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Postal Promotions – USPS
Approval Process

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Postal Promotions – USPS Approval Process:

The USPS needs to approval the technology you plan to use to qualify for the promotion. This will be done by creating a Service Request (SR) in the USPS Mailing Promotions Portal. Be sure to reference the USPS Guidebook to verify you are meeting the requirements: [Promotions & Incentive Programs for First-Class® & USPS Marketing Mail® | PostalPro](#)

Materials for Approval:

- **Integrated Tech** - QR Code/Mobile Shipping: pdf or jpeg or photo of the page in your mail piece with the QR code and a pdf/jpeg/photo of your front cover.
- **Integrated Tech** - Voice Assist: pdf/jpeg/photo of the page in the mail piece with the voice assist instruction and a pdf/jpeg/photo of the front cover AND an audio file demonstrating the command and response
- **Integrated Tech** – AI: pdf/jpeg/photo of the page in the mail piece with the voice assist instruction and a pdf/jpeg/photo of the front cover AND a document with the prompt you used and the result that the AI application generated.
- **TSI**: pdf or jpeg of front of your mail piece. You will enter the state from which the sample will be mailed. ***If Quad is mailing the sample, please request that the PromotionsExecutionTeam@quad.com create the SR on your behalf.
- **FC Mail Adv**: pdf or jpeg of page that shows advertising content
- **Continuous Contact** (approvals required for each follow-up mailing, not initial): pdf or jpeg of front cover of both the initial mailing and each follow up – add to the original SR with each follow up.
- **Informed Delivery**: images and url that will be used for the ID campaign
- **Sustainability** (only if NOT Quad supplied – Quad has approval for all paper we supply): Either certificate from mill or invoice from mill with the certification number. (one SR for all papers/mills is fine)

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Steps:

1. Log into your USPS Business Customer Gateway (BCG) account at [USPS Business Customer Gateway](#)
2. In the upper left hand corner click on “**Mailing Services**”. Scroll down to Mailing Promotions Portal and click on the “**Go to Service**” blue tab on the right.
3. Click on the “**Submit Promotion/Incentive**” button. Click in the box where it says “- **None** -” to see the drop down menu. Click on the appropriate promotion. Click the blue “**Next**” button at the bottom right.
4. Enter the Mail piece Title. It can as simple as the title name. Under “Type of Technology Used”, click in the box where it says “- **None** -” to see the drop down menu and select the technology you are planning to use.
5. Check the second box next to “I affirm that I have read the submission guidelines for the selected promotion.” (you are not a Mailer Service Provider, so do not select that box)
6. Click on “**Upload Files**” and load the files required for the technology you are using (see above). Click on ‘**Next**’ button. Your Service Request Number (SR) will show on the screen. Click the blue “**Finish**” button at the bottom right.

Within 4 business days you will receive approval or rejection via email and it will also show in the portal under ‘My Promotions/Incentives’. Note ***that this approval is good for the entire length of the 2025 promotion as long as you use the same technology in the same way on every mail piece. This is Quad’s recommended practice.*** Send the approval to PromotionsExecutionTeam@Quad.com with the **Quad Job#** in the subject line, it is for a specific Job and not the season.