ADVERTISING MAIL®
SUMMARY OF INFORMATION

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DEFINITION OF ELIGIBILITY FOR ADVERTISING MAIL

Mailings which comprise a largely uniform message to all addressees, with the purpose of promoting the sale or use of products or services, or to encourage contribution to, or support of a cause. For examples, please refer to section on 'Examples of Advertising Mail'.

ENTRY REQUIREMENTS

- Entry requirements as per option chosen, specified below
- Data requirements – details listed under 'Data Specification'
- Sample of item required for verification

There are a range of options for you to choose from, enabling you to select what is most appropriate for your needs.

- Unsorted, non-machine-readable option: If you do not want to make your mail machine- readable or do any sorting, simply hand your mail over to us and we will do the rest
  - Account. This requires a printed postage impression that contains a barcode.

- Machine-readable Unsorted options: earn savings for preparing your mail and ensuring your addresses, postcodes and DPS are accurate so that each mail piece can be read by Royal Mail's sorting machines; no sorting is required.

- Machine-readable:

  - Royal Mail Mailmark® barcode: Mail pieces printed with a 2D[1] Mailmark barcode (that encodes unique information about the mail piece, information about the service being used and the participants in the supply chain) and a machine- readable font (100% address, postcode and DPS accuracy highly recommended[2]). Available for Letter and Large Letter formats.
  - Advanced: Mail pieces printed with a licence number and licence barcode or a printed postage impression that contains a barcode. Advanced item are priced based upon the highly machinable volume determined by our sorting machines.
  - OCR: Mail pieces printed with addresses in a machine-readable font (minimum of 90% address & postcode accuracy). Available for Letter and Large Letter formats.
  - Barcode: Mail pieces printed with a 4-state barcode that contains postcode and DPS information. (Minimum of 90% address, postcode & DPS accuracy). Available for Letter formats only.

- Sorted options: earn savings for sorting your mail and ensuring your addresses, postcodes and DPS are accurate.

  - Machine-readable Low sort, printed with Mailmark barcode (as above)
  - Machine-readable Low sort, printed with an OCR font (as above)
  - Machine-readable Low sort, printed with Barcode (as above)
  - Non Machine-readable High sort

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1 A 4-state Mailmark barcode option is also available for customers that cannot produce 2D Mailmark barcodes

2 It is recommended that the address and postcode on the item is consistent with the postcode and DPS in the Mailmark barcode on the mail piece and in the eManifest. If the address postcode & DPS accuracy drops below 90% when compared to PAF® you may see an invoice adjustment to cover the additional cost of conveying poorly addressed mail pieces. Please note: for 4-state Mailmark barcode postings a full and accurate postcode and DPS is required on each item.

FORMATS

- Letter: up to 240mm x 165mm x 5mm and a maximum weight of 100g
- Large Letter (for non-machine readable and High Sort options): up to 353mm x 250mm x
    - 25mm and a maximum weight of 750g
- Large Letter Machine-readable (for Low Sort options): up to 345mm x
    - 245mm x 10mm and a maximum of 750g
- Parcels: items which we classify as 'Shoebox' and 'Board Game'
    - 'Shoebox': maximum: 120mm x 250mm x 350mm and a maximum weight of 2kg
    - 'Board Game': maximum: 60mm x 350mm x 450mm and a maximum weight of 2kg

DELIVERY SPEED OPTIONS

For mail which is not sorted prior to handing over to Royal Mail
- 1st Class: delivery aim of next working day
- 2nd Class: delivery aim within three working days

If you decide to sort your mail you have the following delivery speed options:
- 1st Class: delivery aim of next working day
- 2nd Class: delivery aim within two working days after the day of posting
- Economy Class: delivery aim within four working days after the day of posting
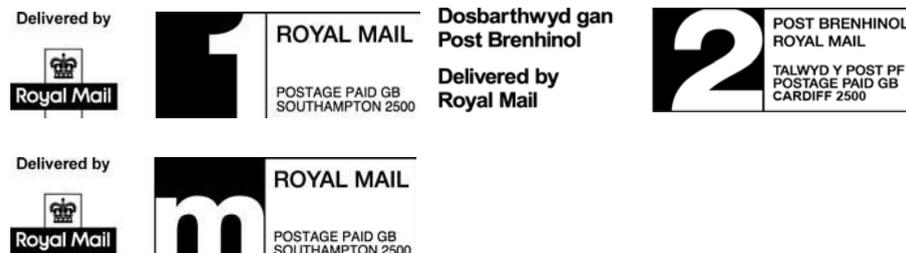
Working days are Monday – Saturday.

PAYMENT OPTIONS

OBA: all options
Stamps: only available with Sorted options

PAYMENT INDICIA

PPI's: see examples below

NB: m is the indicia for Economy class
There are four sizes available in the English PPI design and 3 sizes available in the bilingual Welsh/English version. Due to space restrictions the smallest bilingual PPI design is text only,

ADVERTISING MAIL OPTIONS IN DETAIL

Unsorted, non-machine-readable option

Available for postings from only 1,000 letters or 250 large letters, includes the Account product and provides a lower price than stamped or meter franked mail. There is no requirement for sorting.

Unsorted, machine-readable options

You can earn savings by preparing your mail so that addresses can be read and mail pieces routed by our sorting machines, but no sorting of your mail is required by you.
Account: This requires a printed postage impression that contains a barcode.

Minimum of 1,000 letters or 250 large letters in a single mailing
Containers:
- Trays for letters
- Trays for large letters up to 10mm in thickness
- Bags or ALPs (auto-leveling packet sleeved york) for large letters >10mm in thickness

Machine-readable: achieve savings by ensuring that your mail has address and postcode accuracy

- Royal Mail Mailmark® barcode: Mail pieces printed with a 2D[3] Mailmark barcode (that encodes unique information about the mail piece, information about the service being used and the participants in the supply chain) and a machine-readable font (100% address, postcode and DPS accuracy highly recommended[4]). Available for Letter and Large Letter formats.
- Advanced: Mail pieces printed with a licence number and licence barcode or a printed postage impression that contains a barcode. Advanced item are priced based upon the highly machinable volume determined by our sorting machines
- OCR: Mail pieces printed with addresses in a machine-readable font (minimum of 90% address & postcode accuracy). Available for Letter and Large Letter formats.
- Barcode: Mail pieces printed with a 4-state barcode that contains postcode and DPS information. minimum of 90% address, postcode & DPS accuracy). Available for Letter formats only.

The volume related discount (VRD) is determined by the volume (per class) you record on the confirmed sales order and the volume of mail successfully read
Discount is granted on an item-by-item basis providing that the minimum volume required for a discount has been met

[3] A 4-state Mailmark barcode option is also available for customers that cannot produce 2D Mailmark barcodes

[4] It is recommended that the address and postcode on the item is consistent with the postcode and DPS in the Mailmark barcode on the mail piece and in the eManifest. If the address postcode & DPS accuracy drops below 90% when compared to PAF® you may see an invoice adjustment to cover the additional cost of conveying poorly addressed mail pieces. Please note: for 4-state Mailmark barcode postings a full and accurate postcode and DPS is required on each item.

Sorted options

You can achieve savings with Advertising Mail by pre-sorting your items and ensuring your addresses & postcodes are accurate.

Minimum of 4,000 Letters or 1,000 Large Letters or Parcels in a single mailing

Low Sort: for mail that meets our machine-readable specification, sort your mail to our Low Sort specification and ensure your addresses can be read and mail pieces routed by our sorting machines to achieve maximum savings.

- Sort as detailed in the Royal Mail Selection Files
- Use an option below:

  - Royal Mail Mailmark® barcode: Mail pieces printed with a 2D[5] Mailmark barcode (that encodes unique information about the mail piece, information about the service being used and the participants in the supply chain[6]) and a machine-readable font (100% address, postcode and DPS accuracy highly recommended). Available for Letter and Large Letter formats.
  - OCR: Mail pieces printed with addresses in a machine-readable font (minimum of 90% address & postcode accuracy). Available for Letter and Large Letter formats.
  - Barcode: Mail pieces printed with a 4-state barcode that contains postcode and DPS information. (minimum of 90% address, postcode & DPS accuracy). Available for Letter formats only.

- Containers:
  - Trays or bags for Letter formats
  - Trays or bags for Large Letter formats up to 10mm in thickness
  - Bags or ALPs (auto-levelling packet sleeved York) for Large Letter formats more than 10mm in thickness
  - When using trays, you must have an average of at least 100 Letters or 25 Large Letters per selection across the mailing

High Sort: sort your mail to achieve savings on our standard rates. Available for Letters, Large Letters (non-machine readable) or Parcels. Sort to Direct Selections or Residue Selections as detailed in the Royal Mail Selection Files
  - Ensure that 90% minimum postcode and address accuracy compared to PAF®
  - You must have a minimum of 50 Letters, 10 Large Letters or 5 Parcels (non-machine readable) for a Direct Selection
- Containers:
- Trays, bags or segregated bundles for Letters
- Trays, bags or segregated bundles for Large Letters up to 10mm in thickness
- Bags, segregated bundles or ALPs (auto-levelling packet sleeved York) for Large Letters >10mm in thickness and Parcels
- When using trays, you must also have an average of at least 100 Letters or 25 Large Letters per selection across the mailing

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[5] A 4-state Mailmark barcode option is also available for customers that cannot produce 2D Mailmark barcodes

[6] It is recommended that the address and postcode on the item is consistent with the postcode and DPS in the Mailmark barcode on the mail piece and in the eManifest. If the address postcode & DPS accuracy drops below 90% when compared to PAF® you may see an invoice adjustment to cover the additional cost of conveying poorly addressed mail pieces. Please note: for 4-state Mailmark barcode postings a full and accurate postcode and DPS is required on each item.

SAMPLE ITEMS FOR ADVERTISING MAIL

There are two options for you to fulfil the sampling process requirement;

Option 1;
For each posting you must provide us with a sample of the item being posted at the same time as posting. You must provide a sample that is an exact reproduction of the items posted in terms of both envelopes used and contents enclosed for each Advertising Mail posting. It is not necessary to supply a sample from each cell of a mailing. You must ensure the correct sales order line is highlighted for the associated mailing sample on the accompanying confirmed sales order, as we will check samples to ensure they conform to the Advertising Mail specification
Both the sample item and copy of sales order should be forwarded to Royal Mail at the address below

Option 2;
It is possible to send in a seed sample at the time of mailing by using the following process;
Add the address below in your mailing database. Insert the account payers account number along with a job reference number into the top line used for mailer defined information (line one of the address block) With either option he items will be sent to;

The Advertising Mail Content Control Team
Royal Mail 1M39
206 Whitechapel Road
LONDON
E1 1AA

DATA SPECIFICATION

1. If you use data from anywhere other than a consent-based file, you must follow a documented procedure for suppressing customer and prospect data against the Mail Preference Service (MPS), including MPS Deceased. Data must be checked during the 30 days or less before the item that uses the data is posted (i.e. enters the pipeline). A consent based file is defined as a data list where it can be proved that all customers and prospects have consented to receive direct marketing

2. Keep and maintain an internal suppression file to ensure that customers and prospects who request to opt out of your mailings are properly logged. Data must be checked during the 30 days or less before the item that uses the data is posted with Royal Mail.

3. Ensure all items are fully and accurately addressed and postcoded in accordance with PAF®. (You have to meet a minimum of 90% address and postcode match to PAF®).

AVAILABILITY OF ADVERTISING MAIL WITH OTHER ROYAL MAIL OFFERS

Advertising Mail – Sorted

	Class		
	1st	2nd	Economy
Sustainable Advertising Mail	Available	Available	Available
First time user	Not	Not	Available
Volume related discounts	Available	Available	Available

Advertising Mail – Unsorted & Machine-readable

	Class	
	1st	2nd
Sustainable Mail	Not available	Not available
First Time User	Not available	Available*
Volume Related Discounts	Available	Available

*certain services only

Advertising Mail – Unsorted & non-machine-readable

	Class	
	1st	2nd
First Time User	Not available	Available*

*certain services only

GENERAL INFORMATION

Mailing Standards Levy

A Mailing Standards Levy will be collected to finance the self-regulatory system of advertising standards. The levy equates to 0.2% of the value of each mailing and is additional to the prices quoted.   It will be collected on every item of Advertising Mail and Sustainable Advertising Mail via Royal Mail's invoicing process. The levy is not liable to VAT.

If any mailer wishes to be refunded the levy they have paid then they may make a quarterly or annual claim to the Advertising Standards Board of Finance at the address below providing evidence of the levy paid.

The Treasurer, ASBOF

7th Floor North

Artillery House

11-19 Artillery Row

London

SW1P 1RT

FREQUENTLY ASKED QUESTIONS

What is classified as Advertising Mail?

Mailings comprise a largely uniform message to all addressees, with the purpose of promoting the sale or use of products or services, or to encourage contribution to, or support of a cause.

Why can't I use this product for non-advertising mailing e.g. statements?

Advertising Mail™ is for 100% advertising content only. If you are sending transactional mail such as bills and statements we have a range of Business Mail products

Does each individual mailing have to be sampled by Royal Mail in advance?

No, a 'live' mailpiece needs to be posted with a copy of the OBA, Sales Order. Alternately a seed sample should be sent, the account number and job reference number being the top line of the address on the seed item:

For both sampling options please send items to the address below;

Advertising Mail Content Control Team

Royal Mail 1M39

206 Whitechapel Road

LOND

ON E1

1AA