

## 2016 Promotion Calendar

July 1 - December 31

As of December 11, 2015 JAN - FEB - MARCH APRIL - MAY - JUNE JULY - AUG - SEPT OCT - NOV - DEC FIRST-CLASS MAIL® **Earned Value** Registration **Promotion Period (3 months)** February 15 - March 31 April 1 – June 30 **Personalized Color Transpromo Promotion Period (6 months)** Registration May 15 - December 31 July 1 - December 31 STANDARD MAIL® AND FIRST-CLASS MAIL **Emerging and Advanced Technology/Video In Print Promotion Period (6 months)** Registration January 15 - August 31 March 1 - August 31 STANDARD MAIL **Tactile, Sensory & Interactive Mailpiece Engagement** Registration **Promotion Period (6 months)** January 15 - August 31 March 1 - August 31 **Mobile Shopping** Registration **Promotion Period (6 months)** 

May 15 - Dec 31