



Guide to bulk mail

March 2009

Business Letter Services



For further information

Australia Post website

auspost.com.au

New South Wales

Customer Connections, Retail
Australia Post
219–241 Cleveland Street
STRAWBERRY HILLS NSW 1420
Ph 02 9202 6092

Victoria

Australia Post
Customer Care Centre
GPO Box 72
MELBOURNE VIC 3001
Ph 13 11 18

Queensland

Australia Post
Business Development Manager - Letters
Level 1 GPO
BRISBANE QLD 4000
or
GPO Box 6000
BRISBANE QLD 4001
Ph 13 11 18

South Australia

Australia Post
Sales & Marketing Business Unit
GPO Box 4555
ADELAIDE SA 5001
Ph 13 11 18

Western Australia

Australia Post
Business Services Department
3rd Floor
1 Cambridge Street
WEST LEEDERVILLE WA 6007
Ph 13 13 18
or
GPO Box 9000
PERTH WA 6848

Tasmania

Australia Post
Customer Care Centre
Sales & Marketing Unit
1st Floor GPO
9 Elizabeth Street
HOBART TAS 7000
Ph 13 13 18
or
GPO Box 4000
HOBART TAS 7001

Guide to bulk mail

If you are sending at least 300 articles at a time you may qualify for the lower prices available to bulk mail service customers. This guide will help you to choose the best service options for your mailing needs.

Once you have chosen a bulk mail service you will need to obtain the appropriate *Service Guide*, with all the information you need on preparing and lodging your articles. Service Guides are available from your Australia Post representative, most Australia Post outlets or from our website auspost.com.au.



What are bulk mail services?

Bulk mail services are:

- A proven cost-effective business channel to reach your customers
- A way to save on postage costs
- Flexible enough to meet a variety of business needs.



How bulk mail services work

Australia Post offers lower postage rates to customers who prepare and lodge articles in accordance with bulk mail service conditions.

To qualify for the savings you generally have to perform some of the work Australia Post would normally do, such as sorting articles, printing barcodes, stacking them in mail trays and lodging them with supporting documentation.

The postage rate depends on the service you choose and the preparation work you do.

For example: if you mail 1,000 articles, in small "DL" envelopes, with correctly formatted machine printed addresses, then it would cost **48¢** each for **Clean Mail** postage.

To compare, if you can print barcodes on the articles and group them according to the correct sort plan then it could cost as little as **38.8¢** for **PreSort Letters** postage.

How do you choose a bulk mail service?

Find out about the articles you need to send, and your capabilities in meeting Australia Post's specifications

- | | |
|---|--|
| • Do you have enough articles to meet the minimum quantities? | The minimum is generally 300 articles |
| • What size are the articles? | There are minimum and maximum sizes for each service |
| • What weight are the articles? | Prices correspond to the weight ranges within each service, up to the maximum weight allowed |
| • Can you machine address them, and apply barcodes? | Most bulk mail services require machine addressed articles, and <i>PreSort Letters</i> need to be barcoded |
| • Can you sort them according to Australia Post's sort plans? | Sorting articles will reduce the cost of most bulk mail services |
| • Can you prepare the articles in-house and manage the lodgement? | Check if your computers, printers and software are suitable—if not, consider using a mail house |
-

Mail houses

You can get help with bulk mailing from a range of businesses that specialise in designing, printing, preparing and sorting mail. These businesses, typically called 'mail houses' can help you with a single part of a bulk mailing, or you can hire them to handle the entire mailing, from creation to mail lodgement. Mail houses can help you with:

- Purchasing or renting an address list
- Managing your address database
- Designing and printing your articles
- Sorting your articles
- Lodging your mail with Australia Post

Bulk Mail Partners

The Bulk Mail Partner (BMP) program is a quality initiative that encourages mail houses to produce and lodge high quality mail, and establishes processes to make the interface with Australia Post more efficient. BMP recognises mail houses who have invested in processes to make mail lodgement more efficient and effective.



For a list of Bulk Mail Partners in your state, visit:
www.auspost.com.au/bulkmailpartners

Choosing a bulk mail service



Bulk mail services at a glance

What can bulk mail services do for me?

What size articles can I send?

See overleaf for details.

What weight articles can I send?

Pricing steps (g)

Do I need to print barcodes on the articles?

Do I need to sort the articles?

What is the minimum volume of articles I need?

How fast is the delivery?

Do I need to apply to use this service?

How does the cost per article compare?

eg Small article, 125g

For detailed information

Unaddressed Mail



Deliver unaddressed leaflets, catalogues etc to all letterboxes in an area, at very low cost

	Large
Small	
50	50
100	100
	250

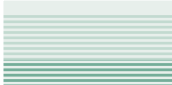
No
(Not addressed)

Yes
Put in trays for each delivery centre

1 suburb, town, round or postcode

Lodge 7 days before your chosen delivery week

Yes
Book at least 3 weeks before the delivery week



Unaddressed Mail Service Guide

Acquisition Mail



Deliver addressed (non-personalised) articles to reach prospects and acquire new customers

Small	Small Plus	
125	125	

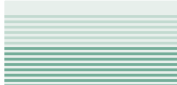
Yes
To the maximum extent

Yes
Trays for each sort plan number

30,000 articles and 60% of the address data provided

Off Peak: 4–7 days

Yes
Online registration



Acquisition Mail Service Guide

Print Post



Deliver approved regular publications, such as magazines or newsletters

	Large
Small	
250	50, 125, 250, 375, 500, 625, 750, 875, 1kg

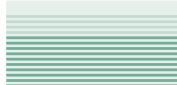
Not required
(Recommended only)

Yes
Bundles or trays for each postcode

50 articles, when lodged at the Office of Delivery

1–7 days

Yes
Apply for a Print Post Publication Number



Print Post Service Guide

Charity Mail



Deliver small PreSort Letters at lower prices for approved charitable organisations

Small	
125	

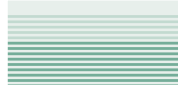
Yes
On at least 300 articles

Yes
Trays for each sort plan number

300 barcoded articles

Regular: 1–4 days
Off Peak: 4–7 days

Yes
Apply for a Charity Mail Approval Number



PreSort Letters Service Guide

Refer overleaf for an explanation of the size colour codes



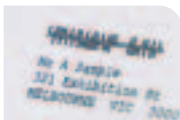
PreSort Letters

Clean Mail

Impact Mail

Imprint/Metered

Reply Paid



Deliver machine-addressed articles which are barcoded and sorted

Deliver machine-addressed smaller articles, without the need to barcode or sort them

Deliver creatively shaped articles – great for direct mail campaigns

Deliver letters at a lower price than regular Full Rate mail, with no minimum volume

Make it easy for your customers to respond

Small	Small Plus	Med.	Large
125	125	125 250	125 250 500

Small	Small Plus
125	125

Small	Small Plus
125	125

Small	Large
250	125 250 500

Small	Large
250	125 250 500

Yes
On at least 300 articles

No

No

No

Yes
(Preprinted)

Yes
Trays for each sort plan number

No

Yes Trays for each postcode or sort plan number

No

No

300 barcoded articles

300 articles

300 articles

No minimum

No minimum

Regular: 1–4 days
Off Peak: 4–7 days

1–4 days

1–7 days

1–4 days

1–4 days

Yes
Nominate your lodgement facility/s

No

No.
Non-paper articles should be submitted for testing

No

Yes
Apply for a Reply Paid Number

PreSort Letters
Service Guide

Clean Mail
Service Guide

Impact Mail
Service Guide

Post Guide:
Letter Post

Reply Paid
Service Guide

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Size categories for bulk mail services

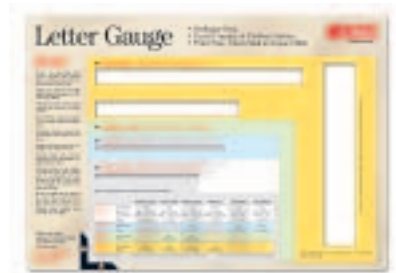
The postage rate depends on the size of your articles.

	Small		Medium	Large
	Small	Small Plus	Medium	Large
Minimum size	88 x 138mm*	88 x 138mm*	—	—
Maximum size	130 x 240mm	162 x 240mm	180 x 260mm	260 x 360mm
Maximum thickness	5mm	5mm	20mm	20mm
Common examples	C6: 114 x 162mm DL: 110 x 220mm DLE: 114 x 225mm DLX: 120 x 235 Max: 130 x 240mm	C5: 162 x 229mm	B5: 176 x 250mm	B6/C4: 125 x 324mm C4: 229 x 324mm B4: 250 x 353mm
Accepted for:				
Unaddressed Mail	✓	—	—	✓
Acquisition Mail	✓	✓	—	—
Print Post	✓	—	—	✓
Charity Mail	✓	—	—	—
PreSort Letters	✓	✓	✓	✓
Clean Mail	✓	✓	—	—
Impact Mail	✓	✓	—	—
Imprint/Metered	✓	—	—	✓
Reply Paid	✓	—	—	✓

* The minimum size is also dependant on the shape of the article and the ratio of its length to width. 90 x 145mm for Reply Paid. Refer to the Service Guides for more information

Ask for a copy of a convenient Letter Gauge (8833667) from your lodgement facility.

If your articles are Larger than "Large" then ask about Parcel Post contracts.



The bulk mail service guides

The *Service Guides* below have all the information you need on preparing and lodging your articles. They are available from your Australia Post representative, most Australia Post outlets or from our website.



▶ page 10

Leaflets, catalogues etc to all letterboxes in an area, at very low cost.



▶ page 12

Addressed (non-personalised) articles to reach prospects and acquire new customers.



▶ page 14

Authorised periodical publications, such as magazines and newsletters.



▶ pages 16 & 18

Machine-addressed articles which are barcoded and sorted.



▶ page 20

Machine-addressed smaller articles, without the need to barcode or sort.



▶ page 22

Creatively shaped articles – great for direct mail campaigns.



▶ page 24

The regular mail for letters or parcels, with no minimum volume.



▶ page 26

Increase your responses, by giving your customers an easy way to reach you at no expense to them.

Unaddressed Mail

Unaddressed Mail is a low-cost mail service for articles that do not include a name or address for delivery, and is used to deliver leaflets, catalogues, merchandising samples etc to all letterboxes in an area.

It is a business-to-consumer, and business-to-business advertising medium, used to acquire new customers or to build store traffic. It is the ideal communication medium when you need to communicate with prospective customers, but do not have their name and address, or when you need to communicate with customers in a specific geographical area, at a low cost.

Unaddressed Mail is an ideal way to build your customer database, as a first step in creating direct mail.

The Unaddressed Mail service can deliver to all private and/or business delivery points in Australia that do not bear the message "NO UNADDRESSED ADVERTISING MATERIAL" or similar words. (Community notices can access all delivery points.)

You can choose to post to a single suburb/town (selected by postcode), multiple suburbs/towns, or to all delivery points in a state, or across the country.

Choose from:	Business addresses	Private addresses
Street addresses	✓	✓
PO Box addresses	✓	✓
Counter delivery*	✓	✓
Roadside delivery*	✓	✓

* Used in country areas



What size articles?	Small	Large
	50 100	50 100 250
Do I need to print barcodes ?	No (Not addressed)	
Do I need to sort the articles ?	Yes Put in trays for each delivery centre	
The minimum volume ?	1 suburb, town, round or postcode	
How fast ?	Lodge 7 days before your chosen delivery week	
Do I need to apply ?	Yes Book at least 3 weeks before the delivery week	
How does the cost compare ?	 Full Rate	

Guide to bulk mail

Article types

Send envelopes, postcards, brochures, wrapped articles, folded unwrapped articles or even product samples.

Research has shown that Unaddressed Mail in envelopes is likely to result in higher readership and response rates.¹

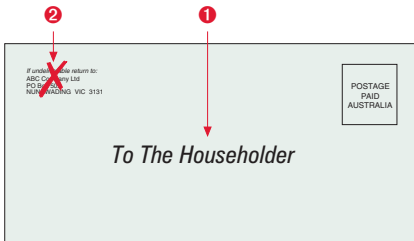
All articles in a lodgement must be of the same size and weight category.

Article design

There are almost no restrictions on the design of Unaddressed Mail articles. The envelope or article can include advertising or a marketing message.

It is recommended that you include:

- 1 a salutation like "To The Householder", but
- 2 don't include a return address.



Sorting summary

Bundle the articles in lots of 100 using two rubber bands. Place in separate mail trays for each delivery centre (based on postcode ranges). Complete and affix tray labels.

Booking and lodgement

It is necessary to book the delivery of Unaddressed Mail in advance. Plan your timeline backwards from the Monday of the delivery week you choose:

- Bookings are accepted up to 3 months ahead, and no later than 3 weeks ahead.
- Lodge the articles at least 7 business days ahead for interstate deliveries and at least 5 business days ahead for same state deliveries.

Documentation

- For further information: *Unaddressed Mail Service Guide (8839120)*
- To apply for the service: *Unaddressed Mail Booking Request*
- Website: www.auspost.com.au/unaddressed

Example booking timetable

Latest lodgement for same state deliveries

January	February	March	April
S 4 11 18 25	S 1 8 15 22 29	S 7 14 21 28	S 4 11 18 25
M 5 12 19 26	M 2 9 16 23	M 1 8 15 22 29	M 5 12 19 26
T 6 13 20 27	T 3 10 17 24	T 2 9 16 23 30	T 6 13 20 27
W 7 14 21 28	W 4 11 18 25	W 3 10 17 24 31	W 7 14 21 28
T 1 8 15 22 29	T 5 12 19 26	T 4 11 18 25	T 1 8 15 22 29
F 2 9 16 23 30	F 6 13 20 27	F 5 12 19 26	F 2 9 16 23 30
S 3 10 17 24 31	S 7 14 21 28	S 6 13 20 27	S 3 10 17 24

Earliest booking date (points to Jan 1)
 Latest booking date (points to Mar 31)
 Latest lodgement for interstate (points to Mar 29)
 Your nominated delivery week (points to Apr 4-10)

1: Unaddressed Mail Research undertaken by One to One Communication and McGregor Tan Research, April/May 2003



Acquisition Mail

Acquisition Mail is an addressed (non-personalised) mail service for articles within Australia.

The Acquisition Mail service allows customers to geographically target an addressed mail campaign to residential address points in specific postcodes, suburbs or Census Collector Districts (CCDs) for the purpose of acquiring them as customers.

Australia Post supplies residential street addresses for nominated geographic regions. Customers must mail at least 30,000 articles, and 60% of the address data provided by Australia Post.

When you prepare your lodgement according to the conditions of the Acquisition Mail service, Australia Post can more efficiently process and deliver mail, in return offering you lower postage prices.

Off Peak delivery

Acquisition Mail uses Off Peak delivery. Off Peak may take up to an additional three business days beyond Regular delivery.

Register for Acquisition Mail

Customers need to register to use the Acquisition Mail service. This is an online process that can be accessed at www.auspost.com.au/acquisitionmail



What size articles?	Small	Small Plus
	125	125
What weight articles? (g)	125	125
Do I need to print barcodes ?	Yes To the maximum extent	
Do I need to sort the articles?	Yes Trays for each sort plan number	
The minimum volume ?	30,000 articles and 60% of the address data provided	
How fast ?	Off Peak: 4–7 days	
Do I need to apply ?	Yes Online registration	
How does the cost compare?	 Full Rate	

Guide to bulk mail

Article types

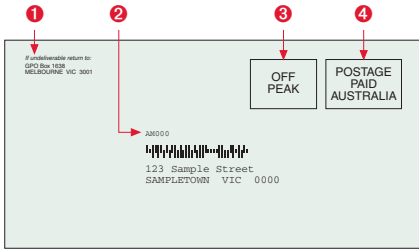
Acquisition Mail articles can be enveloped, folded and appropriately sealed, or postcards.

Alternatively, articles may be plastic wrapped if they qualify as *Direct Trays*. All articles in a lodgement must be the same size and weight.

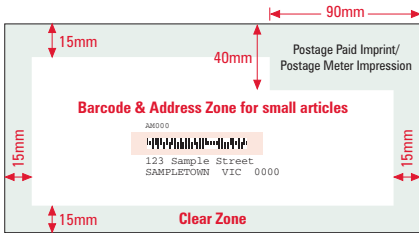
Article design

The envelope/postcard, or address flysheet if plastic wrapped, needs to be printed with:

- 1 the mandatory return address, GPO Box 1638 MELBOURNE VIC 3001,
- 2 the Acquisition Mail Job ID Number, here, or above the return address,
- 3 the Off Peak Indicator, and
- 4 the Postage Paid Imprint (unless a postage meter is used).



Acquisition Mail articles have to be suitable for Australia Post's automatic barcode reading equipment, so there are some correct addressing conditions to be observed.



The *Acquisition Mail Service Guide* has full information on article design.

Sorting summary

It is a condition of the service that current AMAS certified software is used to match each delivery address 1 to its correct DPID 2 and print this on the article as a correctly formatted barcode 3.

1 123 Sample Street
SAMPLETOWN VIC 0000

2 96184209



There are three sort categories for Acquisition Mail:

Barcode Direct Trays — Barcoded articles in trays according to the Barcode Sort Plan. Minimum quantities apply — 300 articles (or 4kg of article weight) per postcode range.

Barcode Residue Trays — Where there are insufficient barcoded articles to make a Barcode Direct Tray.

Unbarcoded Residue Trays — For articles that cannot be barcoded.

Complete and affix tray labels.

Lodgement

- After registration, a pre-populated *Lodgement Document* will be emailed to the customer, along with their address data file. This is generated from the information provided at registration.
- Lodge at your approved lodgement point.

Documentation

- For further information: *Acquisition Mail Service Guide* (8839559)
- To lodge articles: *Acquisition Mail Lodgement Document* (supplied by email)
- Website: www.auspost.com.au/acquisitionmail



Print Post

Print Post is a mail service for approved periodical publications within Australia.

Print Post is used by:

- small associations with limited circulation for the distribution of newsletters and special interest publications (ie less than 1,000 articles per lodgement), through to
- organisations that distribute large circulation magazines, newspapers and catalogues lodged in the tens of thousands each week.

To be eligible the publication must be published at least twice a year and be a continuing periodical with a fixed title.

It is important to remember that a Print Post article must not be of itself, or contain, a letter. Each copy of a particular issue must be identical, except that copies for different states or regions may have different advertising content.

Apply for Print Post

Complete a simple *Print Post Application Form* and submit it along with a sample of your publication. Approval is free and you will be given a Print Post Publication Number and an assigned lodgement point.



What size articles?	Small	Large
	250	50, 125, 250, 375, 500, 625, 750, 875, 1kg
Do I need to print barcodes?	Not required (recommended only)	
Do I need to sort the articles?	Yes Bundles or trays for each postcode	
The minimum volume?	50 articles, when lodged at the Office of Delivery	
How fast?	1–7 days	
Do I need to apply?	Yes Apply for a Print Post Publication Number	
How does the cost compare?	 Full Rate	

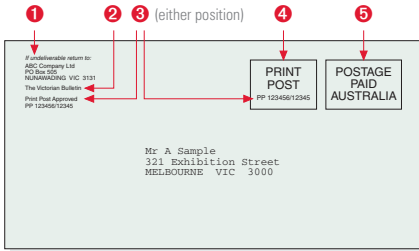
Article types

Print Post articles can be either enveloped or plastic wrapped. The size and weight of all articles in a lodgement must be declared.

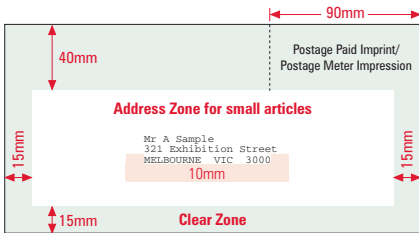
Article design

The envelope, or address flysheet if plastic wrapped, needs to be printed with:

- 1 the return address, the preferred location is here or on the back,
- 2 the publication title and issue,
- 3 the "Print Post Approved" wording with the publication number,
- 4 the Print Post Imprint, and
- 5 the Postage Paid Imprint (unless a postage meter is used).



Australia Post encourages correct addressing to be observed for Print Post articles, to enable efficient processing.



The *Print Post Service Guide* has full information on article design.

Sorting summary

You have the choice to presort your articles to three sort categories:

Residue — The simplest option, with the articles arranged in letter trays.

Small Postcode Direct — Offers cost savings but requires that articles be separated in small bundles for each postcode and grouped in letter trays according to a sort plan. Minimum quantities apply – for example 20 small articles per postcode.

Large Postcode Direct — The lowest cost for articles separated in letter trays for each postcode. Higher minimum quantities apply – for example 300 small articles per postcode.

Lodgement

- Complete the *Print Post Mailing Statement* and any other supporting documentation, as described in the *Print Post Service Guide*.
- Lodge the articles at your approved lodgement point.

Documentation

- For further information: *Print Post Service Guide* (8834059)
- To apply for the service: *Print Post Publication Number Application* (8835284)
- To lodge publications: *Print Post Mailing Statement* (8835283)
- Website: www.auspost.com.au/printpost

Charity Mail

Making every cent count

Australia Post recognises that mail is an important medium for charities to acquire donors. It helps make the connection between those in need and people who care.

Charity Mail provides lower prices for mailings of barcoded PreSort small articles from income tax exempt charities (ITEC). Therefore, all mailings must meet PreSort conditions to access Charity Mail rates. A minimum of 300 barcoded small articles per lodgement applies.

Regular or Off Peak delivery


As well as regular mail delivery, PreSort Letters offers the option of a lower cost Off Peak delivery service for non-time critical mail, taking up to an additional 3 days for delivery.

Apply for PreSort Letters

To receive Charity Mail prices, organisations must be able to demonstrate that they have been endorsed by the Australian Taxation Office (ATO) as an income tax exempt charity via the completion of a Charity Mail Application form.

In addition, a simple *PreSort Letters Service Application Form (8835117)* should be completed prior to your first lodgement. You will be given an assigned lodgement point.



What size articles?	Small
What weight articles? (g)	125
Do I need to print barcodes?	Yes On at least 300 articles
Do I need to sort the articles?	Yes Trays for each sort plan number
The minimum volume?	300 barcoded articles
How fast?	Regular: 1–4 days Off Peak: 4–7 days
Do I need to apply?	Yes. Receive a 'CM' number and nominate your lodgement facility/s
How does the cost compare?	 Full Rate

Guide to bulk mail

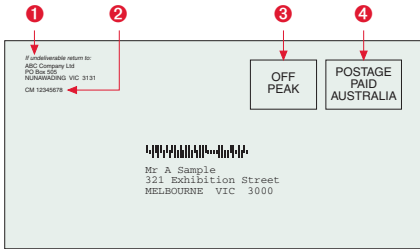
Article types

Charity Mail PreSort Letters can be either enveloped or as postcards. Alternatively the articles may be plastic wrapped if they are sorted as *Direct Trays*. All articles in a lodgement must be of the same size and weight category.

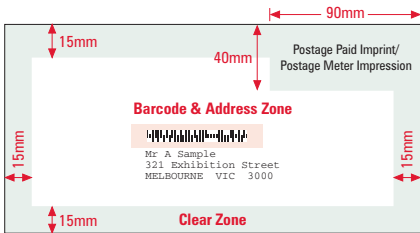
Article design

The envelope/postcard, or address flysheet if plastic wrapped, needs to be printed with:

- 1 the return address, the preferred location is here or on the back,
- 2 the Charity Mail number, here or on the back,
- 3 the Off Peak Indicator (if the Off Peak delivery service is selected), and
- 4 the Postage Paid Imprint (unless a postage meter is used).



Charity Mail PreSort Letters articles have to be suitable for Australia Post's automatic barcode reading equipment, so there are some correct addressing conditions to be observed.



The *PreSort Letters Service Guide* has full information on article design.

Sorting summary

It is a condition of the service that current AMAS certified software is used to match each delivery address 1 to its correct DPID 2 and print this on the article as a correctly formatted barcode 3.

1 321 Exhibition Street
MELBOURNE VIC 3000

2 96184209

3

You have the choice to presort your articles to three sort categories:

Residue Trays — The simplest option, with the articles arranged in letter trays.

Unbarcoded Trays — Any articles which cannot be barcoded need to be in separate trays.

Direct Trays — Offers cost savings but requires that articles be separated in trays according to a sort plan. Minimum quantities apply – 300 articles (or 4kg of article weight) per postcode range.

Complete and affix tray labels.

Lodgement

- Complete the *PreSort Letters Lodgement Document* and any other supporting documentation, as described in the *PreSort Letters Service Guide*.
- Lodge at your approved lodgement point.

Documentation

- For further information: *PreSort Letters Service Guide* (8833700)
- To apply for the service: *Charity Mail Application Form* (8838713)
- To lodge articles: *PreSort Letters Lodgement Document* (8835114)
- Website: www.auspost.com.au/charitymail



PreSort Letters

PreSort Letters is a mail service for barcoded articles within Australia.

The PreSort Letters service offers reduced prices to those customers who can apply barcodes to their articles, sort them into a particular order, place them into appropriately labeled trays, complete documentation prior to posting at a designated postal outlet, and comply with relevant mailing conditions.

When you prepare your lodgement according to the conditions of the PreSort Letters service, Australia Post can more efficiently process and deliver mail, in return offering you lower postage prices.

Regular or Off Peak delivery

As well as regular mail delivery, PreSort Letters offers the option of a lower cost Off Peak delivery service for non-time critical mail, taking up to an additional three days for delivery.

Apply for PreSort Letters

Complete a simple *PreSort Letters Service Application* before you make your first lodgement. You will be given an assigned lodgement point.



What size articles?				Large
	Small	Small Plus	Med.	
What weight articles? (g)	125	125	125 250	125 250 500
Do I need to print barcodes ?	Yes On at least 300 articles			
Do I need to sort the articles?	Yes Trays for each sort plan number			
The minimum volume ?	300 barcoded articles			
How fast ?	Regular: 1–4 days Off Peak: 4–7 days			
Do I need to apply ?	Yes Nominate your lodgement facility/s			
How does the cost compare?				Full Rate

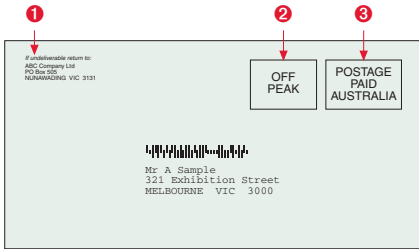
Article types

PreSort Letters can be either enveloped or as postcards. Alternatively, Small and Small Plus size articles may be plastic wrapped if they are sorted as *Direct Trays*. All articles in a lodgement must be of the same size and weight category.

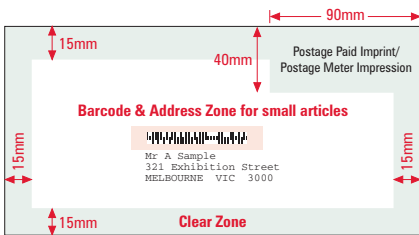
Article design

The envelope/postcard, or address flysheet if plastic wrapped, needs to be printed with:

- 1 the return address, the preferred location is here or on the back,
- 2 the Off Peak Indicator (if the Off Peak delivery service is selected), and
- 3 the Postage Paid Imprint (unless a postage meter is used).



PreSort Letters articles have to be suitable for Australia Post's automatic barcode reading equipment, so there are some correct addressing conditions to be observed.



The *PreSort Letters Service Guide* has full information on article design.

Sorting summary

It is a condition of the service that current AMAS certified software is used to match each delivery address 1 to its correct DPID 2 and print this on the article as a correctly formatted barcode 3.

1 321 Exhibition Street
MELBOURNE VIC 3000

2 96184209



You have the choice to presort your articles to three sort categories:

Residue Trays — The simplest option, with the articles arranged in letter trays.

Unbarcoded Trays — Any articles which cannot be barcoded need to be in separate trays.

Direct Trays — Offers cost savings but requires that articles be separated in trays according to a sort plan. Minimum quantities apply – 300 articles (or 4kg of article weight) per postcode range.

Complete and affix tray labels.

Lodgement

- Complete the *PreSort Letters Lodgement Document* and any other supporting documentation, as described in the *PreSort Letters Service Guide*.
- Lodge at your approved lodgement point.

Documentation

- For further information: *PreSort Letters Service Guide* (8833700)
- To apply for the service: *PreSort Letters Service Application* (8835117)
- To lodge articles: *PreSort Letters Lodgement Document* (8835114)
- Website: www.auspost.com.au/presort



Clean Mail

Clean Mail is a mail service for machine addressed Small and Small Plus articles within Australia.

Clean Mail is easy to use because you don't need to print barcodes or sort the articles, but it still offers lower prices than regular Full Rate Mail.

It's ideal for when you want to send letters and documents but don't have time or the facilities to undertake barcoding or sorting.

The conditions for Clean Mail articles are designed to ensure that the addresses are compatible with Australia Post's automated letter sorting equipment which can efficiently process articles with correctly machine printed addresses.

Mr A Sample
321 Exhibition Street
MELBOURNE VIC 3000

↑
Margin is left justified

↑ ↑ ↑ ↑
The bottom line must contain in order: the locality, state and postcode of the domestic address details

Must be printed in CAPITALS with no punctuation and no underlining



What size articles?	Small	Small Plus
	125	125
What weight articles? (g)	125	125
Do I need to print barcodes ?	No	
Do I need to sort the articles?	No	
The minimum volume ?	300 articles	
How fast ?	1–4 days	
Do I need to apply ?	No	
How does the cost compare?		

Article types

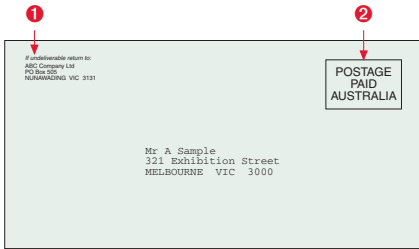
Clean Mail articles can be either enveloped or as postcards. Plastic wrapped articles are not eligible for Clean Mail prices.

All articles in a lodgement must be of the same size and weight category.

Article design

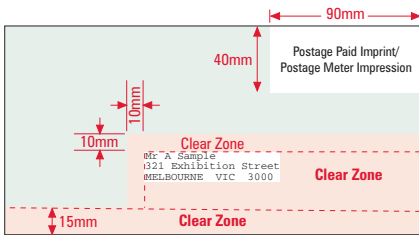
The envelope/postcard needs to be printed with:

- 1 the return address, the preferred location is here or on the back, and
- 2 the Postage Paid Imprint (unless a postage meter is used).



Clean Mail articles have to be suitable for Australia Post's automatic address reading equipment, so there are some mandatory correct addressing conditions, including font sizes and styles, and "clear zones" without any printing around the address area, and on the back.

Barcodes are not required, but if they are printed they must be correct.



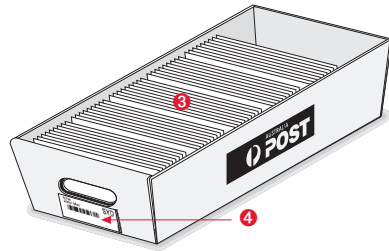
The *Clean Mail Service Guide* has full information on article design.

Sorting summary

Clean Mail articles don't need any sorting. Simply face them all in the same direction and place into small letter trays 3 supplied by Australia Post.

If there are 2,000 3 or more articles you may separate them into trays for delivery to each of 8 designated states.

Complete and affix tray labels 4.



Lodgement

- Complete the *Clean Mail Lodgement Document*.
- Lodge the articles at an approved lodgement point.

Documentation

- For further information: *Clean Mail Service Guide (8838878)*
- To lodge articles: *Clean Mail Lodgement Document (8838879)*
- Website: www.auspost.com.au/cleanmail



Impact Mail

Impact Mail allows you to send mail articles of virtually any shape or design, for example shaped postcards, form-cut brochures, die-cut booklets, or multi-dimensional folds, and all without the need for an envelope or wrap!

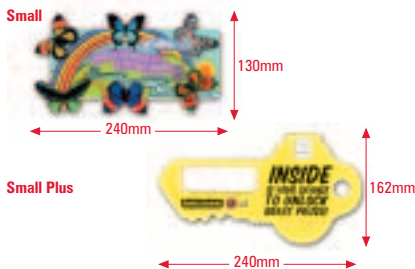
Shape it up. Experiment with non-rectangular shapes such as circles, triangles and octagons. With Impact Mail anything goes!

Instant branding. Use your brand or logo as the shape of your article for instant brand recognition.

Achieve business objectives. The more unique the article, the more likely consumers are to retain and share it with friends and family, extending the life of your message.

Small or Small Plus sizes

All articles in a lodgement must be the same size and weight. Your Impact Mail article can be almost any shape as long as it fits entirely within these dimensions.



What size articles?	Small	Small Plus
	125	125
What weight articles? (g)	125	125
Do I need to print barcodes?	No	
Do I need to sort the articles?	Yes Trays for each postcode or sort plan number	
The minimum volume?	300 articles	
How fast?	1–7 days	
Do I need to apply?	No. Non-paper articles should be submitted for testing	
How does the cost compare?	Full Rate	

Article types

Your Impact Mail articles can be made of a range of non-paper materials such as rubber, plastic, laminate, vinyl, leather or wood. Non-paper articles must be submitted to Australia Post for testing and approval prior to lodgement.

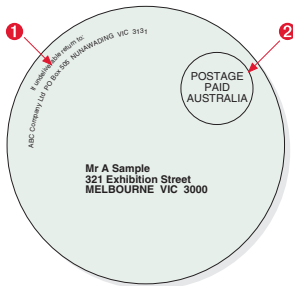
Article design

Impact Mail gives you the creative freedom. There is virtually no restriction on the shape or the printing but it is recommended that you avoid shapes which have narrow parts that may tear or get entangled with other articles. Ensure that there is sufficient space to clearly display address details.

Impact Mail articles must be appropriately sealed to prevent opening during postal handling.

The addressed side needs to be printed with:

- 1 the return address, the preferred location is here or on the back, and
- 2 the Postage Paid Imprint (unless a postage meter is used).



You are free to use any fonts for the address as long as it is clearly readable, preferably in 12 point size.

The *Impact Mail Service Guide* has full information on article design.

Sorting summary

You have the choice to presort your articles to three sort categories:

Residue — The simplest option, with the articles arranged in postcode order and placed in letter trays.

Area Tray — Offers cost savings but requires that articles also be separated in trays according to a sort plan of postcode ranges. The minimum quantity is 200 articles per sort plan division.

Postcode Direct Tray — The lowest cost for articles separated in letter trays for each postcode. The minimum quantity is 200 articles per postcode.

Complete and affix tray labels.

Lodgement

- Complete the *Impact Mail Lodgement Document* and any other supporting documentation, as described in the *Impact Mail Service Guide*.
- Lodge the articles at an approved lodgement point.

Documentation

- For further information: *Impact Mail Service Guide* (8839152)
- To lodge articles: *Impact Mail Lodgement Document* (8839151)
- For this documentation and more information about Impact Mail go to www.auspost.com.au/impactmail

Metered/Imprint Mail

Deliver all Small or Large articles within Australia, with no minimum volume or sorting required.

A discount is available for Full Rate letters that are paid for by postage meter or via the use of a Postage Paid imprint (and paid for by an Australia Post charge account).

Bulk mailers will most often want to use our Clean Mail or PreSort Letters services, but there are times when this discount on Full Rate Mail is just right:

- less than 300 articles
- your articles have a printed design which doesn't meet the specified conditions for the other bulk mail services
- you are sending Large articles that are not eligible for Clean Mail.

Full Rate Mail doesn't need to be machine-addressed, barcoded or sorted. If you are in a hurry and time is money then Full Rate Mail is the way to go.



What size articles?	Small	Large
	250	125 250 500
Do I need to print barcodes?	No	
Do I need to sort the articles?	No	
The minimum volume?	No minimum	
How fast?	1–4 days	
Do I need to apply?	No	
How does the cost compare?		

Article types

Full Rate articles can be either enveloped, plastic wrapped or as postcards.

Article design

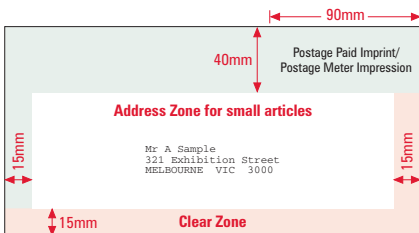
The envelope/postcard, or address flysheet if plastic wrapped, needs to be printed with:

- 1 the return address, the preferred location is here or on the back, and
- 2 the Postage Paid or Postage Meter Imprint.



Australia Post encourages customers to correctly machine address all lodgements of Metered/ Imprint Mail.

Barcodes are not required, but if they are printed they must be correct.



Sorting summary

Metered/Imprint articles don't need any sorting.

Simply separate them from other letter categories, face them all in the same direction and lodge them with Australia Post.

Lodgement

- Items paid for by a Postage Paid imprint must be recorded on a *Full Rate Mailing Statement*
- Items paid for by a Postage Meter must be recorded on a *Meter Lodgement Document*
- Lodge the articles at any post office or mail centre.

Documentation

- For further information: *Letter Post & Electronic Mail within Australia (883731)*
- To lodge quantities of articles: *Full Rate Mailing Statement (8837789)* or *Meter Lodgement Document (8838236)*
- Website: www.auspost.com.au/letters



Reply Paid

Increase your responses with Reply Paid

One of the most effective ways to increase the response to your communications, and build goodwill with customers, is to use Australia Post's Reply Paid service.

A prepaid, preprinted reply card or envelope makes it easy for your customers to respond to you. It looks professional, you can personalise or brand the envelope or card and, you pay only for the responses you receive.

Reply Paid is an easy and sure way for your customers to reach you at no expense to them.

Reply Paid is typically used for:

- generating sales leads
- encouraging prompt payments
- building databases
- raising funds
- researching the marketplace
- requesting information.

Reply Paid is flexible

Depending on your requirement, you may use:

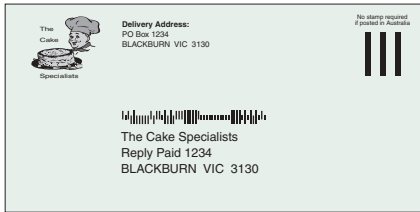
- 1 a preprinted Reply Paid envelope or card – Australia Post will supply you with basic artwork ready for you to add your logo or branding, or
- 2 your recipient can use their own envelope, handwriting your Reply Paid address in response to TV, radio, newspapers, or another advertising medium.



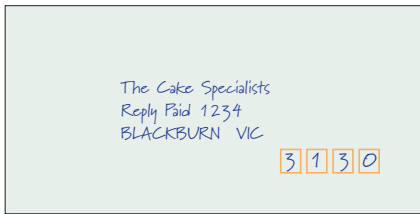
What size articles?	Small	Large
	250	125 250 500
What weight articles? (g)		
Do I need to print barcodes?	Yes (Preprinted)	
Do I need to sort the articles?	No	
The minimum volume?	No minimum	
How fast?	1–4 days	
Do I need to apply?	Yes Apply for a Reply Paid Number	
How does the cost compare?	Full Rate	

Article design

1 Australia Post will supply you with basic Reply Paid artwork, ready for you to add your logo or branding...



2 ... or your customers can simply use their own envelopes.



Documentation

- For further information: *Reply Paid Service Guide (8839109)*
- To apply for the service: *Reply Paid Application Form (8837249)*
- Website: www.auspost.com.au/replypaid

International Reply Paid

If you are promoting products or services internationally and require responses from customers by mail, Reply Paid provides a prepaid postage for those responses. Essentially, postage for your customers is free, and you pay only for the responses you receive.

Reply Paid International is available worldwide for small letters up to 50g.

Article design

A Reply Paid International article may be a postcard or an Air Mail letter envelope, subject to the dimensions shown in the table below, and artwork specifications.

	Minimum	Maximum
Length:	145mm	235mm
Width:	90mm	120mm
Thickness:	0.18mm (postcards)	5mm
Weight:	—	50g

An application is required and forms are usually processed within seven days of lodgement after which you are provided with a permit.

Each permit is valid for a single name and Australian address and has a unique number that must appear on each International Reply Paid article.

Documentation

- For further information: *Reply Paid Service Guide (8839109)*
- To apply for an International Reply Paid permit: *Reply Paid Application Form (8837249)*

Payment options

Australia Post offers a range of payment methods for bulk mail services: cash, approved cheque, EFTPOS debit, charge accounts, credit cards and postage meters.

Payment by bank draft or bank cheque

Australia Post accepts a bank draft or a bank cheque as payment for postage if the draft or cheque is drawn by or on behalf of an Australian bank upon itself and is payable to Australia Post.

Payment by approved cheque

Customers who wish to pay postage by a personal cheque or cheque drawn by a company or other organisation must have prior approval of Australia Post.



Payment by EFTPOS

Australia Post accepts payment for postage by EFTPOS if the office of lodgement has correctly working EFTPOS equipment and the equipment can identify the customer's debit card within a reasonable time and the transaction successfully concludes with a funds transfer.

Payment by credit card

Credit card can only be used to pay for postage, on any one day, up to \$1,000.

Australia Post Business Credit Account

Business Credit Accounts are available to businesses that spend a minimum of \$100 postage per month.

Articles paid for via a Business Credit Account must contain a 'Postage Paid Australia' imprint (except Unaddressed Mail). You can also use your Business Credit Account to reset your postage meter and to pay for purchase of postage stamps, prepaid postal stationery, satchels, Express Post, Registered Post, Postpak products and other postage and non-postage products, if the total value of the transaction is \$45 or more.

Application forms for an Australia Post Business Credit Account may be obtained from your postal manager or the credit manager in the Australia Post state office in your capital city.

Postage Meters

You can use postage meters to pay for any of the bulk mail services except for Unaddressed Mail.

Postage meters are simple to use and enable you to purchase and print postage at any time, without leaving your office, and an added benefit is that Australia Post offers a 2.5% rebate of the value of every postage meter reset. This means, for example, a reset for \$1,000 worth of postage will entitle you to a \$25 rebate.

When lodging larger volumes of metered mail for the PreSort Letters, Clean Mail, Impact Mail or Full Rate services please complete a *Meter Lodgement Document (8838236)* and present it with your articles.

Please ask for a copy of the *Conditions of use for postage meters and franking machines (8833675)* for full information and conditions.

Use only one payment method per lodgement

The payment for an entire lodgement needs to be made using one payment method only - for example; don't use a postage meter for half of the articles and a charge account for the rest.



Related services

Mail Marketing

In an era where consumers find themselves increasingly overloaded with information, including mail in your marketing activity can significantly increase your results by harnessing the strength and immediacy of one-to-one communication. Direct mail has the cut through to help build your brand and deliver profitable, ongoing customer relationships.

There are several reasons why mail works. You can precisely target the audience you want – and exclude those you don't. Your message can be personalised, adding increased relevance and ultimately, the opportunity for greater results. Mail is also a tangible medium, where you can engage all five senses to deliver a more engaging message.

Whether you're new to mail or an experienced user looking for greater results, Australia Post's Mail Marketing resource can assist you. As well as working with a range of suppliers to develop innovative products and solutions, the Mail Marketing website has a wealth of information on how and why to use mail, including case studies and latest research.



For more information visit
www.mailmarketing.com.au
– here's what you'll find:

"How to" information

Want some help with how to tackle direct mail, or need some ideas about how to do it more effectively? As well as lots of information on the website, there is also a range of handy and free brochures available to order.

Mail solutions

Maximise the potential of direct mail with Australia Post's products and services, including mailing lists and data, postage and delivery, and customer payment and fulfilment services.

Research reports

Several independent research studies are available. They explore business and consumer attitudes to different marketing media. These reports are available for free.

Mail innovations

Keep up to date with the latest mail innovations, including sensory mail which promotes mail's unique ability to reach all of the senses – sight, smell, sound, taste and touch.



Case studies

It's always good to see what has worked well for others. Look through a range of award winning DM campaign case studies here.

FAQs

There is a wealth of valuable information in our Help section. Browse through or search for your specific interests.

First Direct Solutions™

A division of Australia Post

We get you closer

At First Direct Solutions we have access to vast data resources, which can deliver incredible insights into the behaviour and buying habits of not only your existing customers, but also of your most valuable prospects. Whether you're a small business starting your database from scratch, or a large corporation with thousands of customers on file, we can support your business in getting closer to your customers – and the results you want.

Clean your database

With around three million Australians moving each year, that's a lot of people to keep track of. At First Direct Solutions we manage the *National Change of Address file*, a database containing the latest address information of your customers who may have moved. Send your next direct marketing campaign to your customers at their new address and avoid the return-to-sender tray!

Enhanced data selections

At First Direct Solutions, we're one of Australia's leading providers of lifestyle data to consumer focussed companies. With a database of more than 4 million consumers (and over 2 million available for your next direct marketing campaign), you can select from up to 200 variables to build a prospect list that matches your specific product or service.

Profile your best customers. Find more of the same

We provide a service that profiles your customers

and finds more just like them. Using our powerful database profiling tool, that incorporates statistical models and database technology, we'll help you understand the unique characteristics of your best customers. Then find, rate and target more of the same.

Data appending. We'll help you know even more

Our data appending service provides additional information on your customers' lifestyle, interests and product preferences, along with demographic information. Sourced through the *Australian Lifestyle Survey*, this service gives your business the opportunity to tailor your communications to your customers' needs. It's a great way to finetune your marketing strategies.

Get closer to movers

"Movers". This word alone suggests they're hard to pin down. But at First Direct Solutions we'll help you access this highly valuable on-the-go market. From advertising opportunities in the *Australia Post Mover's Kit* and online, to personalised direct mail or email communications - we give you the opportunity to get your message in front of movers as they settle in to their new address, and when they are open to change and relevant offers.

To find out more about First Direct Solutions and the value we can add to your marketing efforts, speak to one of our consultants today on

1300 363 242 or visit
www.fdsolutions.com.au

Registered Post

Registered Post offers you...

- A unique identification number for every article
- Proof of posting when lodged at the post office counter
- Signature obtained on delivery
- Compensation for loss or damage of up to \$100 is included.

Optional services (additional fees apply):

- Delivery Confirmation – the recipient returns a signed card to you
- Person-to-Person Delivery
- Extra Cover up to \$5,000.

- **Prepaid Envelopes** in B4 and DL sizes. Discounts are available for bulk purchases
- **Prepaid Labels** – to affix to your own envelopes
- **Imprints (Non-Prepaid)** – save time by including the Registered Post imprint when printing your envelopes



International Post

Australia Post's alliance with international postal administrations provides access to the world's largest delivery network, so we can offer international services ranging in delivery speed, costs and feature options such as courier pickup, online tracking and signature on delivery. We are able to negotiate rates based on the

volume of mail you send overseas.

International services include:

- Express Courier International
- Express Post International
- Air Mail and Sea Mail
- Direct Access service

This brochure provides a brief introduction to the features of Australia Post's bulk mail services. For detailed terms and conditions refer to the Service Guide for the appropriate services.

Although every effort has been made to ensure the accuracy of the contents of this document at the time of publication, the information is updated from time to time and may be subject to change.

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