

USPS Loyalty Program Tiers Bring Added Value For Small Businesses

(NAPS)—The U.S. Postal Service has added tiers to the USPS® Loyalty Program for business customers—a move that helps small businesses improve their bottom line through incentives.

Tiers are based on qualifying shipping totals from the previous calendar year. A higher tier equals a larger benefit—and there is no limit to the amount of credit that can be earned. Going forward, Loyalty Tiers will be allocated at the beginning of each year.



The USPS Loyalty Program is an incentive plan for business customers who use the Click-N-Ship® application to purchase Priority Mail® and Priority Mail Express® labels. All registered business users automatically are included in the program's Base Tier. Once earned, credits are added to their USPS Click-N-Ship account and are available in 30 days. Credits expire 1 year from the date of issuance. The earned credits can be applied to future purchases of Priority Mail and Priority Mail Express labels within the shipping cart at checkout.

- Base Tier users earn \$40 of credit for each \$500 spent on purchases up to \$10,000.

- Silver Tier users earn \$50 of credit for each \$500 spent on purchases between \$10,000 and \$20,000.

- Gold Tier status is achieved with at least \$20,000 of qualified purchases in the prior calendar year. Gold Tier users will have access to Commercial Base Pricing, on Priority Mail and Priority Mail Express shipments.



In addition, new USPS business customers using Click-N-Ship are eligible for a one-time \$40 Welcome Bonus credit.

Visit usps.com/loyaltybonus for more information.