2016 Promotional Programs

Promotion/Incentive	Incentive Code Active Period	2-digit CCR Incentive Characteristic	Registration Period	Promotion Period	Mail Class	Processing Category	Discount and Calculation
Emerging & Advanced Technology/ Video In Print	March 1-August 31, 2016	**ME**	January 15-August 31, 2016	March 1-August 31, 2016	FCM, STD	Letters/Flats	2% off at Postage Statement line level (Total Discount column)
Earned Value	July 1-December 31, 2016	**RR**	February 15-March 31, 2016	April 1-June 30, 2016	FCM, STD	Letters	Credit (Subtract Earned Value Credit value from Total Postage All Parts)
Personalized Color Transpromo	July 1-December 31, 2016	**CP**	May 15-December 31, 2016	July 1-December 31, 2016	FCM	Letters/Flats	2% off at Postage Statement line level (Total Discount column)
Tactile, Sensory & Interactive Mailpiece Engagement	March 1-August 31, 2016	**SS**	January 15-August 31, 2016	March 1-August 31, 2016	STD	Letters/Flats	2% off at Postage Statement line level (Total Discount column)
Mobile Shopping	July 1-December 31, 2016	**MI**	May 15-December 31, 2015	July 1-December 31, 2016	STD	Letters/Flats	2% off at Postage Statement line level (Total Discount column)
A/B Credit Redemption	March 1-August 31, 2016	**MT**	January 15-August 31, 2016	March 1-August 31, 2016	FCM, STD	Letters/Flats	Credit