



# Advertising Mail Rate card

**Royal Mail Advertising Mail<sup>®</sup>  
(including Sustainable<sup>®</sup>)**

March 2018



# Helping your business thrive and prosper

In a digital world, consumers place a high value on mail. We believe in the power of 1 to 1 communications to build customer relationships. Technology has transformed communications, but the core strengths of mail have endured and in some cases grown even stronger. Mail helps you connect with your customers and attract new customers in a way that few other channels can, especially when combined with digital.

Royal Mail is the UK's designated Universal Postal Service Provider, supporting customers, businesses and communities across the country. We are the only company that has the capability to deliver a 'one-price-goes-anywhere', six-days-a-week service on a range of letters and parcels to more than 29 million addresses across the UK.

## Online Price Calculator

Use our online price calculator to find the best options for your mailing. There's also a downloadable excel version.

[royalmailtechnical.com/calculator](http://royalmailtechnical.com/calculator)

For prices that are changing in March 2018 please visit: [royalmail.com/prices2018](http://royalmail.com/prices2018). For all other prices visit [royalmail.com/current-postage-prices](http://royalmail.com/current-postage-prices)

From 26 March 2018 prices in this rate card can be found at [royalmail.com/advertising-mail](http://royalmail.com/advertising-mail)

Although correct at the time this price guide was produced (February 2018), postal prices, fees and other conditions are subject to revision from time to time and services may need to be added or withdrawn.

Up-to-date information may be obtained by visiting [royalmail.com](http://royalmail.com)

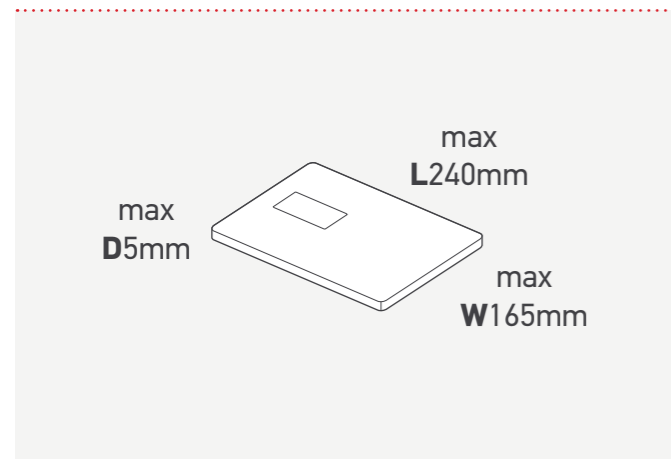
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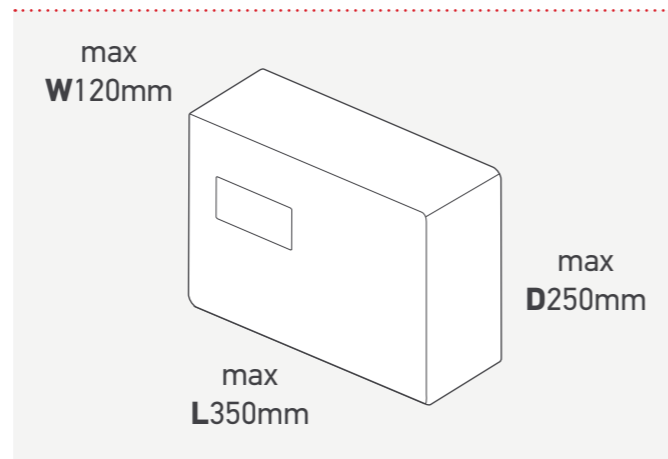
# Know your formats

Here are the formats we use to work out the postage. Each format has its own size and weight limits. The illustrations below will help you work out which format your item will fall into.

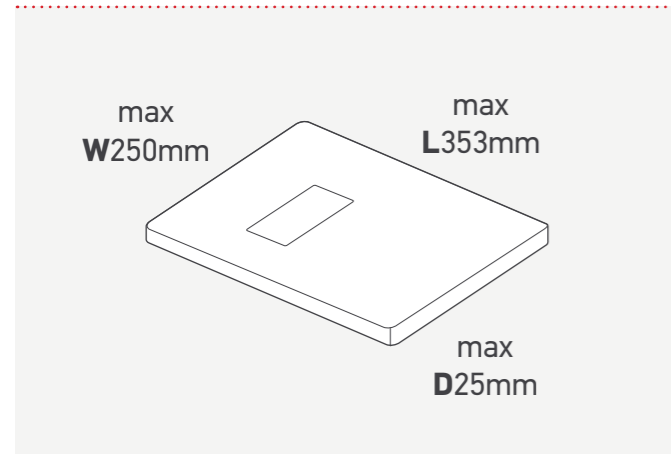
## Letter Up to 100g



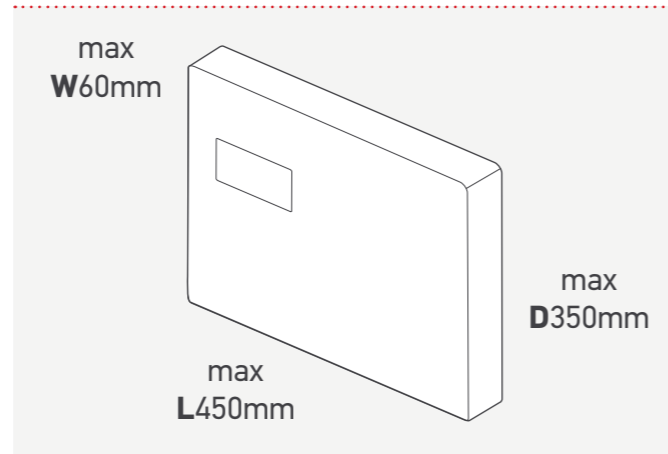
## Parcel - 'Shoebbox' Up to 2kg



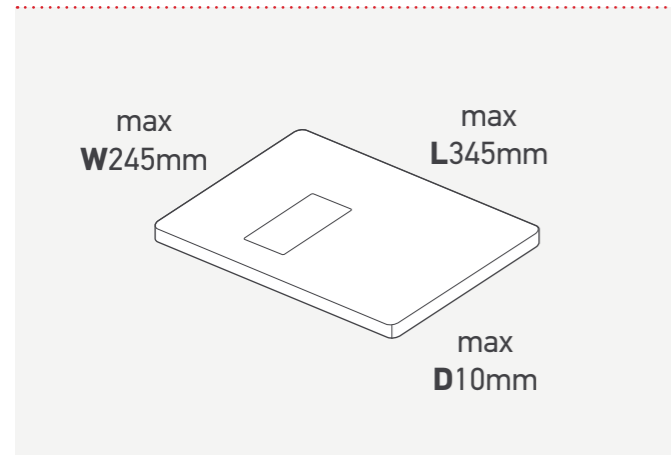
## Large Letter Up to 750g



## Parcel - 'Board Game' Up to 2kg



## Large Letter - machine readable Up to 750g



# Advertising Mail

## Unsorted

**Table 1 – Letter: Standard unsorted options**

Delivery Speed	Option	Product Code	Weight up to and including	Number of items per sales order <sup>†</sup>			
				1,000–2,499	2,500–9,999	10,000–24,999	25,000+
<b>1st Class</b>	Standard	CLN	100g	56.9p	55.8p	54.6p	53.5p
	Account <sup>††</sup>	UNC	100g	54.2p	53.1p	52.0p	50.9p
<b>2nd Class</b>	Standard	CLN	100g	34.9p	34.2p	33.5p	32.8p
	Account <sup>††</sup>	UND	100g	34.4p	33.8p	33.1p	32.4p

Prices in this table exclude VAT, which is charged at the standard rate.

Prices in this table exclude the Mailing Standards Levy of 0.2% which is not subject to VAT.

Further details of the Mailing Standards Levy can be found in the specific terms relating to Advertising Mail.

<sup>†</sup>In order to qualify for a price based on number of items, items must be of the same service, class and format, and be contained on a single sales order.

Mailings of less than 1,000 items may be refused or charged at a higher rate.

<sup>††</sup>A Barcode is required for the Account options. For further information visit [royalmail.com/barcodesavings](http://royalmail.com/barcodesavings)

## Unsorted

**Table 2 – Letter: Machine-readable unsorted options**

Delivery Speed	Option	Product Code	Weight up to and including	Number of items per sales order <sup>†</sup>			
				1,000–2,499	2,500–9,999	10,000–24,999	25,000+
<b>1st Class</b>	Advanced	UNK	100g	47.0p	46.0p	45.0p	44.0p
	Mailmark	EBT	100g	45.8p	44.8p	43.8p	42.9p
	OCR	CLF	100g	47.7p	46.7p	45.7p	44.7p
<b>2nd Class</b>	Advanced	UNL	100g	28.2p	27.6p	27.0p	26.4p
	Mailmark	EBU	100g	27.5p	26.9p	26.4p	25.8p
	OCR	CLH	100g	28.3p	27.7p	27.1p	26.5p

Prices in this table exclude VAT, which is charged at the standard rate.

Prices in this table exclude the Mailing Standards Levy of 0.2% which is not subject to VAT.

Further details of the Mailing Standards Levy can be found in the specific terms relating to Advertising Mail.

<sup>†</sup>In order to qualify for a price based on number of items, items must be of the same service, class and format, and be contained on a single sales order.

Mailings of less than 1,000 items may be refused or charged at a higher rate.

# Advertising Mail

## Unsorted

**Table 3 – Large Letter: Standard unsorted options**

Delivery Speed	Option	Product Code	Weight up to and including	Number of items per sales order <sup>†</sup>			
				250-749	750-1,999	2,000-4,999	5,000+
<b>1st Class</b>	Standard	CLN	100g	88.7p	86.9p	85.1p	83.3p
			250g	123.1p	120.6p	118.1p	115.6p
			500g	158.6p	155.4p	152.1p	148.9p
			750g	223.6p	219.1p	214.5p	210.0p
	Account <sup>††</sup>	UNC	100g	86.7p	84.9p	83.2p	81.4p
			250g	121.2p	118.7p	116.2p	113.8p
			500g	156.6p	153.4p	150.3p	147.1p
			750g	221.6p	217.1p	212.6p	208.1p
<b>2nd Class</b>	Standard	CLN	100g	61.4p	60.1p	58.9p	57.6p
			250g	88.5p	86.7p	84.9p	83.1p
			500g	117.2p	114.8p	112.5p	110.1p
			750g	167.0p	163.6p	160.2p	156.8p
	Account <sup>††</sup>	UND	100g	59.4p	58.2p	57.0p	55.8p
			250g	86.5p	84.7p	83.0p	81.2p
			500g	115.2p	112.9p	110.6p	108.2p
			750g	165.0p	161.6p	158.3p	154.9p

Prices in this table exclude VAT, which is charged at the standard rate.

Prices in this table exclude the Mailing Standards Levy of 0.2% which is not subject to VAT.

Further details of the Mailing Standards Levy can be found in the specific terms relating to Advertising Mail.

<sup>†</sup>In order to qualify for a price based on number of items, items must be of the same service, class and format, and be contained on a single sales order.

Mailings of less than 250 items may be refused or charged at a higher rate.

<sup>††</sup>Barcode savings. A barcode is required for the Account options. For further information visit [royalmail.com/barcodesavings](http://royalmail.com/barcodesavings)

# Advertising Mail

## Unsorted

**Table 4 – Large Letter: Machine-readable unsorted options**

Delivery Speed	Option	Product Code	Weight up to and including	Number of items per sales order <sup>†</sup>				
				250-749	750-1,999	2,000-4,999	5,000+	
<b>1st Class</b>	Mailmark	EBT	100g	78.1p	76.4p	74.8p	73.1p	
			250g	111.6p	109.2p	106.9p	104.5p	
			500g	148.2p	144.9p	141.9p	138.7p	
			750g	210.5p	205.8p	201.6p	197.1p	
	Advanced	UNK	100g	80.6p	78.8p	77.2p	75.4p	
			250g	112.7p	110.1p	107.9p	105.4p	
			500g	145.6p	142.3p	139.4p	136.3p	
			750g	206.1p	201.4p	197.3p	192.8p	
	OCR	CLF	100g	80.6p	78.8p	77.2p	75.4p	
			250g	115.1p	112.6p	110.3p	107.8p	
			500g	152.7p	149.3p	146.2p	143.0p	
			750g	216.9p	212.2p	207.8p	203.1p	
	<b>2nd Class</b>	Mailmark	EBU	100g	56.2p	55.0p	53.8p	52.6p
				250g	82.9p	81.1p	79.4p	77.6p
				500g	112.0p	109.6p	107.3p	104.9p
				750g	159.2p	155.7p	152.4p	149.0p
Advanced		UNL	100g	60.4p	59.2p	57.9p	56.7p	
			250g	85.3p	83.6p	81.8p	80.1p	
			500g	115.7p	113.4p	111.0p	108.7p	
			750g	165.0p	161.6p	158.3p	154.9p	
OCR		CLH	100g	60.2p	58.9p	57.7p	56.4p	
			250g	85.4p	83.5p	81.8p	79.9p	
			500g	112.8p	110.3p	108.0p	105.6p	
			750g	162.8p	159.2p	155.9p	152.4p	

Prices in this table exclude VAT, which is charged at the standard rate.

Prices in this table exclude the Mailing Standards Levy of 0.2% which is not subject to VAT.

Further details of the Mailing Standards Levy can be found in the specific terms relating to Advertising Mail.

<sup>†</sup>In order to qualify for a price based on number of items, items must be of the same service, class and format, and be contained on a single sales order.

Mailings of less than 250 items may be refused or charged at a higher price.



# Advertising Mail

## Low Sort

**Table 1 – Full prices and per gram increments**

Format	Weight	1st Class		2nd Class		Economy	
		Full Price	Per Gram Increment	Full Price	Per Gram Increment	Full Price	Per Gram Increment
Letter	0-100g	54.8p	n/a	28.2p	n/a	25.3p	n/a
Large Letter OCR	0-100g	69.9p	n/a	37.5p	n/a	32.3p	n/a
	101-250g	78.9p	n/a	50.1p	n/a	43.5p	n/a
	251-750g	78.9p	0.2190p	50.1p	0.1254p	43.5p	0.1248p
Large Letter Mailmark	0-100g	68.4p	n/a	37.5p	n/a	32.3p	n/a
	101-250g	76.9p	n/a	50.1p	n/a	43.5p	n/a
	251-750g	76.9p	0.2043p	50.1p	0.1249p	43.5p	0.1227p

Prices in this table exclude VAT, which is charged at the standard rate.

Prices in this table exclude the Mailing Standards Levy of 0.2% which is not subject to VAT.

Further details of the Mailing Standards Levy can be found in the specific terms relating to Advertising Mail.

## Low Sort

**Table 2 – Sortation and machine-readable discount**

	1st Class	2nd Class	Economy
	Direct Items	Direct Items	Direct Items
Letter OCR	19.53%	19.20%	19.20%
Letter Mailmark	21.30%	21.70%	21.95%
Large Letter OCR	10.25%	10.05%	10.05%
Large Letter Mailmark	12.45%	13.30%	13.30%

# Advertising Mail

## Low Sort

**Table 3 – Volume Related Discount\***

Format	Number of Direct Items	1st Class	2nd Class	Economy
Letter	4,000-19,999	0.00%	0.00%	0.00%
	20,000-39,999	1.50%	1.50%	1.50%
	40,000-79,999	3.50%	3.50%	3.50%
	80,000-119,999	4.50%	4.50%	4.50%
	120,000 +	5.30%	5.30%	5.30%
Large Letter OCR	1,000-9,999	0.00%	0.00%	0.00%
	10,000-19,999	1.00%	1.00%	1.00%
	20,000-39,999	1.50%	1.50%	1.50%
	40,000-59,999	2.00%	2.00%	2.00%
	60,000 +	3.00%	3.00%	3.00%
Large Letter Mailmark	1,000 – 9,999	0.00%	0.00%	0.00%
	10,000 – 19,999	1.50%	1.50%	1.50%
	20,000 – 39,999	3.50%	3.50%	3.50%
	40,000 – 59,999	4.50%	4.50%	4.50%
	60,000 +	5.30%	5.30%	5.30%

\*Volume Related Discounts for Direct items are based on total daily volumes over multiple sales order lines providing all items are posted on the same day; posted from the same posting location (site); posted via the same product and format, and only apply to Direct items (Residue items are not counted towards the calculation).

Please note when you are making a Low Sort posting and have the option on OBA to enter the volume as either Directs or Residues please select the Direct option. While there is only one sorting option available, to ensure that the correct discounts are applied please enter the items as 'directs'.

Mailing of less than 4,000 Letters or 1,000 Large Letters may be charged at a higher rate.

## Low Sort

**Table 4 – Trayed Mail Savings**

	Saving per item
Low Sort Letters	0.27p
Low Sort Large Letters (up to 10mm thick)	0.70p

Discounts apply after all other discounts (VRDs, sortation etc) are applied but before mailing standard levy and VAT.

# Advertising Mail

## Calculating the price of your mailing

**Step 1:** Find the full price for the items you are mailing from Table 1. If the item is Large Letter format and weighs more than 250g, then an incremental price should be added to the full price based on the exact weight of the item. The incremental price is calculated as the incremental weight in grams above 250g multiplied by the gram price increment. The result is rounded to the nearest 1/10th of a penny.

**Step 2:** Identify the appropriate sortation and machine-readable discount from Table 2.

**Step 3:** Add to the sortation and machine-readable discount the applicable Volume Related Discount (VRD) from Table 3.

**Step 4:** Apply the aggregate discount percentage to the full price to calculate the item price.

**Step 5:** Multiply the item price by the number of items to calculate the total transaction price excluding VAT and Mailing Standards Levy.

### Worked example

**A Low Sort Economy posting of 102,000 Letters Mailmark weighing 80g each.**

**Step 1:** The full price for a Low Sort Economy option 80g Letter = 25.3p from Table 1.

**Step 2:** Sortation and machine-readable discount for Low Sort Letter Mailmark = 21.95% from Table 2.

**Step 3:** VRD from Table 3 = 4.5%, added to the sortation and machine-readable discount of 21.95% gives total aggregate discount of 26.45%.

**Step 4:** Price per item = 25.3p x (100%-26.45%) = 18.6082p.

**Step 5:** Total price of mailing = (18.6082p x 102,000)/100 = £18,980.31 (excluding VAT and Mailing Standards Levy).

### Trayed Mail Savings:

Low Sort Letter mailings presented in trays will save 0.27p per item from Table 4 = (0.27p x 102,000)/100 = £275.40 (excluding VAT and Mailing Standards Levy).

Total tray price of mailing = £18,980.31 - £275.40 = £18,704.91 (excluding VAT and Mailing Standards Levy).

# Advertising Mail

## High Sort

**Table 1 – Full prices and per gram increments**

Format	Weight	1st Class		2nd Class		Economy	
		Full Price	Per Gram Increment	Full Price	Per Gram Increment	Full Price	Per Gram Increment
<b>Product Code</b>		<b>AUX</b>		<b>AV1</b>		<b>AV4</b>	
<b>Letter</b>	0-100g	57.3p	n/a	28.9p	n/a	24.6p	n/a
<b>Large Letter</b>	0-100g	70.5p	n/a	37.7p	n/a	32.5p	n/a
	101-250g	79.3p	n/a	50.6p	n/a	43.9p	n/a
	251-750g	79.3p	0.2066p	50.6p	0.1255p	43.9p	0.1234p
<b>Parcel</b>	0-750g	268.1	N/A	198.6	N/A	180.9	N/A
	751-1000g	275.8	N/A	218.5	N/A	216.2	N/A
	1001-2000g	290.0	0.0900	218.5	0.0500	216.2	0.0500

Prices in this table exclude VAT, which is charged at the standard rate.

Prices in this table exclude the Mailing Standards Levy of 0.2% which is not subject to VAT.

Further details of the Mailing Standards Levy can be found in the specific terms relating to Advertising Mail.

## High Sort

**Table 2 – Sortation Discounts**

Format	1st Class		2nd Class		Economy	
	Direct Items	Residue Items	Direct Items	Residue Items	Direct Items	Residue Items
<b>Letter</b>	8.55%	6.05%	8.60%	6.10%	8.20%	5.70%
<b>Large Letter</b>	12.55%	2.55%	12.40%	2.35%	12.40%	2.35%
<b>Parcel</b>	5.00%	5.00%	5.00%	5.00%	5.00%	5.00%

# Advertising Mail

## High Sort

### Aggregating volumes on Direct selections to achieve and maximise Volume Related Discounts:

In order to reach the VRD threshold on any given posting day, and to maximise the level of VRD obtainable, you can aggregate volumes on Direct selections in 2 ways:

1. You can combine a number of the same product / service level mailings onto one confirmed sales order. You will need to show in the comments field all the job reference numbers or part jobs included on that confirmed sales order. If you do this and then have multiple entries on a single confirmed sales order you must link the individual lines with the appropriate Customer Reference Number (CRN) to maximise your Volume Related Discount.
2. If you are unable to show all mailings for one day on a single confirmed sales order (usually because mailings are at different times) you must put the same Customer Reference Number (CRN) on each confirmed sales order and against each multiple entry. It is not possible to aggregate different sales orders posted on the same day for any unsorted products (Business Mail, Advertising Mail and Business Mail Advance).

Any applicable VRDs are calculated at the time you confirm your sales order and will be reflected on the invoice for that date of posting.

## High Sort

**Table 3 – Volume Related Discounts for Direct\***

Format	Number of Direct Items	1st Class	2nd Class	Economy
		Direct Items	Direct Items	Direct Items
Letter	0 – 19,999	0.00%	0.00%	0.00%
	20,000 – 39,999	1.50%	1.50%	1.50%
	40,000 – 79,999	3.50%	3.50%	3.50%
	80,000 – 119,999	4.50%	4.50%	4.50%
	120,000 +	5.30%	5.30%	5.30%
Large Letter	0 – 9,999	0.00%	0.00%	0.00%
	10,000 – 19,999	1.50%	1.50%	1.50%
	20,000 – 39,999	3.50%	3.50%	3.50%
	40,000 – 59,999	4.50%	4.50%	4.50%
	60,000 +	5.30%	5.30%	5.30%
Parcel	0 – 4,999	0.00%	0.00%	0.00%
	5,000 – 7,999	1.00%	1.00%	1.00%
	8,000 – 11,999	1.50%	1.50%	1.50%
	12,000 – 19,999	2.50%	2.50%	2.50%
	20,000 +	3.00%	3.00%	3.00%

\*Volume Related Discounts for Direct items are based on total daily volumes over multiple sales order lines providing all items are posted on the same day; posted from the same posting location (site); posted via the same product and format, and only apply to Direct items (Residue items are not counted towards the calculation).

# Advertising Mail

## High Sort

**Table 4 – Volume Related Discounts for Residue\***

Format	Number of Direct Items	1st Class	2nd Class	Economy
		Residue Items	Residue Items	Residue Items
Letter	4,000 – 19,999	0.00%	0.00%	0.00%
	20,000 – 39,999	1.50%	1.50%	1.00%
	40,000 – 79,999	2.50%	2.50%	1.50%
	80,000 – 119,999	2.50%	2.50%	2.00%
	120,000 +	3.00%	3.00%	2.00%
Large Letter	1,000 – 9,999	0.00%	0.00%	0.00%
	10,000 – 19,999	1.50%	1.50%	0.50%
	20,000 – 39,999	2.50%	2.50%	1.00%
	40,000 – 59,999	2.50%	2.50%	1.00%
	60,000 +	3.00%	3.00%	1.00%
Parcel	1,000 – 4,999	0.00%	0.00%	0.00%
	5,000 – 7,999	1.00%	1.00%	1.00%
	8,000 – 11,999	1.50%	1.50%	1.50%
	12,000 – 19,999	2.50%	2.50%	2.50%
	20,000 +	3.00%	3.00%	3.00%

\*Direct selection volumes or multiple posting volumes against any other sales order lines cannot be counted towards the Volume Related Discount calculation for Residue items.

## High Sort

**Table 5 – Trayed Mail Savings**

	Saving per item
High Sort Letters	0.27p
High Sort Large Letters (up to 10mm thick)	0.70p

Discounts apply after all other discounts (VRDs, sortation etc) are applied but before advertising levy and VAT.

Mailing of less than 4,000 Letters or 1,000 Large Letters may be charged at a higher rate.

# Advertising Mail

## Catalogue option

### Letter

Delivery Speed	Option	Product Code	Weight up to and including	Number of items per day <sup>1</sup>				
				4,000-19,999	20,000-39,999	40,000-79,999	80,000-119,999	120,000+
Economy	High Sort Direct	AM3	100g	22.6p	22.2p	21.7p	21.5p	21.3p
		AM3	110g	23.2p	22.8p	22.3p	22.1p	21.9p
		AM3	120g	24.5p	24.1p	23.6p	23.3p	23.1p
		AM3	130g	25.8p	25.4p	24.8p	24.5p	24.3p
		AM3	140g	27.0p	26.5p	25.9p	25.6p	25.4p
		AM3	150g	28.2p	27.7p	27.1p	26.8p	26.5p
	High Sort Residue*	AM3	100g	23.2p	23.0p	22.8p	22.7p	22.7p
		AM3	150g	42.8p	42.4p	42.1p	41.9p	41.9p

### Large Letter

Delivery Speed	Option	Product Code	Weight up to and including	Number of items per day <sup>1</sup>				
				1,000-9,999	10,000-19,999	20,000-39,999	40,000-59,999	60,000+
Economy	High Sort Direct	AM3	100g	28.5p	28.0p	27.3p	27.0p	26.7p
		AM3	110g	29.4p	28.9p	28.3p	27.9p	27.7p
		AM3	120g	31.1p	30.6p	29.9p	29.5p	29.2p
		AM3	130g	32.9p	32.3p	31.5p	31.2p	30.9p
		AM3	140g	34.6p	34.0p	33.2p	32.8p	32.5p
		AM3	150g	36.1p	35.5p	34.6p	34.2p	33.9p
	High Sort Residue*	AM3	100g	31.7p	31.6p	31.4p	31.4p	31.4p
		AM3	150g	42.8p	42.6p	42.4p	42.4p	42.4p
		AM3	250g	42.9p	42.6p	42.4p	42.4p	42.4p

For details of Large Letters over 250g see the Advertising Mail rate card.

Prices in this table exclude VAT, which is charged at the standard rate.

Prices in this table exclude the Mailing Standards Levy of 0.2% which is not subject to VAT.

Further details of the Mailing Standards Levy can be found in the specific terms relating to Advertising Mail.

\*The price for Residue is based on the number of items per mailing, not per day.

Mailings of less than 1,000 Large Letters or 4,000 Letters may be refused or charged at a higher rate.

**Tray savings:** For trayed mailings you can save 0.27p for Letters and 0.70p for Large Letters (ex VAT) per item from the prices in this table.

# Advertising Mail

## Calculating the price of your mailing

**Step 1:** Find the full price for the items you are mailing from Table 1. If the item weighs more than 250g (above 1000g for Parcels), then an incremental price should be added to the full price based on the exact weight of the item. The incremental price is calculated as the incremental weight in grams above 250g (above 1000g for Parcels) multiplied by the gram price increment. The result is rounded to the nearest 1/10th of a penny.

**Step 2:** Identify the appropriate sortation discount from Table 2.

**Step 3:** Add to the sortation discount the applicable Volume Related Discount for Direct (from Table 3) and Residue items (from Table 4).

**Step 4:** Apply the aggregate discount to the full price to calculate the item price for Direct and Residue items.

**Step 5:** Multiply the Direct and Residue prices by the number of items in each category.

**Step 6:** Add the Direct and Residue values together to calculate the total transaction price excluding VAT and Mailing Standards Levy.

### Worked example

A High Sort 2nd Class option posting of 102,000 Large Letters weighing 300g each. 90,000 of these are Directs and 12,000 are Residues.

**Step 1:** The full price from Table 1 = 50.6p + (300 - 250) x 0.1255p = 56.875p rounded to the nearest 1/10th of a penny = 56.9p.

**Step 2:** Direct discount = 12.40%, Residue discount = 2.35% from Table 2.

**Step 3:** Direct VRD from Table 3 = 5.3%, added to the Direct discount of 12.4% gives total discount for Direct items of 17.70%. Residue VRD from Table 4 = 1.5%, added to the Residue discount of 2.35% gives a total discount for Residue items of 3.85%.

**Step 4:** Price of Directs = 56.9p x (100% - 17.70%) = 46.8287p.  
Price of Residues = 56.9p x (100% - 3.85%) = 54.70935p.

**Step 5:** Price of Directs in mailing = (46.8287p x 90,000)/100 = £42,145.83.  
Price of Residues in mailing = (54.70935p x 12,000)/100 = £6,565.12.

**Step 6:** Total for this mailing = £42,145.83 + £6,565.12 = £48,710.95 (excluding VAT and Mailing Standards Levy).

### Trayed Mail Savings:

High Sort Large Letter mailings presented in trays will save 0.70p per item from Table 5 = (0.70p x 102,000)/100 = £714.00 (excluding VAT and Mailing Standards Levy).

Total tray price of mailing = £48,710.95 - £714.00 = £47,996.95 (excluding VAT and Mailing Standards Levy).



# Sustainable<sup>®</sup> Advertising Mail

Sustainable<sup>®</sup> Advertising Mail prices are determined on the appropriate Advertising Mail with High Sort options or Low Sort options price plus the Sustainable<sup>®</sup> Advertising Mail percentage discount as shown below:

The prices determined by this rate card are indicative. Prices after discount have been rounded and may not perfectly match the invoiced details.

**Table 1 – Entry Level pricing structure**

Delivery Speed	Format	Weight up to and including	Low Sort		High Sort	
			Mailmark	OCR	Direct	Residue
<b>1st Class Product Code</b>			<b>EBG</b>	<b>MXS</b>	<b>SPA</b>	<b>SPA</b>
	Letter	0-100g	1.60%	1.70%	1.40%	1.40%
	Large Letter	0-100g	2.40%	2.60%	2.20%	1.50%
	Large Letter	101-750g	1.70%	1.30%	1.90%	1.40%
<b>2nd Class Product Code</b>			<b>EBH</b>	<b>MXT</b>	<b>SPG</b>	<b>SPG</b>
	Letter	0-100g	1.60%	1.70%	1.40%	1.40%
	Large Letter	0-100g	2.40%	2.60%	2.20%	1.50%
	Large Letter	101-750g	1.70%	1.30%	1.90%	1.40%
<b>Economy Product Code</b>			<b>EBI</b>	<b>MXU</b>	<b>SPJ</b>	<b>SPJ</b>
	Letter	0-100g	1.60%	1.70%	1.40%	1.40%
	Large Letter	0-100g	2.40%	2.60%	2.20%	1.50%
	Large Letter	101-750g	1.70%	1.30%	1.90%	1.40%

Prices in this table exclude VAT, which is charged at the standard rate.  
 Prices in this table exclude the Mailing Standards Levy of 0.2% which is not subject to VAT.  
 Further details of the Mailing Standards Levy can be found in the specific terms relating to Advertising Mail.

# Sustainable<sup>®</sup> Advertising Mail

**Table 2 – Intermediate Level pricing structure**

Delivery Speed	Format	Weight up to and including	Low Sort		High Sort	
			Mailmark	OCR	Direct	Residue
<b>1st Class Product Code</b>			<b>EBJ</b>	<b>MYK</b>	<b>SPF</b>	<b>SPF</b>
	Letter	0-100g	3.70%	3.90%	3.50%	3.60%
	Large Letter	0-100g	4.50%	4.80%	4.30%	3.90%
	Large Letter	101-750g	3.70%	2.80%	3.90%	2.40%
<b>2nd Class Product Code</b>			<b>EBK</b>	<b>MYL</b>	<b>SPH</b>	<b>SPH</b>
	Letter	0-100g	3.70%	3.90%	3.50%	3.60%
	Large Letter	0-100g	4.50%	4.80%	4.30%	3.90%
	Large Letter	101-750g	3.70%	2.80%	3.90%	2.40%
<b>Economy Product Code</b>			<b>EBL</b>	<b>MYM</b>	<b>SPK</b>	<b>SPK</b>
<b>Economy</b>	Letter	0-100g	3.70%	3.90%	3.50%	3.60%
	Large Letter	0-100g	4.50%	4.80%	4.30%	3.90%
	Large Letter	101-750g	3.70%	2.80%	3.90%	2.40%

Prices in this table exclude VAT, which is charged at the standard rate.  
 Prices in this table exclude the Mailing Standards Levy of 0.2% which is not subject to VAT.  
 Further details of the Mailing Standards Levy can be found in the specific terms relating to Advertising Mail.

Please note that Sustainable discounts should be applied to the relevant Advertising Mail price before the tray incentive is included.

**Table 3 – Trayed Mail Savings**

	Saving per item
<b>Low Sort/High Sort Letters</b>	0.27p
<b>Low Sort/High Sort Large Letters (up to 10mm thick)</b>	0.70p

Discounts apply after all other discounts (VRDs, sortation etc) are applied but before advertising levy and VAT

# Sustainable<sup>®</sup> Advertising Mail

## Calculating the price of your Sustainable<sup>®</sup> Advertising Mailing

**Step 1:** Calculate the Advertising Mail with High Sort option or Advertising Mail with Low Sort option price for the product you are posting.

**Step 2:** If you meet the Entry Level specification for Sustainable<sup>®</sup> Advertising Mail, then reduce the Advertising Mail by the amount shown in Table 1.  
OR  
If instead you meet the Intermediate Level specification for Sustainable<sup>®</sup> Advertising Mail, then reduce the Advertising Mail price by the amount shown in Table 2.

### Worked example

A Low Sort Economy posting of 102,000 Letters Mailmark weighing 80g each which meets the Intermediate Level specification for Sustainable Advertising Mail.

**Step 1:** Advertising Mail Low Sort Economy Letters Mailmark per item = 18.6082p  
(see worked example for Advertising Mail Low Sort).

**Step 2:** Intermediate Level specification discount for Letter Mailmark = 3.7% from Table 2.

**Step 3:** Price per item = 18.6082p x (100% - 3.7%) = 17.9197p.

**Step 4:** Total price of mailing = (17.9197p x 102,000)/100 = £18,278.09  
(excluding VAT and Mailing Standards Levy).

### Trayed Mail Savings:

Low Sort Letter mailings presented in trays will save 0.27p per item from Table 3 = (0.27p x 102,000)/100 = £275.40 (excluding VAT and Mailing Standards Levy).

Total tray price of mailing = £18,278.09 - £275.40 = £18,002.69  
(excluding VAT and Mailing Standards Levy).

# Adjustment Charges

## Mailmark Adjustment Charges

Fault	Applies to	Flat Fee	Per Item Fee	Note
Missorts	Mailmark Letters	n/a	14.95p	
Missorts	Mailmark Large Letters	n/a	39.75p	
International item as domestic	Mailmark Letters and Large Letters	n/a	£1.47	Adjustment charges only apply when one or a combination of charges result in a charge of £10 or more per eManifest
Non machine processed	Mailmark Letters	n/a	1.98p*	
Non machine processed	Mailmark Large Letters	n/a	3.53p*	Postcode and Delivery point suffix accuracy adjustment charges only apply if the combined result drops below 90% per eManifest
Postcode accuracy	Mailmark Letters	n/a	7.81p	
Postcode accuracy	Mailmark Large Letters	n/a	15.30p	
Delivery point suffix accuracy	Mailmark Letters and Large Letters	n/a	0.84p	
Missing or incorrect eManifest ID	Mailmark Letters and Large Letters	£26.39	n/a	per eManifest
Unmanifested volume and Duplicates	Mailmark Letters and Large Letters	£26.39	0.45pLs/0.71pLLs	per supply chain
Incorrect SCID	Mailmark Letters and Large Letters	£26.39	n/a	per eManifest
Item ID mismatch	Mailmark Letters and Large Letters	£26.39	n/a	per eManifest

## Account and Advanced Charges

Fault	Applies to	Class	Format	Flat Fee	Per Item Fee
Barcode not seen	Unsorted Account	1st Class and 2nd Class	Letters and Large Letters	n/a	2p
Sales Order Under Declared – UK	Account and Advanced	1st Class	Letters	n/a	56p
		2nd Class	Letters		38p
		1st Class	Large Letters		£1.23
		2nd Class	Large Letters		96p
Sales Order Under Declared – International	Account and Advanced		Letters and Large Letters	n/a	£1.47L/£3.60LL
Not highly machinable	Advanced	1st Class	Letters		8.2p
		2nd Class	Letters		6.8p
		1st Class	Large Letters		8.4p
		2nd Class	Large Letters		5.2p
Missing Sales Order	Account and Advanced			£26.39	n/a
Incorrect Sales Order	Account and Advanced			£26.39	n/a

Prices in these tables exclude VAT, which is charged at the standard rate.

Full details of the Mailmark adjustment framework are available at [royalmail.com/mailmark](http://royalmail.com/mailmark)

\*The total amount charged for these faults will not exceed the price of the next available service.



# Contact

We hope that this tariff guide has been useful, but should you need any further help or advice, please do contact your Account Manager, or the customer helpline: **08457 950 950\***

or through our website:  
**royalmail.com/contact**

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An audio CD                  A Braille booklet

Simply call us on **08457 950 950\***.

If you are deaf or hearing impaired, we offer a textphone service on **03456 000 606**.



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