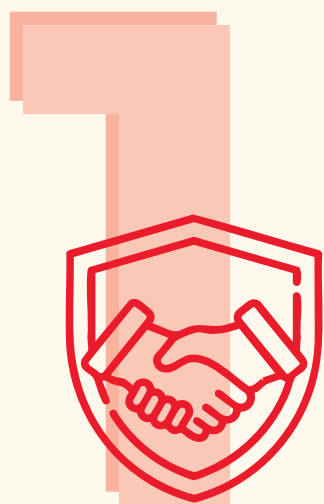


Before You Misbudget:

3 Marketing Mail Changes Unique to 2026



Even if your 2026 postage budget is already set, these three USPS changes could significantly impact your spend. They're unique to 2026—and missing them could mean overspending or leaving savings on the table. Validate your plans now to stay on track.



July Rate Increase Certainty

What's Different in 2026:

Unlike last July's increase, the USPS intends for 2026's to be straightforward—minimal, if any, underlying structural changes. Your budget allocation for the forecasted **5.1% postal increase** has more certainty.

Budget Impact:

You can confidently avoid adding any significant buffer. The 5.1% increase is straightforward and predictable, so there's no need to overcompensate in your budget—whether you're maintaining, reducing, or increasing mail volumes.

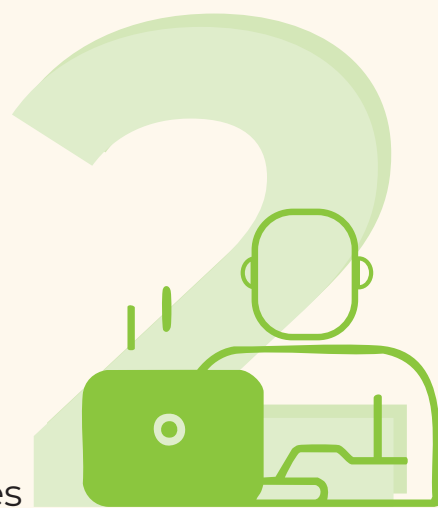
Mail Growth Incentive

Why It Matters:

If your 2026 mail volumes return to 2024 levels (as many marketers are planning, now that 2026 is more predictable), the Mail Growth Incentive can deliver major savings.

Action:

Register between **March 1 and May 31**. It takes only 15–20 minutes. Even if you're unsure how your volumes will compare, enrollment ensures you don't miss out on significant savings.



Popular USPS Promotion Combo Now Covers All 12 Months

The Change:

Historically, combining Tactile, Sensory & Interactive (TSI) in the first half of the year with Integrated Technology in the second gave mailers 11 months of savings.

In 2026, TSI runs January–June, and because Integrated Technology lets you choose any six consecutive months, you can stack it July–December for a **full 12 months of savings**. At 7% with add-ons, that extra month is significant.

Action:

It's not too late to enroll in TSI—approval takes 3 days or less.

Validate your 2026 budget now—and plan with confidence

Don't let overlooked USPS changes derail your spend.

View the 2026 USPS Key Dates Infographic >>