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**USPS Postal Promotions:  
Approval process**

Date: December 2, 2025

## **Postal Promotions – USPS Approval Process:**

The USPS needs to approve 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](mailto: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 every page of the initial mailing and the current mailing to show the piece is iterative but not a duplicate of the original.
- **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)

### **Steps:**

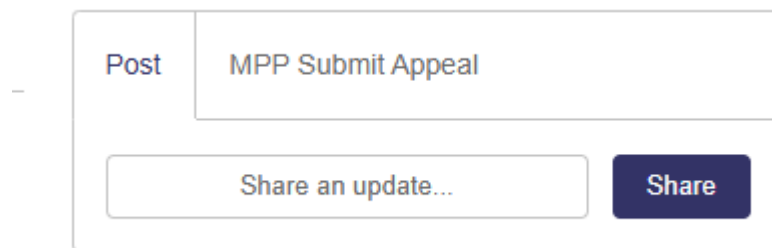
1. Log into your USPS Business Customer Gateway (BCG) account at [USPS Business Customer Gateway](#)
2. In the upper left-hand corner click on “**Mailing Services**”. Scroll down to Mailing Promotions Portal and click on the “**Go to Service**” blue tab on the right.
3. Click on the “**Submit Promotion/Incentive**” 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](mailto:PromotionsExecutionTeam@Quad.com) with the **Quad Job#** in the subject line, it is for a specific Job and not the season.

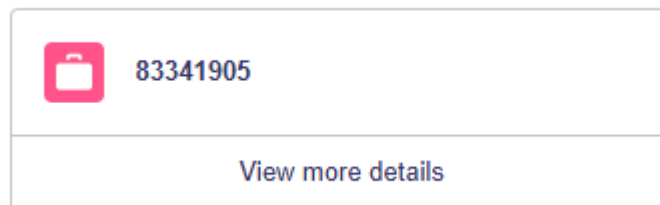
**If the USPS rejects your submission, you can Appeal:**

1. Go to the Mailing Promotions Portal. Click on **"My Promotions."** Find the SR and click on it.
2. On the upper right side, you will see the below. Click on MPP Submit Appeal. Type in a summary of why you are appealing and hit **"share"**.

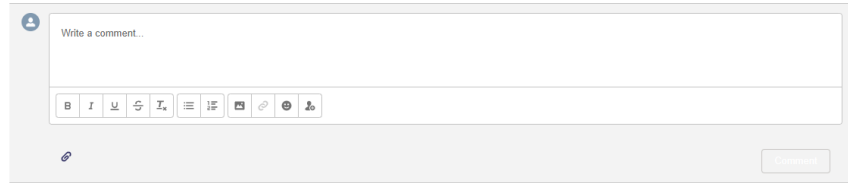


The screenshot shows a form titled "MPP Submit Appeal". On the left side, there is a "Post" button. Below the title, there is a text input field with the placeholder "Share an update..." and a blue "Share" button to its right.

3. Then go to the lower right corner and find the SR number and **"View more details."** Click on this and it will open page to write a more complete comment and an option to upload more attachments. Hit 'Share' after you load the information.



The screenshot shows a box containing a pink icon of a document with a checkmark, followed by the SR number "83341905". Below this, there is a button labeled "View more details".

A screenshot of a comment box. At the top left is a small profile icon. Below it is a text input field with the placeholder text "Write a comment...". Underneath the input field is a toolbar with icons for bold (B), italic (I), underline (U), strikethrough (ABC), bulleted list, numbered list, link, unlink, and a user icon. At the bottom left of the comment box is a small link icon, and at the bottom right is a "Post" button.

4. The USPS will send an email saying that the SR is under review. They will then send a final decision. If they still reject it and you feel it is not a valid rejection, please contact [PromotionsExecutionTeam@quad.com](mailto:PromotionsExecutionTeam@quad.com) for help.

**Tip:** Sometimes the USPS does not rule on an SR within the four business days. You can email [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov) for help, or simply submit a new SR. We find that some SRs just get missed and if you submit another, it will be approved quickly. You can leave an SR out there without a ruling – you just need an approval to mail.