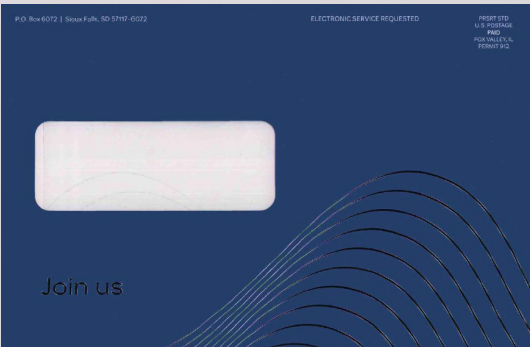


Key USPS Updates Shaping 2027 Direct Mail Planning

MTAC Takeaways

TSI Promotion Changes for 2027

- Now **two tiers**:
 - Advanced: (5%)**
 - Basic: (3%)**
- In effect January 1 - June 30, 2027
- The **USPS TSI Guidebook** is now available.
- Coming soon:** Freedom's guide to Advanced and Basic TSI features.



Source: Competiscan

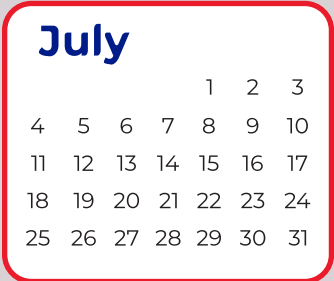
Other 2027 Promotion Changes

- The **USPS First-Class Mail Advertising Promotion Guidebook** is now available.
- Two new promotions:
 - Direct Mail Discovery** for mailers that are new or inactive for two years
 - Impact Messaging** for mail pieces that highlight the value of mail or promote USPS services



Petition for January Postage Rate Changes Denied

Most likely, the soonest a postage rate increase will take effect is July 2027.



Network Modernization Continues

U.S. Postmaster General David Steiner reported that USPS continues to modernize its facility network.

USPS Assures it is Ready for Election Season

USPS stated that it will have plenty of manpower to ensure timely mail delivery amid higher mail volume around the November elections.

