



[USPS Confirms 2014 Direct Mail Promotions and Incentives](#)

The U.S. Postal Service (USPS) officially announced about their 2014 promotions calendar where they have planned to increase the use of First Class, shipping and digital technology with also offering huge discounts.

Online PR News â€“ 20-January-2014â€“ The U.S. Postal Service officially announced their 2014 promotions calendar aimed at increasing use of First Class, shipping, and digital technology. A 15% rate discount, the largest discount offered, is for First Class marketing pieces under their spring promotion. Other promotions being offered are for direct mail pieces that include, Branded Color-Mobile Technology, Digital Personalization or Color Print in First Class.

According to the USPS, The general intent of all promotions is to increase the value of transactional and direct mail and to retain or sustain its long-term growth. These promotions create excitement about mail, keep mail top-of-mind for marketers, reward innovative customers, show customers we want their business and encourage others in the mailing industry to provide similar sale initiatives for customers.

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For a complete rundown of all the 2014 USPS mailing promotions and incentives, please click [here](#).

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Redi-Mail offers extensive in-house capabilities and diverse industry experience that provides clients with a wide range of direct marketing services including digital technology and postal fulfillment. Please feel free to contact your Redi-Mail representative with any questions.

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About Redi-Mail Direct Marketing

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Redi-Mail is a results-driven company delivering the most-comprehensive, end-to-end offering of marketing solutions available. Redi-Mails capabilities and diverse industry experience include: consumer, business and healthcare postal and email lists, multi-channel marketing campaign management, direct mail, digital and variable printing, website development and hosting, database management and fulfillment.

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When the successful execution of mail or multi-faceted marketing programs requires an experienced industry leader, many of Americas top companies and their advertising agencies partner with Redi-Mail Direct Marketing.

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More information about Redi-Mail Direct Marketing can be accessed at www.redimail.com.

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