



To: All State, Regional and National Association Executive Directors
From: Dan Alexander, Chair, PaperChain
Date: 2/21/2017
RE: 2017 EMERGING AND ADVANCED TECHNOLOGY/VIDEO IN PRINT PROMOTION.

Members that use the United States Postal Service to deliver their paper by the Standard-A method, can qualify for a 2% immediate discount by participating in the 2017 EMERGING AND ADVANCED TECHNOLOGY/VIDEO IN PRINT PROMOTION from March 1st through the end of August.

You can download the specifics of this USPS promotion at;
https://ribbs.usps.gov/maillingpromotions/documents/tech_guides/2017EmergingandAdvancedTechnologyPromotionProgReq.pdf

The first step for an interested publisher is to register at the USPS Gateway for participation in the promotion.
<https://gateway.usps.com/eAdmin/view/signin>

Next they must either create an Augmented Reality Ad or they may use the Attached ad from NCP Travel. The NCP Travel Ad had has been pre-approved by the USPS for participation in this promotion.

If the publisher wants to insure their participation they may want to have the ad approved again just to be certain and insure no violation of postal rules. Ads can be approved by emailing to USPS Mailing Promotions <mailingpromotions@usps.gov>.

The NCP Travel ad takes advantage of the Layar App and augmentation software. The app is a free program to view the ads. There are other software providers, and PaperChain does not endorse one over another.

While creating your own ad will take a little work and research, using the NCP Travel Ad is an easy way to begin save 2% on your Standard Mail (Also known as Marketing Mail) beginning on March 1st while you investigate further involvement.

In addition to this USPS Promotion we will also be providing information of the 2017 Mobile Shopping Promotion that begins in July and runs through the end of the year. Each of these promotions has the potential of saving thousands of dollars depending on how many papers you mail each week. We strongly encourage you take advantage of these Postal Incentives to both save money and develop a new revenue stream through the introduction of technology.

If you need further information please contact me and we'll do our best to help guide you.

Good luck.

Dan Alexander
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