish or coating
- Ambient scented coatings (no rubbing or scratching to activate)
- Scented labels
- Scent on the outside of the mail is approved for the promotion given all other requirements are met

Qualifying **sound** features include:

- Paper that incorporates sound chips or speakers

Qualifying **taste** features include:

- Paper that incorporates edible components

Qualifying **visual** features include:

- Paper that incorporates special effects, like filters, holographic stickers, and lenticulars

Qualifying **textural** features include:

- Spot gloss
- Gloss Stock
- Embossed Papers
- Non-geometric-shape die cuts
- Surface treatments such as sandpaper, soft/velvet touch and leather

INTERACTIVE

Qualifying interactive features include, but are not limited to:

- Three-dimensional elements
- Pop-ups
- Peel and reveal
- Scratch-offs
- Infinite folding
- Clean release cards
- Perforated pull open strips* (zip strips)
- Trailing Edge Die-Cuts (TED-Cs)

*cannot be applied to the border

INELIGIBLE

GENERAL

Treatments that do not:

- Appear to be both **visible and distinguishable**
- Enhance the engagement and value of the marketing message and mailpiece

Treatments that rely solely on ineligible features, which include:

- Non-holographed stickers
- Blow-in cards
- Address labels
- Detached Address Labels (DALs)
- Detached Marketing Labels (DMLs)
- Reply envelopes
- Order forms
- Snap packs, perforated stubs, and tear stubs
- Buckslips

Enclosures such as greeting cards, coins and samples enclosed within the envelope that have a treatment applied to them do not qualify for the promotion.

INKS

- Inks that are absorbed into the substrates with limited visibility
- Clear inks
- Inks that look like photos and are not distinguishable as ink applications

PAPERS

- Features that are not bound or sewn into mailpiece
- Linen-embossed paper stock
- Geometric-shaped die cuts
- Laminated postcards

INTERACTIVE

Simple folds, including:

- Half-folds
- Tri-folds
- Gate folds
- Iron cross folds
- Accordion folds

Features that cannot be physically manipulated by recipient

AFTER THE 2024 ITERATION OF THIS PROMOTION,

GLOSS STOCK



WILL NO LONGER BE ELIGIBLE

PROMOTION DETAILS

1A Program Information

 Registration Period

 Promotion Period

DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
 DEC 15  FEB 1 JUL 31												

Discount Amounts

5% DISCOUNT

Tactile, Sensory,
Interactive

The discount is calculated in PostalOne!® and applied to the postage statement at the time of mailing. The 5% discount is deducted from the postage amounts of qualifying product categories that are paid at the time of mailing. Normal postage prices listed in the published Price List (Notice 123): apply to the mailing and the discount is applied to those prices.

**Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying features on or within a mailpiece will not increase the discount amount. Inbound pieces for the IMbA Promotion are considered their own mailing. The outbound mailing distributing the QBRM pieces is eligible to receive a discount if it meets the requirements for one of the other promotions.*



“Mail diversion” messages included on the mailpiece will make the mailing ineligible for the promotion discount, regardless of whether or not the mailing includes qualifying treatment, technique, or technology for the promotion.

1B Promotion Process

- 01 Design your **mailpiece**.
- Select a specialty ink, sensory treatment, or interactive element to integrate with your mailpiece.
 - Ensure eligibility by following the requirements for [Specialty Inks](#), [Sensory Treatments](#), and [Interactive Elements](#).
- 02 Create a **Service Request** via the **Mailing Promotions Portal** and **upload** a sample of the piece. Print relevant information from the Service Request to mail along with your mailpiece to the Promotions Office for **approval**.
- Request access to the Mailing Promotions Portal if you have not previously signed up. For instructions, visit: <https://postalpro.usps.com/promotions/portal>.
 - Mail** the sample of your final mailpiece to the address provided by the Service Request reviewer. Ensure your sample arrives one week prior to mailing.
 - Wait for **USPS to review and approve**. We'll respond within four business days from the date the mailing was received, and we may have a few revisions to ensure that you qualify for the discount.
 - Receive approval via email and the Mailing Promotions Portal.**
- 03 If you haven't already registered, sign up for the **Tactile, Sensory, Interactive Promotion** on the **Business Customer Gateway**. Make sure to do this at least two hours before sending your mail.
- [Visit the Business Customer Gateway for more details.](#)

PROMOTION DETAILS

- 04 Prepare your postage statements and submit them electronically.** Remember to claim your discount when you file your mailing using the correct two-letter characteristic code or the dropdown in PostalWizard:

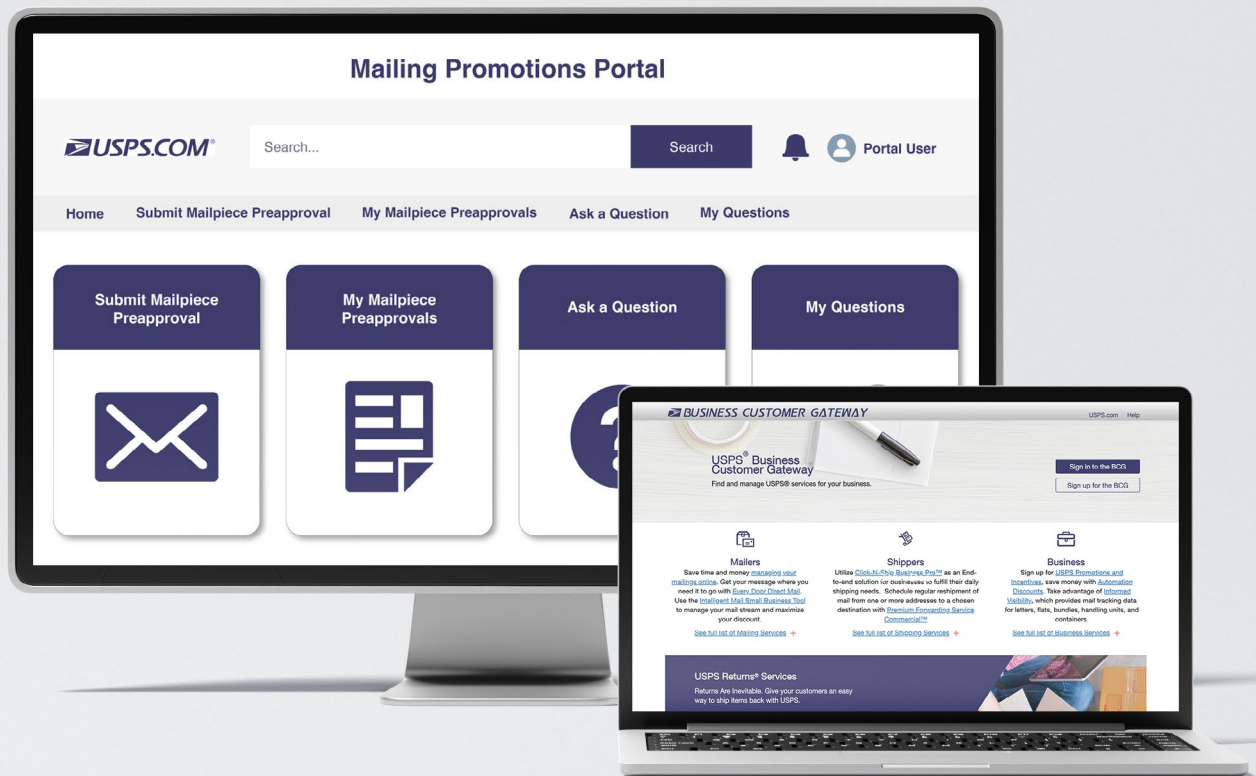
SS Tactile, Sensory, Interactive (5% discount)

- 05 Send your mailing** to the Promotions PO box. Remember to keep a hardcopy for your records.
- 06 Watch your customer engagement rise.**

As the Mailing Promotions Portal continues to evolve, please note that USPS reserves the right to adjust the sample process.

Contact the Promotions Office

Please direct questions about promotion requirements to the Mailing Promotions Portal.
For questions about Portal functionality, please contact mailingpromotions@usps.gov.



PROMOTION DETAILS



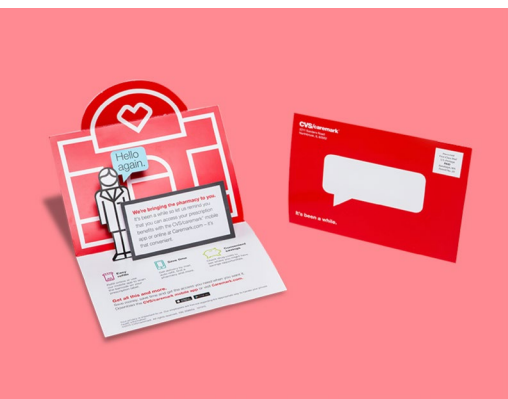
Preliminary Sample Review Process

If participants cannot submit a final sample prior to mailing, they can have a prototype reviewed as long as it contains the eligible treatment/technique. A final sample must be provided for review once available.



Post Approval/Changes to Design

If there are substantial changes to the mailpiece content or the treatment after submission, the mailpiece will need to be reviewed again. Ongoing successful participation often requires the mailer to maintain quality control of the print production process throughout the promotion period. The Promotions Office conducts ongoing audits. Pieces identified as not meeting the requirements will result in USPS® reversing the discount.



PROMOTION DETAILS

5% DISCOUNT



Specialty Inks

Catch their eye with something unique.

Specialty Inks Requirements

Eligible Specialty Inks

The specialty inks must enhance the engagement and value of the mailpiece. Unique properties of specialty inks must be both visible and distinguishable on paper. Inks that are absorbed into the substrates so that the applied ink is not visible and distinguishable to the TSI Promotions Office do not qualify.

Qualifying inks may include but are not limited to:

- **Metallic ink***
Metallic ink is a varnish or vehicle containing metallic particles. Common metals used to manufacture metallic ink include copper, aluminum, bronze or zinc. When metallic ink is printed and left to dry, the metallic particles rise to the surface, reflecting light and creating a metallic sheen.
- **Conductive inks**
Conductive inks are used to print circuits that can be used to activate an electronic device.
- **Leuco dyes/Thermochromics**
Change color in response to temperature variations
- **Photochromic**
Changes color with UV light exposure
- **Optically variable ink**
Contains metallic materials that change appearance when viewed from different angles
- **Piezochromic**
Change appearance under pressure
- **Hydro chromic**
Changes appearance when exposed to water or liquids
- **Scented Ink**
Scented Varnishes and Coatings - Fragrances used to amplify your direct mail message.

Non-Eligible Ink Treatments

If the specialty ink looks like a photo and is not distinguishable as one of the eligible inks, it does not qualify.

The treatment must create an effect to stand out in the mailbox and must be visible and distinguishable to the recipient.

PROMOTION DETAILS

5% DISCOUNT



Sensory Treatments

Awaken the senses with scent, sound, and taste.

Sensory Treatments Requirements

A variety of paper substrates lend themselves to use of unique treatments that trigger sensory engagements. Sensory treatments fall within five basic categories: Scent, Sound, Taste, Visual, and Textural. To be eligible for the promotion, the treatments must relate to or enhance the message of the mailpiece.

Examples of Sensory Treatments

Textural

Paper surfaces that are coated, made of unique materials, or that incorporate surface treatment techniques to create a sensory experience. The treatment must create an effect to stand out in the mailbox and must be visible and distinguishable to the recipient. Some treatments (such as soft touch and embossing) may require higher quality paper, coatings, or cardstock to be implemented in a way that meets the requirements.

Popular treatments include:

- Grit or leather texture
- Spot Gloss
- Gloss Stock
- Soft touch texture
- Embossing
- Non-geometric-shape die-cuts
- Trailing edge die cuts (TED-C)

Excluded treatments include:

- Linen embossed paper stock
- Laminated postcards
- Stickers (except for holograph treatments)
- Geometric-shaped die cuts

GLOSS STOCK WILL BE ELIGIBLE IN 2024.

AFTER 2024

GLOSS STOCK WILL **NOT BE ALLOWED** IN THE PROMOTION

Scent

- Seasonal, aspirational, experiential fragrances integrated into your campaign
- Calls to action to scratch & sniff, inviting mail recipients to engage and spend more time with the piece
- Ambient scented coatings
- Scented labels
- Microencapsulated scents can be applied by a varnish or coating
- Scents applied within opening mechanism do not qualify
- Scents cannot contain unpleasant odors
- Scent on the outside of mail is approved

Visual

- Holographs
 - Can be applied as a sticker (minimum size 2" x 2") if it is part of the mailpiece and integrated into mailpiece messaging
- Lenticular

Sound

- Paper that incorporates a sound chip/speakers (e.g., motorcycle engine sound)

Taste

- Paper that incorporates edible components

PROMOTION DETAILS

5% DISCOUNT



Interactive Elements

Give customers a creative way to engage with your mail.

Interactive Element Requirements

To qualify for the discount based on interactive elements, mailpieces must engage recipients through dynamic effects using folds and other dimensional enhancements. Simple folds such as half folds, tri-folds, gate folds, iron cross, and accordion folds do not qualify. The mailpiece must include elements that the recipient can physically manipulate (i.e., twist, spin, dial, pull, bend, etc.).

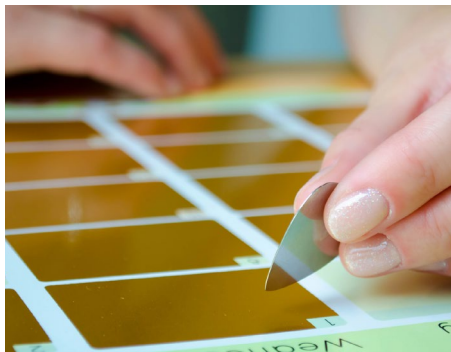
Eligible Examples

- 3-Dimensional
- Pop-ups
- Peel and reveal
- Scratch-off
- Infinite folding
- Clean release cards
 - The card must be detached or glued
- Perforated pull open strip (zip strip) opening mechanism
 - Perforated pull-open strips located at the top of the envelope do not qualify

Non-Eligible

- Stickers (except holograph)
- Snap packs, perforated stubs, and tear stubs

Samples enclosed within the envelope are not eligible for the TSI Promotion. Samples include, but are not limited to: coins, fabric, greeting cards, dream catchers, etc.



PROMOTION DETAILS

2 Reminders

Mailing Promotions Portal

USPS.COM®

Search...

Search



Portal User

Home

Submit Mailpiece Preapproval

My Mailpiece Preapprovals

Ask a Question

My Questions

Submit Mailpiece
PreapprovalMy Mailpiece
Preapprovals

Ask a Question



My Questions



Some Final Reminders

- Information and resources will also be posted online at: <https://postalpro.usps.com/promotions>.
- Discounts must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.



Pre-Approval Reminders

- Request access to the **Mailing Promotions Portal** if you have not previously signed up. For instructions, visit: <https://postalpro.usps.com/promotions/portal>.
- Log in to the Portal and select **Submit Mailpiece Pre-approval**. Complete all fields and upload your PDF samples. Be sure to identify where your pieces are mailing from.
- Any final mailpieces that deviate from the prototypes, mock-ups or examples submitted for pre-verification will be subject to the loss of the discount.
- If the prototype is not approved in writing prior to entry date, the mailing will not qualify for the discount.
- Pre-approval notification from the Portal is for the technology implementation only. The mailpiece must also satisfy all of the remaining requirements in this document to qualify for the promotion discount.
- Past acceptance/approval in prior year promotions does not guarantee acceptance/approval in current year promotions. Please review this document to ensure that the mailpiece meets all 2024 Program Requirements.



Promotion Reminders

The discount must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.

To claim the discount for mailings submitted via mail.dat or mail.xml:

- For the 2024 **Tactile, Sensory, Interactive Promotion**, populate the Characteristics Record (CCR) file with the two-letter characteristic SS for eligible 5% Tactile, Sensory, Interactive.
- One of the parties in the by/for of the postage statement must be registered for the promotion.

MAILING SUBMISSION AND ACCEPTANCE

MAILING SUBMISSION REQUIREMENTS

The discount must be claimed at the time of mailing during the promotion period and cannot be rebated at a later date.

*Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount. Inbound pieces for the IMbA Promotion are considered their own mailing. The outbound mailing distributing the QBRM pieces is eligible to receive a discount if it meets the requirements for one of the other promotions.

A Documentation/Postage Statement

Mailings must be submitted electronically via Mail.dat and Mail.XML or Postal Wizard. Mailings that are prepared and entered by an entity other than the mail owner must indicate the owner's identity in the electronic documentation ("eDoc"). The eDoc must identify the mail owner and mail preparer in the By/For fields by Customer Registration ID (CRID), Mailer ID (MID) or Permit number. Participants will be required to affirmatively claim this promotion in the "Incentive Claimed" section on electronic postage statement submissions certifying each mailpiece meets all eligibility requirements.

To claim the discount for mailings submitted via Mail.dat® and Mail.XML™, the Component Characteristics Record (CCR) file **MUST** be populated with the appropriate **two-letter characteristic code** or it must be selected on **PostalWizard** in the dropdown.

SS

Tactile, Sensory, Interactive (5% Discount)

B Combined and Commingled Mailings

The promotion discount can be applied to qualifying pieces within a combined or commingled mailing, but the qualifying mail must be submitted on separate postage statements or by mailpiece version.

Only one promotional discount will be applied per mailpiece version (identified by MPU Mail Piece Unit and MPU Segment ID). In a commingled mailing, which may contain multiple mail owners, a mailpiece version must be created for each mail owner. The incentive can be claimed independently for each using the CCR file. If needed, mailers may continue to use either the CSM Postage Group ID or the .mpa Customer Reference ID in order to create separate child statements for the pieces which are eligible for incentives. If a mailer is using the customer reference ID to create separate statements a unique MPA record must be created for pieces which are claiming incentive rates.

Further technical information can be found in the USPS® Mail.dat Technical Specifications

<https://postalpro.usps.com/mailing/techspecs>

If **PostalOne!** issues arise during the promotion period and prevent the timely finalization of Postage Statements within PostalOne! system, please follow the instructions in the **PostalOne!** Contingency Plan posted on PostalPro.

<https://postalpro.usps.com/node/852>

C Mailing Date

Mail must be tendered for acceptance during the promotion period. Promotion eligible mailings must be finalized in PostalOne! no earlier than 12:00:00 AM Central Time the day the promotion starts and no later than 11:59:59 PM Central Time on the last day of the promotion.

Plant-Verified Drop Shipment (PVDS) mailings that are verified and paid for during the promotion period and qualify for the promotion will be accepted at destination entry postal facilities 15 calendar days after the promotion end date. (PS Form 8125). A PVDS mailing that qualifies for the promotion cannot have verification or the actual drop ship occur prior to the first day of the promotion. Any qualifying mailing that is accepted and paid for prior to start of a promotion is not eligible for the promotion discount.

MAILING SUBMISSION AND ACCEPTANCE

D Postage Payment Method

The eligible postage payments are:

- Permit imprint
- Precanceled stamp permit
- Meter permit
- OMAS and “Official Government Mail”
- Every Door Direct Mail (EDDM) that is deposited at a Business Mail Entry Unit (EDDM Retail mailings are ineligible)

E Meter Mail/Precanceled Payment Option

Meter mailers who wish to claim the incentive must affix the appropriate reduced promotion amounts. Mailers must select the appropriate Postage Affixed Method option as follows:

- If mailer is eligible for an VAR/CVAR for Meter Mail: All options are available (Lowest, Correct and Neither)
- NonVAR/CVAR Meter Mail: Only “Neither” is an option
- Precanceled: Only “Neither” is an option

Any net postage due for the mailing must be paid from an advanced deposit (permit) account.

MAILING SUBMISSION AND ACCEPTANCE

REQUIREMENTS AT MAIL ACCEPTANCE AND POST-MAILING

..... MAILER MUST **RETAIN**
A HARD COPY SAMPLE MAILPIECE
FOR 90 DAYS
POST-THE END OF THE PROMOTION PERIOD

A Using the Self Service Terminal (SST)

Mailers participating in the promotion and presenting mail using the Self Service Terminal (SST) will see the message below on the screen and must certify the agreement on the screen and postage statement to the BMEU clerk.

“

*This mailing has been identified as participating in an incentive program.
By clicking OK, I certify that I am tendering a production mailpiece sample and
postage statement to the acceptance employee for verification.*

”

B Post Mailing Requirements

All mailers who receive the discount must retain all hard copy mailpieces for 90 calendar days after the promotion end date and if requested by the Postal Service, must forward the sample to the Promotion Program Office.

Mailers will be required to keep a sample of the hard copy mailpiece used in their campaign for 90 days after the end of the 2024 promotional period. The promotion office will conduct random audits. The mailer must provide sample along with approved Service Request within 15 business days of notification. If mailer is unable to furnish proof, USPS has the right to reverse any discounts provided.

SUPPORT

Further questions can be directed to the Promotions Office.



MAILING PROMOTIONS PORTAL

Participants must upload all mailpiece samples to the Mailing Promotions Portal for pre-approval. Please do not email samples.

For instructions on accessing the Mailing Promotions Portal, visit: <https://postalpro.usps.com/promotions/portal>.

Please direct questions about promotion requirements to the Mailing Promotions Portal.

For questions about Portal functionality, please contact mailingpromotions@usps.gov.

The Promotions Office responds to all inquiries within 4 business days.

Links to webinars, FAQs and other promotion resources can be found on the PostalPro™ website at: <https://postalpro.usps.com/promotions>.

PostalOne! Helpdesk

For issues and concerns regarding enrollment or technical issues, please contact the PostalOne! Helpdesk through the Mailing & Shipping Solutions Center (MSSC) by email or phone at: MSSC@USPS.gov or 1-877-672-0007. In the Interactive Voice Response (IVR), customers will select option 2 (MSSC) and then option 3 (PostalOne!) for assistance.

**DISCOUNT MUST BE CLAIMED AT THE TIME OF MAILING
DURING THE PROMOTION PERIOD AND CANNOT BE REBATED AT A LATER DATE.**



TACTILE, SENSORY, INTERACTIVE PROMOTION

[illegible]