



PUBLISHER ROUNDTABLE

Presented by

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How to Qualify For the 2024

VIDEO IN PRINT TECHNOLOGY

DISCOUNT INCENTIVE – 4%

**THIS INCENTIVE IS AVAILABLE FOR YOU TO USE ANY
CONSECUTIVE SIX MONTH PERIOD OF TIME IN 2024.
FOLLOWING THE STEPS BELOW AND CLAIMING YOUR
DISCOUNT WILL SAVE YOU 4% EACH WEEK.**

Note: The promo ends 12/31/2024

It's relatively easy to qualify for this incentive program. The steps are as follows:

1. SECURE A COPY OF THE QUALIFIED AD THAT WAS PROVIDED BY ACP. You can find that ad on the ACP Website or create one of your own. Note: If you chose to make one of your own you must make certain the ad complies with the program guidelines.
2. ADD THE NAME OF YOUR PUBLICATION TO THE AD. It is a requirement of the program that the name of the publication be featured on the ad but it doesn't have to be really big. Simply extend the ad and add your information to the bottom of the ad.
3. SAVE THE CUSTOMIZED AD IN A FOLDER ON YOUR DESKTOP OR SOMEWHERE EASY TO FIND. You are going to want to be able to access the ad easily when you apply for ad approval through the postal website.
4. SIGN INTO THE BUSINESS CUSTOMER GATEWAY
5. GO TO MAILING SERVICES – This is can be found on the upper left hand side of the site.
6. GO TO MAILING PROMOTIONS PORTAL. This can be found about half way down the page.
7. CLICK - SUBMIT MAILPIECE PREAPPROVAL
8. GO TO EMERGING AND ADVANCED TECHNOLOGY PROMOTION. CLICK NEXT.
9. ENTER THE MAILPIECE TITLE - This is the name of your publication.
10. NEXT CHECK: VIDEO IN PRINT TECHNOLOGY – 4% DISCOUNT
11. CHECK THE 2 BOXES BELOW
12. CLICK NEXT
13. FILL OUT CONTACT NAME (this is the name of the person in charge of the publication.)
14. COMPANY NAME (WHO'S DOING THE MAILING/INCHARGE OF PUBLICATION)
15. UPLOAD FILE OF THE AD WITH THE QR CODE – this is the one that we had you save in step 3.
16. CLICK NEXT
17. MAILPIECE APPROVAL FORM (AN EMAIL WILL BE SENT TO YOU WHEN APPROVED, THIS MAY TAKE A COUPLE HOURS)

18. SAVE THE EMAIL AND THE APPROVED AD (HIGHLY RECOMMENDED) WHEN SUBMITTING YOUR PUBLICATION TO THE POST OFFICE TO VERIFY, YOU WILL NEED TO CIRCLE THE AD EACH WEEK TO SHOW THAT IT HAS BEEN PRINTED IN THE PUBLICATION

19. MY MAILPIECE PREAPPROVAL HEADER – SHOWS WHICH PUBLICATIONS HAVE BEEN VERIFIED

Here is a sample ad that was created by the Association of Community Publishers. You will want to modify the ad to add your paper name, and then submit it per the directions above for approval. Once approved you need to run the ad every week in your paper to qualify for the discount that week. The ad can run in black and white or color. And, the size is at your discretion – a 2x or 3x generally works well.

WE INVITE YOU TO DANCE IN
THE WEDDING DAY OF

*Carmen
AND
Felicity*

OCT. 21, 2022 AT 2:00 PM IN THE AFTERNOON
CREEK COUNTRY CLUB | BOCA RATON, FL

Scan our QR code
to find your
perfect invitation!

Simply Perfect
WEDDING INVITATIONS

*Created just for your big day, we've put together sets of
stunning wedding invitations to perfectly match your style.*

PRINTING BY
Penny Lane

www.printingbypennylane.com
ginad@pennylaneprinting.com

Once you've received your approval the next step will be to move to POSTAL GATEWAY and claim your discount.