



Reply Paid service guide

Including domestic, international and parcels

June 2010

Business Letter Services

AUSTRALIA
POST

CONTACTS FOR REPLY PAID ENQUIRIES

Australia Post website

auspost.com.au/replypaid

New South Wales / Australian Capital Territory

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Reply Paid Team
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STRAWBERRY HILLS NSW 1420
Ph 02 9202 6177
Fax 02 9202 6060
Email: nswreplypaid@auspost.com.au

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Australia Post
Reply Paid Co-ordinator (VIC)
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Ph 13 11 18
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Email: vicreplypaid2@auspost.com.au

Queensland

Australia Post
Reply Paid Coordination Team
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Fax 07 3109 5910
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Australia Post
Reply Paid Coordination Team
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Tasmania









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- ? *Do you use direct mail to target your customers?*
- ? *Are you keen on building your customer database?*
- ? *Do you simply want to: encourage prompt payments, research the marketplace or request information?*
- ? *Are you looking for a simple way for your customers to respond to your mailout, postage free?*
- ? *Do you want an easy way to measure response to your communications?*

Then **Reply Paid** may be for you!

BULK MAIL SERVICES COMPARED

	Unaddressed	Acquisition Mail	Print Post	Charity Mail											
What can bulk mail services do for me?	 Deliver unaddressed leaflets, catalogues etc to all letterboxes in an area, at very low cost	 Deliver addressed (non-personalised) articles to reach prospects and acquire new customers	 Deliver approved regular publications, such as magazines or newsletters	 Deliver small PreSort Letters articles at lower prices for approved charitable organisations											
What size articles can I send?	<table border="1"> <tr> <td></td> <td>Large</td> </tr> <tr> <td>Small</td> <td></td> </tr> </table>		Large	Small		<table border="1"> <tr> <td>Small</td> <td>Small Plus</td> </tr> </table>	Small	Small Plus	<table border="1"> <tr> <td></td> <td>Large</td> </tr> <tr> <td>Small</td> <td></td> </tr> </table>		Large	Small		<table border="1"> <tr> <td>Small</td> </tr> </table>	Small
	Large														
Small															
Small	Small Plus														
	Large														
Small															
Small															
What weight articles can I send? Pricing applies for these weight limits (g)	<table border="1"> <tr> <td>50 100</td> <td>50 100 250</td> </tr> </table>	50 100	50 100 250	<table border="1"> <tr> <td>125</td> <td>125</td> </tr> </table>	125	125	<table border="1"> <tr> <td>250</td> <td>50, 125, 250, 375, 500, 625, 750, 875, 1kg</td> </tr> </table>	250	50, 125, 250, 375, 500, 625, 750, 875, 1kg	<table border="1"> <tr> <td>125</td> </tr> </table>	125				
50 100	50 100 250														
125	125														
250	50, 125, 250, 375, 500, 625, 750, 875, 1kg														
125															
Do I need to print barcodes on the articles?	No (Not addressed)	Yes To the maximum extent	Not required (Recommended only)	Yes On at least 300 articles											
Do I need to sort the articles?	Yes Put in trays for each delivery centre	Yes. Trays for each sort plan number	Yes. Bundles or trays for each postcode	Yes. Trays for each sort plan number											
What is the minimum volume of articles I need?	One suburb, town or postcode	30,000 articles and 60% of the address data provided	50 articles, when lodged at the Office of Delivery	300 barcoded articles											
How fast is the delivery?	Lodge seven days before your chosen delivery week	Off Peak: 4–7 days	1–7 days	Regular: 1–4 days Off Peak: 4–7 days											
Do I need to apply to use this service?	Yes Book at least two weeks before the delivery week	Yes Online registration	Yes Apply for a Print Post Publication Number	Yes Apply for a Charity Mail Approval Number											
How does the cost per article compare? eg Small article, 125g, with maximum sorting, compared to Full Rate Mail															

PreSort Letters



Deliver machine-addressed articles which are barcoded and sorted

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

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
Nominate your lodgement facility(s)



Clean Mail



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

Small	Small Plus
125	125

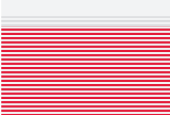
No

No

300 articles

1–4 days

No



Impact Mail



Deliver creatively shaped articles – great for direct mail campaigns

Small	Small Plus
125	125

No

Yes.
Trays for each postcode or sort plan number

300 articles

1–7 days

No.
Non-paper articles should be submitted for testing



Imprint/Metered



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

Small	Large
250	125 250 500

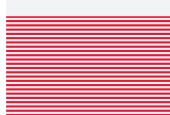
No

No

No minimum

1–4 days

No



Reply Paid



Make it easy for your customers to respond

Small	Large
250	125 250 500

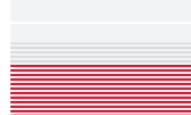
Yes
(Preprinted)

No

No minimum

1–4 days

Yes
Apply for a Reply Paid Number



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CONTENTS

	Contacts for Reply Paid enquiries	inside front cover
	Bulk mail services compared	2
	What's in the guide?	6
1	Reply Paid basics	7
1.1	What is Reply Paid?	7
	Reply Paid letters (domestic) – preprinted and hand-addressed; Reply Paid parcels; Reply Paid International (IRP) letters	
1.2	Why use Reply Paid?	7
1.3	What qualifies for Reply Paid?	8
1.4	How to apply	9
	The Reply Paid number; In Your Capital City (IYCC) Guidelines; Multiple Reply Paid numbers and response names; Changes to your existing Reply Paid service	
1.5	Preparation basics	12
	Article size, weight and type requirements for letters; Article size requirements for parcels; Correct addressing requirements for letters (domestic)	
1.6	Delivery standards	18
	Delivery to post offices boxes; Undeliverable articles	
1.7	What will it cost?	19
	Reply Paid letters (domestic); Reply Paid parcels; Reply Paid International; Billing and payment	
1.8	Other considerations	20
1.9	Summary checklist	21
2	Reply Paid preprinted letters	22
2.1	Preparation overview	22
2.2	Article characteristics	23
	Article size and weight; Article shape for barcoded and International articles; Article type; Paper stock; Sealing of articles; Article flexibility	
2.3	Printing Reply Paid articles	27
	Australia Post changes to Reply Paid layout; A quick printing checklist	
2.4	Testing	29
2.5	Summary checklist	29
3	Reply Paid (domestic) barcoded artwork layout	30
3.1	Article layout and zones	30
	Colour of inscriptions	
3.2	Postage zone	31
	Reply Paid Imprint	
3.3	Delivery address zone	32
	Delivery address layout	
3.4	Reply Paid address zone	34
	Address layout; Address fonts and colours	

3.5	Reply Paid barcode	37
	Barcode location; Barcode clear zone	
3.6	Adding logos, advertising and other printing	38
	Printing in the clear zones; Printing outside of the clear zones; How to maximise space for other printing (eg postcards)	
3.7	Examples of correct and incorrect preprinted domestic articles	41
	Example of a correct preprinted article; Examples of incorrect preprinted articles	
3.8	Summary checklist	43
4	Reply Paid International (IRP) artwork layout	44
4.1	Article layout and zones	44
	Colour of inscriptions	
4.2	Postage zone	45
	Reply Paid International Imprint	
4.3	Delivery address zone	46
	Delivery address layout	
4.4	Service zone	47
	Air Mail Imprint	
4.5	Reply Paid International address zone	49
	Reply Paid International logo; Address layout; Address fonts and colours	
4.6	Reply Paid International barcode	52
	Barcode location; Barcode clear zone	
4.7	Maximum weight inscription on reverse side of articles	52
4.8	Adding logos, advertising and other printing	53
	No printing in the clear zones; Printing outside of the clear zones; How to maximise space for other printing (eg postcards)	
4.9	Summary checklist	55
5	Reply Paid (domestic) unbarcoded letters	56
5.1	Unbarcoded letters overview	56
5.2	Article characteristics	56
	Article shape; Paper stock; Sealing of articles; Article flexibility	
5.3	Article layout	58
	Reply Paid Imprint; Delivery address; Reply Paid address	
5.4	Hand-addressing overview	61
5.5	How to ensure correct hand-addressing	61
6	Reply Paid parcels	62
6.1	Reply Paid parcels overview	62
6.2	Parcel addressing options	62
6.3	Address layout	62
6.4	How to ensure correct hand-addressing	63
7	Reply Paid Service Terms and Conditions	64
	My contacts	69

WHAT'S IN THE GUIDE?

This guide has been written to provide ease of reference to the reader within two simple sections: Reply Paid basics and Reply Paid preprinted letters. In addition, specialised sections have been added for domestic artwork layout, International artwork layout, unbarcoded letters and parcels.

Section 1 Reply Paid basics

This is essential reading and should be read first, as it covers the service at a glance, including features and benefits. This section provides the reader with a brief overview of the service and enough knowledge to ensure the correct solution has been selected for their mailing needs. Readers then progress to the more detailed sections according to the type of Reply Paid service they require.

Section 2 Reply Paid preprinted letters

This section provides the detail required to prepare preprinted articles ready for use within Australia (domestic), as well as preprinted Reply Paid International (IRP) articles. It covers areas such as size and weight, article type and paper stock requirements.

Section 3 Reply Paid (domestic) barcoded artwork layout

This section provides detail about layout and addressing requirements of barcoded domestic articles, and needs to be read if you are making changes to the basic artwork supplied by Australia Post, for example adding your company logo, advertising or other printing.

Section 4 Reply Paid International (IRP) artwork layout

This section provides detail about layout and addressing requirements of preprinted Reply Paid International (IRP) articles, and needs to be read if you are making changes to the basic artwork supplied by Australia Post, for example adding your company logo, advertising or other printing.

Section 5 Reply Paid (domestic) unbarcoded letters

This section provides detail about unbarcoded, irregularly shaped and hand-addressed articles within Australia, including layout and addressing requirements.

Section 6 Reply Paid parcels

This section provides detail about parcels within Australia, including addressing requirements.

1 REPLY PAID BASICS

1.1 What is Reply Paid?

1.1.1 Reply Paid letters (domestic) – barcoded and unbarcoded

Reply Paid is an Australia Post service for the delivery of response envelopes or cards to addresses within Australia.

Businesses typically use Reply Paid with preprinted barcoded envelopes that are inserted into a direct mail campaign, or ask the recipient to respond to a campaign using their own envelope and handwriting the Reply Paid address.

1.1.2 Reply Paid parcels

The parcel service applies only within Australia. It is available with Regular Parcels, Medical Educational Remote Area Parcels or with Express Post Parcels¹. The parcel service is generally used as a return service as part of a broader parcel contract arrangement.

1.1.3 Reply Paid International (IRP) letters

Reply Paid International (IRP) letters allow you to extend your marketing campaign to the rest of the world and still offer respondents a no cost response mechanism. The International service is only available for Small articles up to 50 grams.

1.2 Why use Reply Paid?

With Reply Paid, you can:

- use the service as a marketing tool, helping to encourage responses or provide a return service
- maximise the space available for creative artwork
- choose to personalise or brand your reply envelope or card
- provide an incentive to respondents by offering an easy, postage free way to respond in their own time
- save on costs by only paying for replies received
- measure response to a campaign or mailout.



¹ Express Post Satchels can only be used with the Reply Paid service under separate contract conditions.

1.3 What qualifies for Reply Paid?

- There is no minimum quantity.
- Reply Paid letters (domestic) and Reply Paid parcel services are only available and to be used in Australia.¹
- Reply Paid International (IRP) is available in 180 countries – for full details refer to the *International Post Guide* (8838525) – shown at right.
- *Large Volume Recipient* (LVR) postcodes may not be used with Reply Paid. LVR postcodes are allocated to some organisations that receive large mail volumes.

Reply Paid is commonly used with preprinted barcoded envelopes or cards inserted with a direct mail campaign. Preprinted articles are designed to ensure that addressing and layout are compatible with Australia Post's automated letter sorting equipment which can efficiently process articles.

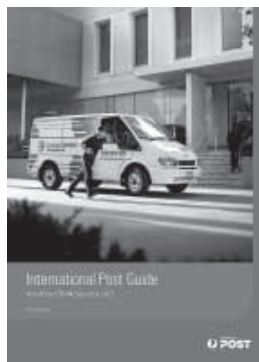
No supplementary services can be used with Reply Paid, however respondents can choose to pay for them when lodging their Reply Paid article for return to you (eg. Registered Post/Express Post).

A Reply Paid address must specify the name or business name of the customer and a valid address of:

- the customer, or
- the authorised agent of the customer, or
- any other person who has provided written consent.

Responses may contain different names at one address if each name is:

- the registered name of a business carried out at that address by you, or
- the name of a company, partnership or association of which you are an employee or agent, and for which you have reason to receive Reply Paid articles at that address.



¹ Including Norfolk Island 2899, Christmas Island 6798, Cocos (Keeling) Islands 6799 and Australian Antarctic Territories 7151.

1.4 How to apply

You need to apply to use the Reply Paid service by completing a *Reply Paid Application form* (8837249) – available at Australia Post retail outlets or on the Australia Post website at auspost.com.au/replypaid

An Australia Post Business Credit Account is required to use the service.

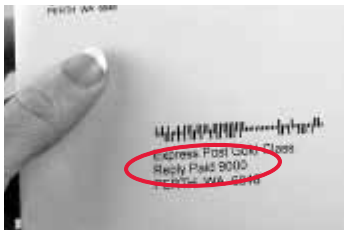
Post the Reply Paid application (along with a Business Credit Account application, if required) to the address listed on the application form in your state, or lodge it at an Australia Post retail outlet, or with the Reply Paid Coordinator in your state (please refer to the inside front cover of this guide for contact details).

When the application has been processed, Australia Post will send you acceptance advice (normally by email), including:

- the Reply Paid number – this number forms part of the Reply Paid address and is a unique identifier for each customer
- the Reply Paid format or artwork including the unique barcode for the Reply Paid number.

1.4.1 The Reply Paid number

A Reply Paid number forms part of the Reply Paid address. It can only be issued by Australia Post and will not be valid if you change address, cancel a post office box or fail to pay your bill. The Reply Paid number will stay active until you advise Australia Post to cancel it.

A screenshot of the 'Reply Paid Application Form (Domestic/International/Parcels)' from Australia Post. The form is divided into several sections: 1. 'Type of Reply Paid service' with radio buttons for Domestic, International, and Parcels. 2. 'Business details' with fields for Business name, ABN, and Business type. 3. 'Address details' with fields for Street name, Street number, Suburb, State, and Postcode. 4. 'Contact details' with fields for Contact name, Email, and Phone. 5. 'Service details' with checkboxes for 'I am applying for a new Reply Paid number' and 'I am applying for a new Reply Paid number for a new address'. 6. 'Declaration' with a checkbox for 'I agree to the terms and conditions of the Reply Paid service'. The form also includes a 'POST' logo and a barcode area.

1.4.2 In Your Capital City (IYCC) Guidelines

If you have a Common Box¹ or Locked Bag then you can use an IN YOUR CAPITAL CITY address on pre-printed domestic Reply Paid letters.

IN YOUR CAPITAL CITY addressing cannot be used with hand addressed articles, parcels or International articles.

You have two options when setting up an IYCC service, depending on where you want the Reply Paid responses to be delivered – either to the capital city in the state in which each response is posted, or always to one specific city.

1 IYCC National to all capital cities in the IYCC network

This is used when you require responses to be delivered to the GPO of the state in which each response is posted. For example, a mail out is distributed to each state and the responses posted in Tasmania will be delivered to the GPO in Hobart.

The delivery address used must be a valid GPO Box or Locked Bag for each of the capital cities in the network – Brisbane, Melbourne, Sydney, Adelaide, Perth and Hobart. You can add Canberra and Darwin as extras if required.

2 IYCC to one specific city

This is used when you require all responses to be delivered to a specific capital city regardless of which state they are posted from. For example, the articles are distributed to multiple states but the replies are all delivered to the GPO in Melbourne.

The delivery address used must be a valid GPO Box or Locked Bag in the capital city where the mail will be delivered.

It is important to understand that envelope artwork for both IYCC National 1 and IYCC to one specific city 2 appear identical. The only difference lies in the barcode.



For further information please contact the Reply Paid Coordinator in your state.

¹ Common Boxes are assigned to the postcode range 9800–9999.

1.4.3 Multiple Reply Paid numbers and response names

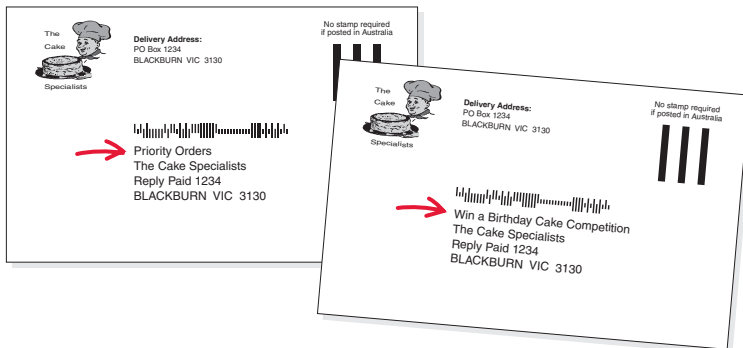
You may have:

- multiple Reply Paid numbers for different addresses
- multiple Reply Paid numbers to the one address, subject to availability and acceptance. (Additional charges may apply in addition to the annual fee and standard Reply Paid rates.)

As an alternative to multiple Reply Paid numbers, you may request multiple Reply Paid response names (at no additional charge) *to the same Reply Paid (number) delivery address* to suit different business purposes.

All responses must be registered with Australia Post using the Reply Paid Application form to add additional responses to an existing Reply Paid number.

▼ Examples of multiple Reply Paid names using the same Reply Paid number



In the two responses shown above, the delivery address and Reply Paid number is the same. However, the response name in the first lines of the Reply Paid address differ. You can easily sort responses to the appropriate business area.

Australia Post will sort and charge responses to the Reply Paid number only.

1.4.4 Changes to your existing Reply Paid service

You may apply, using a Reply Paid Application form, at any time to vary the Business Credit Account number or other details, including the name and address appearing in the Reply Paid response, provided the proposed changes comply with the requirements detailed in section 1.4.

Please note: when relocating or changing addresses you must not use the same reply paid number or barcode with different details. Australia Post will issue new artwork at no charge.

Changes to the Reply Paid details may be obtained from Australia Post as required for up to two (2) Reply Paid addresses without prior notice. Change requests that require modification of more than two Reply Paid artworks will be actioned as and when processing allows. Should change requests be urgent, additional charges may be applied. Please speak with the Reply Paid Coordinator in your state. Refer to the inside front cover of this guide for contact details.

1.5 Preparation basics

Information in this section is designed to provide an overview of article preparation. More detailed information can be found in the Reply Paid preprinted letters section.

1.5.1 Article size, weight and type requirements for letters

Reply Paid is available for *Small* and *Large* size categories (Small only for International).

Articles can weigh up to 500 grams (50 grams for International).

Articles can be either enveloped or as postcards, and domestic articles can be in irregular shapes.

For Reply Paid letters (domestic), there are two ways you can encourage your recipients to respond:

- a preprinted envelope or card, commonly inserted with direct mail campaigns
- a Reply Paid address, whereby recipients use their own envelope and respond to an offer by handwriting the Reply Paid address from a TV, radio, newspaper, direct mail or other advertising medium.

For Reply Paid International, preprinted envelopes or cards must be used.

	Domestic		International
	Small	Large	Small
Addressing method	<ul style="list-style-type: none"> • Barcoded (preprinted) or • Unbarcoded (including hand-addressed) 	<ul style="list-style-type: none"> • Barcoded (preprinted) or • Unbarcoded (including hand-addressed) 	<ul style="list-style-type: none"> • Barcoded (preprinted) only
Maximum weight	250g	500g Pricing applies in three weight steps of: Up to 125g, 250g and 500g	50g
Minimum size	90 x 145mm	—	88 x 138mm
Maximum size	130 x 240mm	260 x 360mm	120 x 235mm
Maximum thickness	5mm	20mm	5mm
Shape	<ul style="list-style-type: none"> • Oblong[†] or • Irregular 	Rectangular	Rectangular
Common examples	DL (110 x 220mm) C6 (114 x 162mm)	C5 (162 x 229mm) B5 (176 x 250mm) B6/C4 (125 x 324mm) C4 (229 x 324mm) B4 (250 x 353mm)	DL (110 x 220mm) C6 (114 x 162mm)

[†] Oblong: deviating from a square by being elongated in one direction. The length must be at least 1.414 times the width.

▶ See section 2.2

1.5.2 Article size requirements for parcels

Parcels and Express Post Parcels vary in size.

Generally speaking, articles not fitting within the size ranges listed for letters could be considered a parcel.

Detailed information about parcels is available from the *Parcels Post Guide* (8833732).

▶ See section 6

1.5.3 Correct addressing requirements for letters (domestic)

Preprinted barcoded envelope or card

Australia Post will provide the basic artwork in PDF format free of charge for preprinted barcoded letters – suitable for printing onto envelopes or cards. The artwork is complete and ready to use.

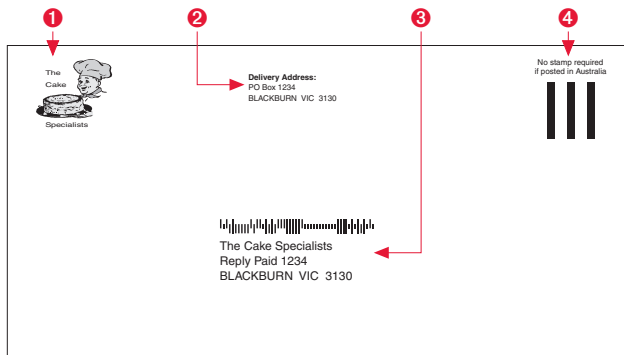
You, or your authorised printer, may modify the artwork to add your logo or other branding providing you observe the conditions in section 3. Changes to address details should be obtained from Australia Post if required.

The artwork includes a barcode, which facilitates faster processing of articles, and with correct formatting, assists in processing and cost reduction, meaning lower rates for you.

Along with the barcode, preprinted articles will have the correctly formatted Reply Paid address and the other inscriptions, so you do not have to create the artwork yourself.

Domestic articles need the addressed side to be printed with:

- 1 your logo or branding (optional)
- 2 a delivery address that observes the correct addressing conditions
- 3 the Reply Paid address (including barcode) that observes the correct addressing conditions
- 4 the Reply Paid imprint, containing three vertical bars and the text “No stamp required if posted in Australia”. The bars are required so mail processing equipment can recognise a Reply Paid article.



▶ See section 3 (domestic) and section 4 (International)

Adding logos, advertising and other printing

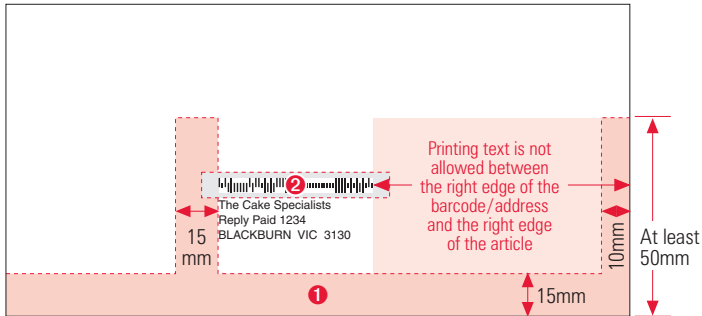
In order to access the service, preprinted barcoded articles must follow the requirements for clear zones on the front and back of articles.

- 1 For domestic articles, any colour within a clear zone must approximate one of the 78 approved PMS colours as detailed in section 2.2.4).

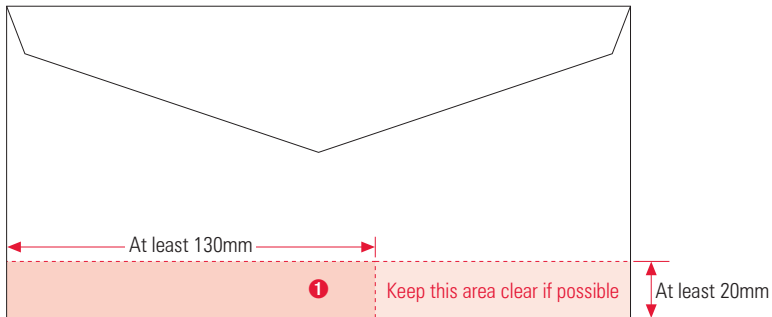
International articles must have no printing in the clear zones.

- 2 The barcode clear zone must be kept clear of all printing.

▼ Clear zones on front of domestic article



▼ Clear zone on back of domestic article



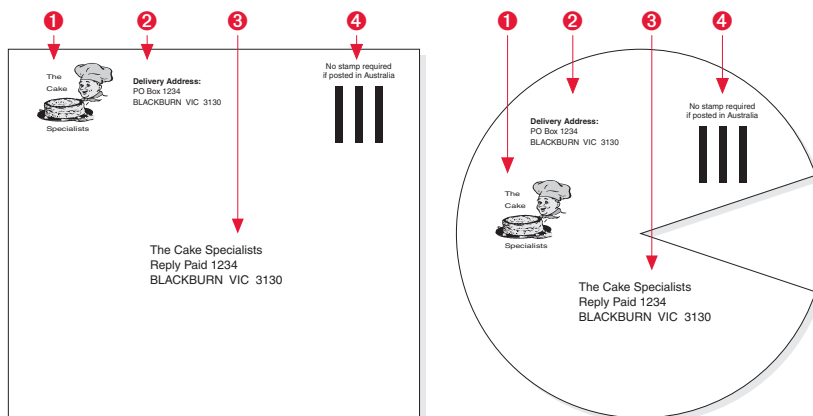
▶ See section 3.6 (domestic) and section 4.8 (International)

Unbarcoded articles

Articles that do not comply with the preprinted barcoded correct addressing requirements, or are irregularly shaped, may instead be eligible for the unbarcoded articles pricing category. The correct addressing requirements for unbarcoded articles are simpler to observe.

Unbarcoded articles need the addressed side to be printed with:

- 1 your logo or branding (optional)
- 2 the delivery address (preferred, but not mandatory)
- 3 the Reply Paid address that observes the correct addressing conditions (mandatory). The inclusion of an address barcode is discouraged.
- 4 the Reply Paid imprint (preferred, but not mandatory)



▶ See section 5.3

Hand-addressed format

When inviting respondents to address their own article, you must ensure that the address is correctly represented in your promotional material and that respondents are asked to follow its format.

You must indicate in your advertisement that “**No stamp is required**”, and advise respondents the Reply Paid name and address details.

▼ *Example of a hand-addressed Reply Paid article*



▶ See section 5.4

1.6 Delivery standards

Reply Paid is delivered Monday to Friday with letters and other mail.

The delivery standards for regular mail are as follows (in business days).

For delivery:	Same state	Other state
Within metropolitan areas of capital cities or within the same city or town and environs	1 day	—
Between metropolitan areas of capital cities	—	2 days
Between metropolitan areas of capital cities and country locations	2 days	3 days
Between country locations	2 days	4 days

These timetables are guidelines only and based on reasonable expectations and experience. Australia Post will not be liable for any loss or damage (including but not limited to consequential loss) resulting from a failure to deliver in accordance with these timetables.

1.6.1 Delivery to post offices boxes

The best and most efficient way to receive Reply Paid mail is via a post office box or locked bag, as it may be received earlier than street deliveries. Of course you can choose to have mail delivered to your street address.

If you already have a post office box or locked bag, it may be used as the delivery address (when your Reply Paid application has been approved).

If you wish to use this facility, but don't have a box or bag, you should apply for the box or bag at your local Australia Post retail outlet before applying for a Reply Paid number.

1.6.2 Undeliverable articles

Reply Paid may be considered undeliverable if:

- it is incorrectly addressed or has an incorrect barcode
- you have moved without notification
- you have cancelled the Reply Paid number
- you have cancelled, or Australia Post has cancelled your Business Credit Account
- delivery is prohibited by law.

Undeliverable mail may be destroyed.



1.7 What will it cost?

Current pricing is listed in the *Post charges* booklet (8833665), which can be obtained from any Australia Post retail outlet, or downloaded from auspost.com.au

1.7.1 Reply Paid letters (domestic)

- Annual fee plus price per article received.

The prices for Reply Paid articles vary by size and weight category, and addressing format, as follows:

Size category	Category	Description
Small	Barcoded	Correctly preprinted barcoded articles
	Unbarcoded	<ul style="list-style-type: none"> • Articles which are preprinted but not barcoded or correctly formatted • Irregularly shaped articles • Hand-addressed articles
Large	Up to 125g	
	Over 125–250g	
	Over 250–500g	

The Annual Fee applies to each Reply Paid letters (domestic) number you have and will be automatically billed to your Business Credit Account on the anniversary date of commencement.

1.7.2 Reply Paid parcels

- Price per article received plus the ordinary parcel postage rate applicable for the article.

No annual fee (unless combined with the Reply Paid letters (domestic) service).

1.7.3 Reply Paid International

- Application fee plus price per article received.

Note: Additional charges will apply for Reply Paid International articles that contravene addressing and formatting standards, or are incorrectly addressed.

The Application Fee for Reply Paid International will be charged to your Business Credit Account when you lodge an application for the service.

1.7.4 Billing and payment

Payment for the service must be made by Australia Post Business Credit Account. To apply please call 13 11 18.

This Business Credit Account is centrally administered and is required because Reply Paid is charged after delivery is made – this differs from the ordinary prepaying of postage.

Statements are issued on a monthly basis.

You are obliged to pay all Reply Paid fees and charges for each article delivered, whether accepted or refused. Given the nature of the service, assessing of charges is made at the end point of delivery. Articles have been transported within the Australia Post network and costs incurred.

You must disclose the source of any article to allow the appropriate distance-based charges to be calculated. This particularly applies to parcels, given rates are calculated by weight.

Prices are located in the *Post charges* booklet (8833665) and the Australia Post website auspost.com.au

1.8 Other considerations

How can I be sure an article is acceptable?

If you are concerned that your articles may not satisfy all service requirements you can request a preliminary test.

Reply Paid coordinators are available in every state. Please refer to the inside front cover of this guide for contact details.

▶ See section 2.4



1.9 Summary checklist

The key points covered in this section include:

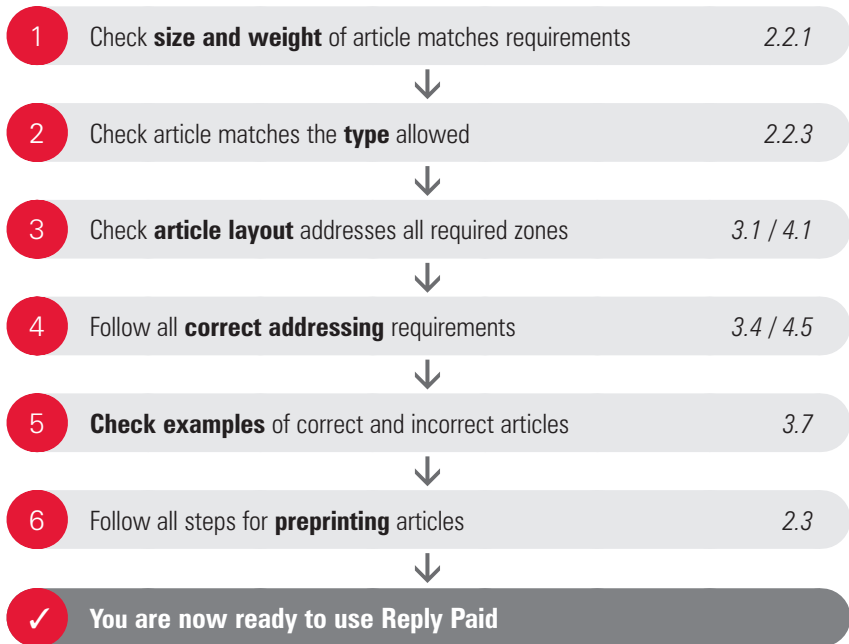
- ☑ There are no minimum volumes.
- ☑ Reply Paid can help increase responses to communications and build goodwill.
- ☑ Reply Paid allows respondents to reply at no expense to them.
- ☑ You must complete a *Reply Paid application* to be allocated a Reply Paid number.
- ☑ Available for *Small* (domestic and International) and *Large* (domestic only) envelope and postcard size categories.
- ☑ You can use a preprinted envelope or card, or ask respondents to use their own envelope and hand write the Reply Paid address.
- ☑ You cannot combine supplementary services with Reply Paid but respondents may choose to pay for these services when they lodge an article.
- ☑ Australia Post provides artwork including a unique barcode for preprinting envelopes or cards.
- ☑ Responses can be delivered to a post office box, locked bag or street address.
- ☑ An annual fee is charged for each Reply Paid letter (domestic) number.
- ☑ You must have an Australia Post Business Credit Account.
- ☑ Prices can be located in the *Post charges* booklet (8833665) and the Australia Post website auspost.com.au.

2 REPLY PAID PREPRINTED LETTERS

2.1 Preparation overview

This section covers in detail all the information you need to prepare your preprinted domestic and International articles.

The diagram below illustrates the steps to prepare Reply Paid. Each requirement is covered in detail throughout the section.



2.2 Article characteristics

2.2.1 Article size and weight

The size categories eligible for the Reply Paid domestic service are *Small* and *Large*.

Any article with any measurement that exceeds the Large article limits is a 'parcel' size. See section 6 – Reply Paid parcels.

The only size category eligible for the Reply Paid International service is *Small*.

	Domestic		International
	Small	Large	Small
Maximum weight	250g	500g Pricing applies in three weight steps of: Up to 125g, 250g and 500g	50g
Minimum size	90 x 145mm	—	88 x 138mm
Maximum size	130 x 240mm	260 x 360mm	120 x 235mm
Maximum thickness	5mm	20mm	5mm
Shape	<ul style="list-style-type: none"> • Oblong (see section 2.2.2) • Irregular (see section 5.2) 	Rectangular	Oblong (see section 2.2.2)
Common examples	DL (110 x 220mm) C6 (114 x 162mm)	C5 (162 x 229mm) B5 (176 x 250mm) B6/C4 (125 x 324mm) C4 (229 x 324mm) B4 (250 x 353mm)	DL (110 x 220mm) C6 (114 x 162mm)

Reply Paid preprinted letters

You can obtain a convenient *Letter Gauge* (8833667) from your lodgement facility to assist in measuring domestic articles.



2.2.2 Article shape for barcoded and International articles

Small articles should be rectangular or oblong in shape (not square) and should not have a ratio of less than 1.414 (length divided by height).

For example, 145mm L divided by 130mm H = 1.11, this is less than 1.414 and will be charged as unbarcoded Reply Paid articles, irrespective of a barcode.

See section 5.2.1 for details of article shape for unbarcoded or irregularly shaped articles.

2.2.3 Article type

Reply Paid articles can be preprinted onto an envelope, card or self mailer.

Australia Post will supply the artwork ready for the addition of logos or branding, suitable for printing envelopes, cards and self mailers.

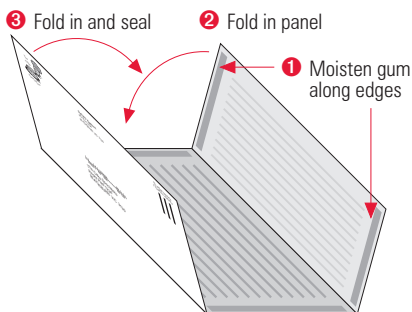
Postcards

See section 3.6.3 (domestic) or section 4.8.3 (International) for example layouts showing how to maximise the space available on the front of your postcard for the advertising or other printing.

Self mailers

A self mailer is usually a single sheet of paper, folded to Small article size and must be able to be sealed on all sides with high quality glue. The article may be comprised of more than one sheet of paper if one sealed piece completely encloses the others.

The *Reply Paid Application form* tear-out within the Reply Paid DL brochure (8837249) is an example of a self-mailer.



Window faced envelopes

Window faced envelopes are not recommended in conjunction with the Reply Paid service.

Australia Post recommends that you encourage replies by inserting a Reply Paid envelope, card or self-mailer inside the outgoing envelope.



If you specifically require the use of panel or window faced envelopes, specifications may be obtained by emailing the address in your state, as shown at the front cover of this guide, and a sample will be required to be submitted.

2.2.4 Paper stock

Paper stock is an important consideration as it can affect the ability of high speed letter sorting equipment to process articles without damage.

Australia Post recommends that envelopes and cards comply with Australian Standards for the production of envelopes, Spec 4611 – 1999 (available at: <http://infostore.saiglobal.com/store/>). For details refer to your paper supplier or envelope manufacturer or visit auspost.com.au/bulkmail

Paper stock colour

Australia Post recommends white paper or card for your articles, but light tints or half-tones are satisfactory. A general test is that the colours should come on or around the following range of 78 acceptable colour tones selected from the Pantone Matching System.

100	101	106	107	113	114	120	121	127	128	134	135	136
141	142	148	149	155	162	169	176	196	203	217	250	263
277	290	304	317	331	332	337	344	351	358	365	366	372
373	379	386	393	400	406	413	427	434	441	453	454	460
461	467	468	474	475	482	488	489	496	502	503	510	517
524	530	531	538	545	552	559	566	573	579	580	586	587

These 78 acceptable colours are illustrated on the back cover of this booklet.

Because of the existence of subjective factors such as the varying degrees of colour perception and the varying conditions under which colours are viewed, cases may arise where doubt exists on acceptability of a particular colour. Australia Post can arrange a test, based on the above zone of acceptable colours.

2.2.5 Sealing of articles

Australia Post recommends each article be secured in a manner which would prevent entrapment of other postal articles. Any opening must not exceed 88mm.

If you are preparing a “self-mailer” incorporating gum that your respondent must moisten around the edges before folding to seal, ensure that your printer applies sufficient gum on all the necessary edges so that no opening greater than 88mm remains after sealing.

Each article must be secured by a fastening that is *not likely to damage other postal articles nor injure persons handling it*. Where fasteners are used, they must be appropriate to the thickness of the article, and the ends closed together. Staples and any metal fasteners are discouraged, as they are likely to cause injury to staff handling the articles.

2.2.6 Article flexibility

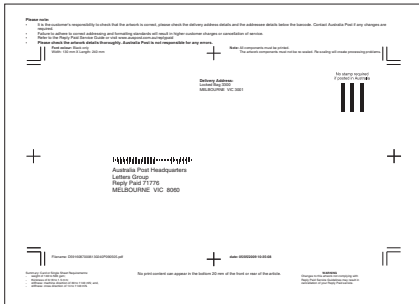
Small size category articles must be reasonably flexible to ensure that they can be processed through high speed letter sorting equipment.

Small size articles that are too rigid or stiff are ineligible for the service (but may be accepted as Large articles). You need to consider the nature of the contents that your respondents will be enclosing in the Reply Paid envelopes. Some examples of prohibited enclosures includes pencils, pens and items enclosed in a hard case.



2.3 Printing Reply Paid articles

To assist you in correctly addressing and formatting articles, Australia Post provides the basic artwork, in PDF format, for small and large articles. You are responsible for the print quality of the articles.



Note: Desktop printing of Reply Paid artwork (laser or inkjet) is not recommended, and is unlikely to align or meet barcode specifications. The printing of barcoded Reply Paid addresses on labels is not acceptable for use in processing Reply Paid.

In cases where the artwork requires a logo, or involves more than one colour, you will need to alter the provided artwork, ensuring that it still meets all of the layout and formatting requirements. See section 3 and section 4.

If you are preprinting unbarcoded or irregularly shaped articles then the artwork supplied by Australia Post should be modified to remove the barcode - see section 5.3.

2.3.1 Australia Post changes to Reply Paid layout

Australia Post reserves the right, at reasonable notice, to require you to change the design or any other feature of a previously approved Reply Paid number or response.

Should incorrect details (such as the barcode, postcode or delivery address) be printed on an article, Australia Post may at its discretion remove the mail from processing and make request for additional payments as a result of increased processing requirements.

2.3.2 A quick printing checklist

If you have been recently issued with artwork by Australia Post, then check the following before you proceed with printing.

Do ensure:

- ✓ Article size will be the same as shown in the artwork
- ✓ Stock approximates colour recommendations
- ✓ Reply Paid numbers issued by Australia Post are valid
- ✓ All of the addressing details on the artwork are correct. (Australia Post is not responsible for incorrect details.) If your details are incorrect (in the artwork), please respond to the email or letter which accompanied your artwork PDF file. See section 2.4 Testing.
- ✓ Dark coloured ink will be used for printing – red, orange or yellow ink will not be used.
- ✓ My printing company will print the artwork as is, with any changes or modifications to the artwork PDF supplied by Australia Post made according to specifications only.

Don't:

- ✗ use or create a Reply Paid number before you have been issued with Reply Paid details and artwork to do so
- ✗ use a domestic letter barcode which has not been specifically issued for the Reply Paid number or response name
- ✗ continue to use a Reply Paid number when it has been cancelled or when you have moved address, or cancelled a box or bag service associated with the Reply Paid number
- ✗ act as an agent using a Reply Paid number without written approval from the customer and advice to Australia Post
- ✗ use stick-on labels for addressing preprinted letter articles.

2.4 Testing

If you are concerned that your preprinted articles may not satisfy all service requirements you can request a preliminary test. Tests can be conducted on the following:

- shape
- article colour, patterns or watermarks
- paper stock quality
- flexibility
- correct addressing compliance
- barcode readability
- positioning of logos, advertising and other printing.

Testing involves processing a sample of articles to determine if they are suitable for machine processing. Articles that pass the test will be accepted at the relevant price, provided that all other requirements have been met.

Requests for testing should be directed to either your Australia Post account manager, or the Reply Paid Coordinator in your state, as listed in the front cover of this guide.

2.5 Summary checklist

Reply Paid preparation involves:

- Checking the size and weight of the article to ensure it is acceptable.
- Ensuring the type of article chosen is acceptable.
- Checking that all of the addressing details on the artwork are correct.

3 REPLY PAID (DOMESTIC) BARCODED ARTWORK LAYOUT

This section covers in detail all the information you need to lay out the artwork for preprinted Reply Paid (domestic) barcoded Small articles.

You need to read this section if you are adding a logo or other printing to the basic artwork that is supplied by Australia Post. You don't need to read this section if you will be using the artwork supplied by Australia Post without any changes.

Note: Australia Post also provides artwork formatted for large letters, when requested in the Reply Paid application.

See section 5 for articles that do not comply with these preprinted barcoded correct addressing requirements, or are irregularly shaped.

3.1 Article layout and zones

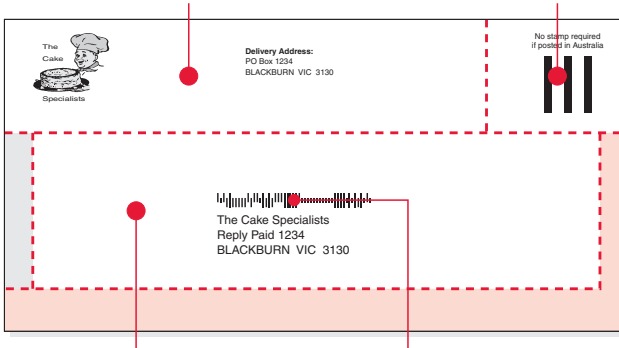
Australia Post will provide the basic artwork in print ready format (PDF), ready for the inclusion of your logo and branding if required. You need to check the artwork provided by Australia Post to ensure that all your details (excluding the barcode) are correct. You are responsible for all artwork supplied to a printer of envelopes or cards.

Reply Paid domestic preprinted letter articles are made up of three printing zones.

The following sections detail the dimensions of these zones, and specify the inscriptions to print within them.

Delivery address zone section 3.3

Postage zone section 3.2



Barcode and Reply Paid address zone section 3.4

Barcode section 3.5

See also, **Adding logos, advertising and other printing** section 3.6.

3.1.1 Colour of inscriptions

Dark inks such as black, dark blue and dark green are preferred. Red, orange and yellow inks must not be used.

3.2 Postage zone

The postage zone contains the Reply Paid imprint.

Dimensions must be:

- at least 50mm across from the top right hand corner of the article
- at least 40mm down from the top edge of the article.



3.2.1 Reply Paid Imprint

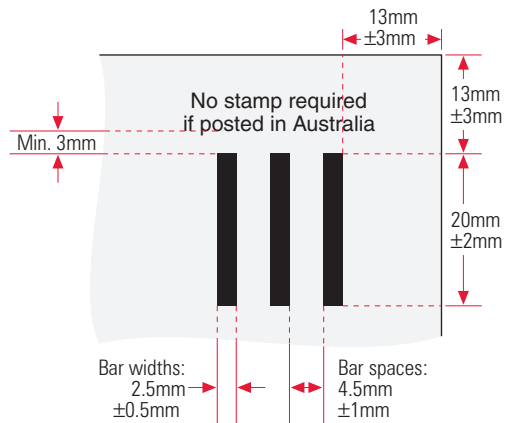
All Reply Paid articles must bear a Reply Paid imprint located within the postage zone.

The imprint contains three vertical bars and the text "No Stamp required if posted in Australia".

Font style for text: Helvetica 8pt

Should the imprint be incorrectly printed, articles may be rejected.

Note: Charities can print inscriptions that ask the person making a donation to further assist the charity by placing a stamp on the envelope. Charities are required to obtain approval and specifications from Australia Post by contacting the Reply Paid Coordinator in their state, prior to adding any additional information in the postage zone.

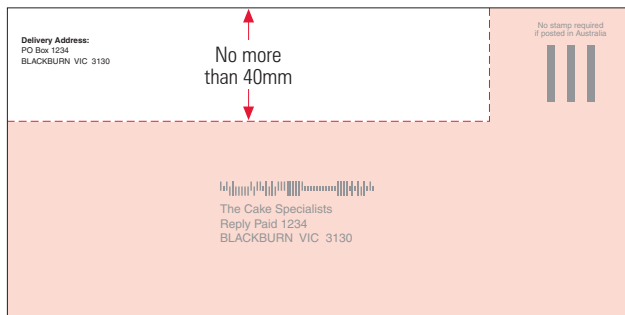


3.3 Delivery address zone

The delivery address zone contains the physical delivery address which is used by postal delivery officers who manually sort and deliver the articles.

The delivery address zone must be:

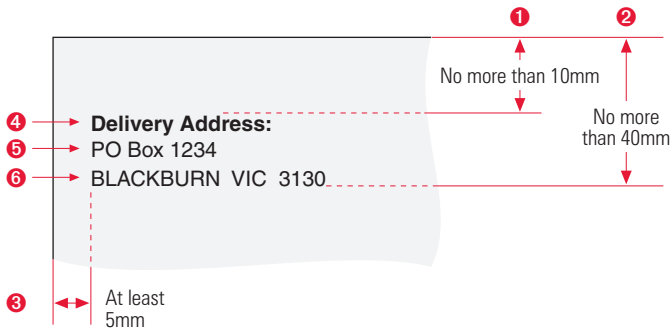
- located at the top of the article – extending from the left edge across to the postage zone
- no more than 40mm deep.



3.3.1 Delivery address layout

The delivery address must be positioned in the delivery address zone of the article:

- ① No more than 10mm from the top edge of the article.
- ② Extending to no more than 40mm down from the top edge of the article.
- ③ At least 5mm from the left edge of the article.
- ④ The heading “**Delivery Address:**” – the recommended font is **Helvetica Bold 8 point**.
- ⑤ **First line to second last line** – Must contain the number and name of the street or thoroughfare or post office box or bag number. The recommended font is **Helvetica 8 point**.
- ⑥ **Bottom line** – Must contain in the following order: the locality (or the name of the office of delivery), the state or territory abbreviation and finally the postcode. This line is to be printed in **CAPITALS** with no punctuation and no underlining. Leave one or two spaces only between the locality, state or territory abbreviation and the postcode. The recommended font is **Helvetica 8 point**.

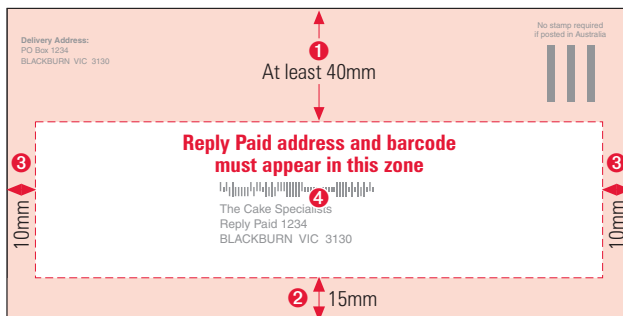


3.4 Reply Paid address zone

Contains the Reply Paid address and barcode.

The complete Reply Paid address and barcode must be positioned in the Reply Paid address zone of the article:

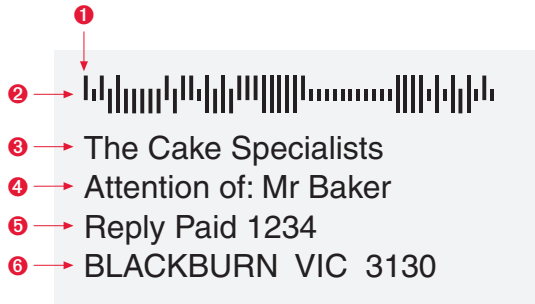
- 1 at least 40mm from the top edge of the article
- 2 at least 15mm from the bottom edge of the article
- 3 at least 10mm from the left and right edges of the article
- 4 centered on the article if possible.



3.4.1 Address layout

Correct addressing conditions ensure the Australia Post delivery system can recognise and interpret the delivery address.

- ① **Address lines** (excluding barcode placement) must be aligned left.
- ② **Barcode** – see section 3.5 for barcode requirements.
- ③ **First line** – to contain the name of addressee (Business or personal name).
- ④ **Second line (and if necessary, third line)** – to contain “Attention of:” or other reference details.
- ⑤ **Second last line** – to contain the text “Reply Paid” followed by the Reply Paid number.
- ⑥ **Bottom line** – Must contain in the following order: the locality (or the name of the office of delivery), the state or territory abbreviation and finally the postcode. This line is to be printed in CAPITALS with no punctuation and no underlining. Leave one or two spaces only between the locality, state or territory abbreviation and the postcode.



3.4.2 Address fonts and colours

In addition to Reply Paid address formatting, articles need to comply with the following mandatory address font requirements:

- Fixed pitch fonts are recommended (such as `Courier` or **OCR B**, 12 point, 10 pitch). In fixed pitch fonts every character has the same width.

example: Mr A Sample
| | | | | | | | | |

- If proportional fonts are used, it is preferred they be structured in 12 point, ideally **Helvetica** or **Times** 12 point. Print characters must not touch or overlap. In proportional fonts different characters have different widths.

example: Mr A Sample
| | | | | | | | | |

Australia Post will provide artwork using Helvetica 12 point.

- Artistic or script fonts must not be used. For example: cursive, fancy style fonts such as *Brush Script*.

example: *Mr A Sample*

- Print characters are acceptable between 1.8mm and 7.0mm high, and between 0.3mm and 7.0mm wide. The ideal height is between 2.0mm and 4.0mm (upper case characters of nominal 10 point and 12 point type generally fall within this range). Line spacing should be between 1.0mm and 2.5mm.
- Attributes such as *italics*, **bolding**, shadowing, or underlining are not permitted.
- Dark inks such as black, dark blue and dark green are preferred. Red, orange and yellow inks must not be used.



3.5 Reply Paid barcode

When using Reply Paid with a preprinted domestic letter article, Australia Post will provide artwork which includes a barcode.

If cutting and pasting the address zone artwork DO NOT resize the barcode.

The barcode is not transferable should you relocate. *The Reply Paid barcode is unique and cannot, and should not, be used if you have changed address or location.*

Because barcode details are unique, if a wrong barcode is used, the article will be routed to the wrong location and be severely delayed, misdirected, or may be rejected.

Even though barcodes representing different delivery points can look nearly identical, the correct barcode is essential.

The barcode used in regular mail delivery may not be used for Reply Paid.

Additional charges will apply if an incorrect barcode is used.

3.5.1 Barcode location

The barcode must be printed at least 2mm above the first line of the Reply Paid address, and within the Reply Paid address zone.

3.5.2 Barcode clear zone

Barcodes require a clear zone that must be kept blank (free of printing or other distractions) immediately above, below, and to the left and right of the barcode. This is to ensure that the barcode can be detected by the reader and processed correctly.

There must be a clear zone (no printing) around the barcode of at least 6mm to the left and right and at least 2mm from the top and bottom.



3.6 Adding logos, advertising and other printing

If you are adding logos, advertising or any other additional printing to your articles you need to consider the following questions so that your articles can be processed by our automated sorting equipment:

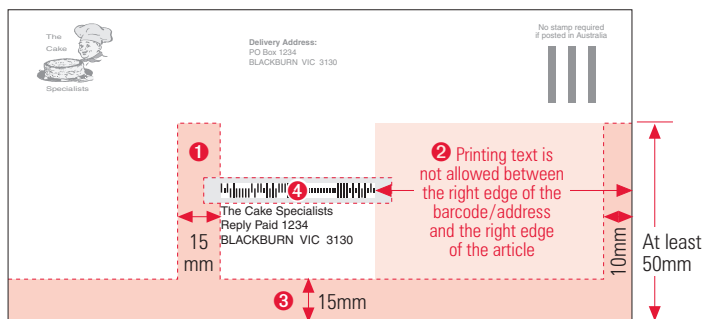
- *location* – is it in a clear zone or not? Refer to section 3.6.1.
- *kind* – is it text or pictures/graphics?
- *colour* – does it approximate an approved colour or not? Refer to the PMS colour chart on the back cover of this booklet.

Some examples of other printing are company logos or slogans, advertising/marketing, watermarks and “open here” instructions on a re-usable envelope.

3.6.1 Printing in the clear zones

Any colour within the clear zones must approximate an approved colour. The clear zones are:

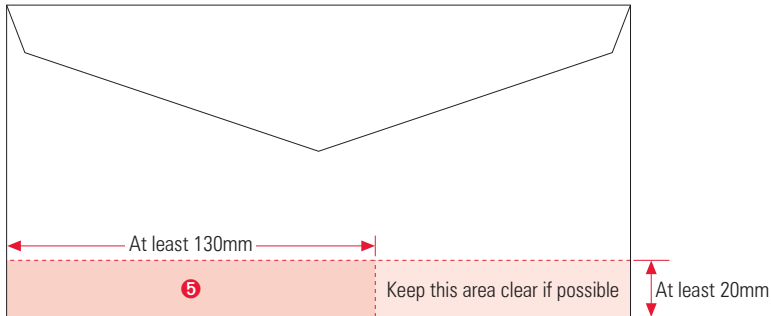
- ❶ On the front of the article – at least 15mm clear from the left side of the Reply Paid address and barcode
- ❷ On the front of the article – from the right edge of the Reply Paid address and barcode across to the right edge of the article
- ❸ On the front of the article – at least 15mm clear from the bottom edge.



- ❹ See section 3.5.2 for details on the Barcode clear zone.

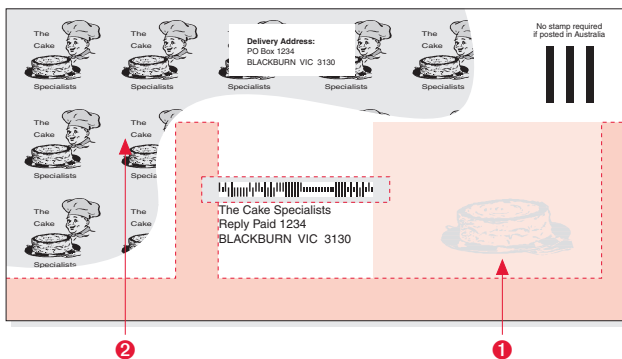
Reply Paid (domestic) barcoded artwork layout

- 5 On the back of the article – at least 20mm clear from the bottom edge, extending for 130mm from the left edge. If possible also keep clear the area extending to the right edge.



3.6.2 Printing outside of the clear zones

- 1 Printing to the right of the address must be pictures/graphics only (containing no text) and approximate an approved colour.
- 2 Printing elsewhere on the article can be of any kind and in any colour, providing that it does not obscure the inscriptions in the postage zone and the delivery address zone.



If you are unsure please refer to the contact details in section 2.4 Testing.

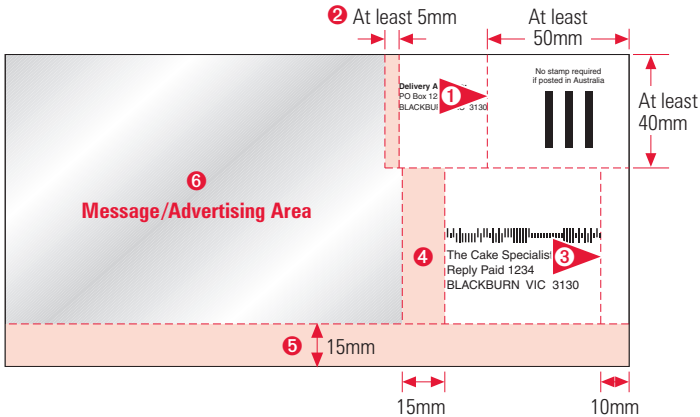
Reply Paid (domestic) barcoded artwork layout

3.6.3 How to maximise space for other printing (eg postcards)

The illustration below suggests how to maximise the space available on the envelope or postcard for your advertising or other printing.

To optimise article layout:

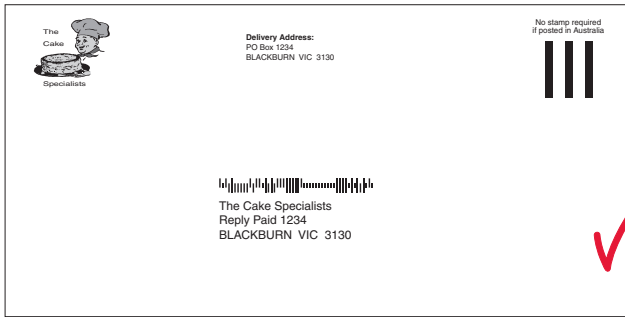
- 1 move the delivery address to the right edge of the delivery address zone – *no closer than 50mm from the right edge of the article*
- 2 keep 5mm clear to the left of the delivery address
- 3 move the Reply Paid barcode and address as far to the right as possible – *no closer than 10mm from the right edge of the article*
- 4 keep 15mm clear to the left of the Reply Paid barcode and address
- 5 the clear zone of 15mm at the bottom edge of the article must be kept clear of any printing
- 6 the remaining space on the left side of the article may be used for the advertising or other printing.



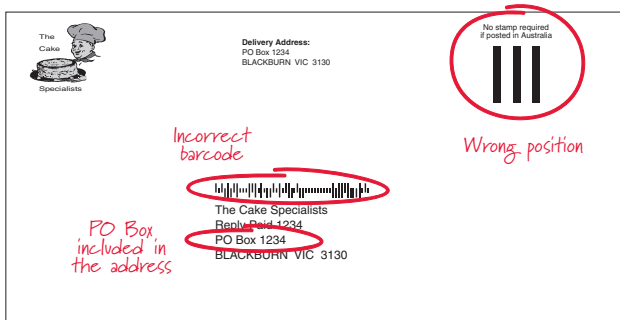
The barcode size, and the font sizes for the delivery address and Reply Paid address must not be reduced.

3.7 Examples of correct and incorrect preprinted domestic articles

3.7.1 Example of a correct preprinted article

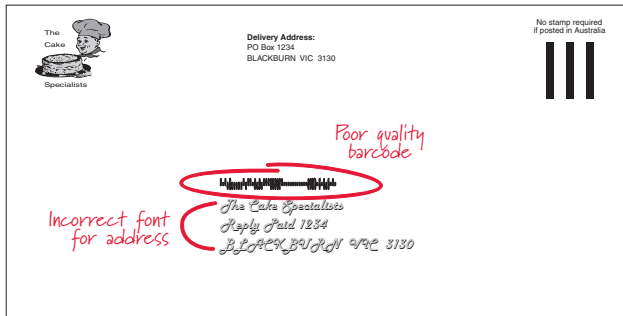


3.7.2 Examples of incorrect preprinted articles



- ✗ The barcode is incorrect – did the printer copy it from their previous artwork?
- ✗ The Reply Paid address should not include a post office box – it should only be in the delivery address.
- ✗ The Reply Paid Imprint is too far to the left – perhaps this artwork has been printed onto a larger envelope than it should be.

Reply Paid (domestic) barcoded artwork layout

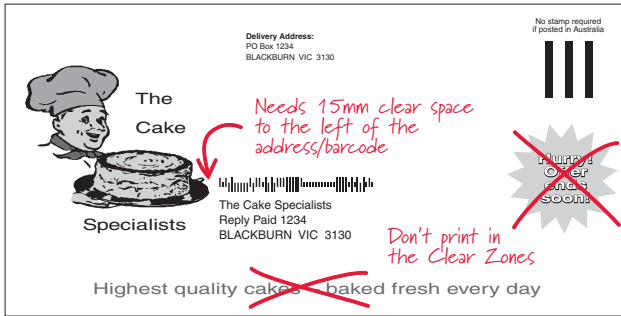


- ✗ The barcode is too small and very poor quality – take care if you “copy and paste” the artwork.
- ✗ The address is in a stylised font with characters that touch or overlap – refer to section 3.4.2 for details on address font requirements.



- ✗ The delivery address and the Reply Paid barcode are both missing.
- ✗ The “No Stamp Required” imprint is the wrong design.
- ✗ This example appears to be “home made” artwork. Always use the artwork provided by Australia Post if at all possible.

Reply Paid (domestic) barcoded artwork layout



- ✘ There should be at least 15mm clear space to the left of the Reply Paid address and barcode.
- ✘ The bottom 15mm of the article is a Clear Zone, as is the space to the right of the Reply Paid address and barcode. If you need a lot of space for your logo, advertising or other printing, see section 3.6.3.

3.8 Summary checklist

Reply Paid domestic artwork layout involves:

- ☑ Ensuring all inscriptions are displayed on the article.
- ☑ Ensuring all correct addressing guidelines are followed.
- ☑ Ensuring all clear zones are followed.
- ☑ Checking the correct and incorrect examples of articles prior to printing.

4 REPLY PAID INTERNATIONAL (IRP) ARTWORK LAYOUT

This section covers in detail all the information you need to lay out the artwork for preprinted Reply Paid International (IRP) articles.

You need to read this section if you are adding a logo or other printing to the basic artwork that is supplied by Australia Post.

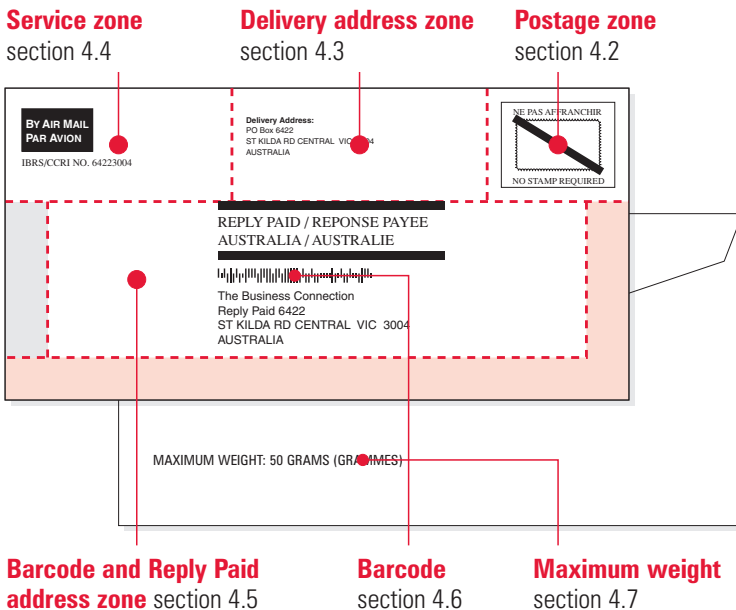
You don't need to read this section if you will be using the artwork supplied by Australia Post without any changes.

4.1 Article layout and zones

Australia Post will provide the basic artwork in print ready format (PDF). You need to check the artwork provided by Australia Post to ensure that all your details (excluding the barcode) are correct. You are responsible for all artwork supplied to a printer of envelopes or cards.

Reply Paid International articles are made up of four printing zones, plus an inscription on the back.

The following sections detail the dimensions of these zones, and specify the inscriptions to print within them.



See also, **Adding logos, advertising and other printing** section 4.8.

Reply Paid International (IRP) artwork layout

4.1.1 Colour of inscriptions

Dark inks such as black, dark blue and dark green are required. Red, orange and yellow inks must not be used.

4.2 Postage zone

The postage zone contains the Reply Paid International imprint. Dimensions must be:

- at least 50mm across from the top right hand corner of the article
- at least 40mm down from the top edge of the article.



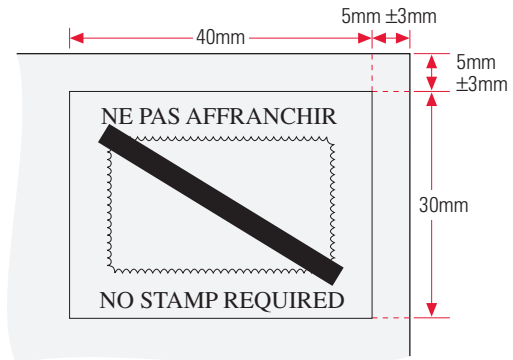
4.2.1 Reply Paid International Imprint

All Reply Paid International articles must bear an Reply Paid International imprint located within the postage zone.

The imprint contains the text "NE PAS AFFRANCHIR" and "NO STAMP REQUIRED", the outer border, the inner scalloped border and the diagonal line.

The imprint may be reduced to a minimum of 30mm x 20mm if required, to fit on a small envelope or card.

Should the imprint be incorrectly printed, articles may be rejected.

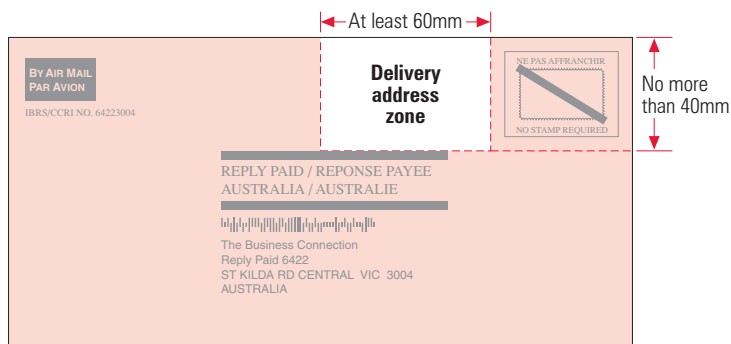


4.3 Delivery address zone

The delivery address zone contains the physical delivery address which is used by postal delivery officers who manually sort and deliver the articles.

The delivery address zone must be:

- located at the top centre of the article – extending for at least 60mm from the left of the postage zone
- no more than 40mm deep.



4.3.1 Delivery address layout

The delivery address must be positioned in the delivery address zone of the article:

- 1 No more than 10mm from the top edge of the article.
- 2 Extending to no more than 40mm down from the top edge of the article.
- 3 At least 5mm from the left edge of the delivery address zone.
- 4 The heading "Delivery Address:" – the recommended font is **Helvetica Bold 8 point**. The recommended font for the following lines is **Helvetica 8 point**.
- 5 **First line to third last line** – Must contain the number and name of the street or thoroughfare or post office box or bag number.
- 6 **Second last line** – Must contain in the following order: the locality (or the name of the office of delivery), the state or territory abbreviation and finally the postcode. This line is to be printed in **CAPITALS** with no punctuation and no underlining. Leave one or two spaces only between the locality, state or territory abbreviation and the postcode.
- 7 **Bottom line** – Must contain the word "AUSTRALIA" in **CAPITALS** with no other words or punctuation.

Reply Paid International (IRP) artwork layout

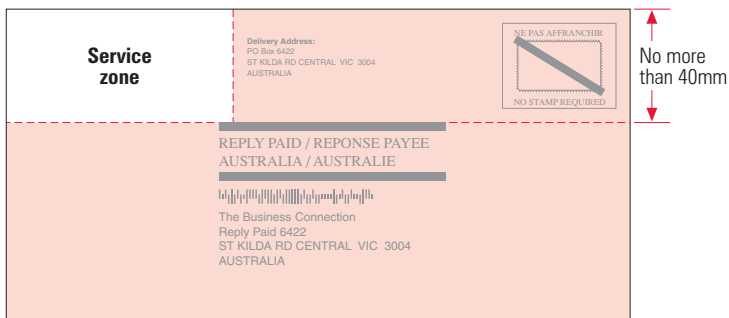


4.4 Service zone

The service zone contains the Air Mail imprint.

The service zone must be:

- located at the top left hand corner of the article
- extending across to the delivery address zone
- no more than 40mm deep.



For details on how to add a logo, advertising or other printing, see section 4.8.

Reply Paid International (IRP) artwork layout

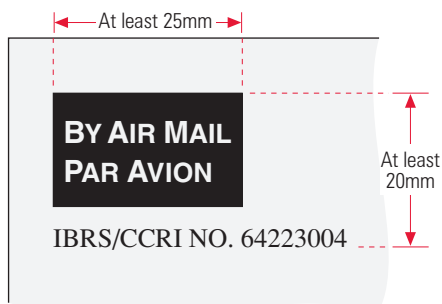
4.4.1 Air Mail Imprint

All Reply Paid International articles must bear an Air Mail imprint located within the service zone.

The imprint contains the text “BY AIR MAIL” and “PAR AVION” in a solid rectangle, and the text “IBRS/CCRI NO.” followed by the Reply Paid International number advised to you by Australia Post.

The preferred print colour is Pantone 286 blue if possible.

▼ *Standard style Air Mail imprint*



▼ *Optional style*

– artwork available on request



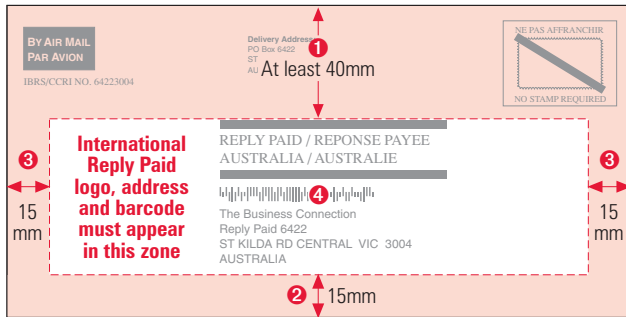
Should the imprint be incorrectly printed, articles may be rejected.

4.5 Reply Paid International address zone

Contains the Reply Paid International logo, address and barcode.

The complete Reply Paid International logo, address and barcode must be positioned in the Reply Paid address zone of the article:

- 1 at least 40mm from the top edge of the article
- 2 at least 15mm from the bottom edge of the article
- 3 at least 15mm from the left and right edges of the article
- 4 centered on the article if possible.



4.5.1 Reply Paid International logo

The Reply Paid International logo must be located at the top of the address zone, at least 2mm above the barcode.

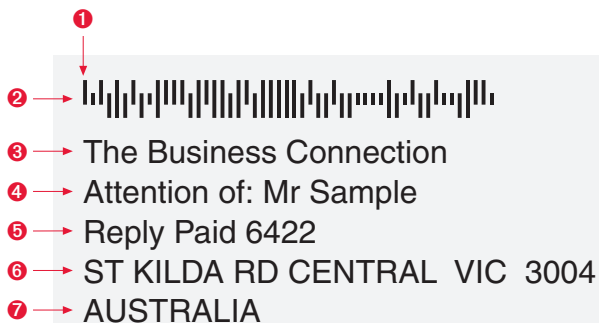
The logo wording is in CAPITALS of not less than 15 points size.



4.5.2 Address layout

The Reply Paid International barcode and address must be centred in the address zone, at least 2mm below the Reply Paid International logo.

- ❶ **Address lines** (excluding barcode placement) must be aligned left.
- ❷ **Barcode** – see section 4.6 for barcode requirements.
- ❸ **First line** – to contain the name of addressee.
- ❹ **Second line** (optional) – to contain “Attention of:” or other reference details.
- ❺ **Third last line** – to contain the text “Reply Paid” followed by the Reply Paid number.
- ❻ **Second last line** – Must contain in the following order: the locality (or the name of the office of delivery), the state or territory abbreviation and finally the postcode. This line is to be printed in CAPITALS with no punctuation and no underlining. Leave one or two spaces only between the locality, state or territory abbreviation and the postcode.
- ❼ **Bottom line** – Must contain the word “AUSTRALIA” in CAPITALS with no other words or punctuation.



4.5.3 Address fonts and colours

In addition to Reply Paid address formatting, articles need to comply with the following mandatory address font requirements:

- Fixed pitch fonts are recommended (such as `Courier` or **OCR B**, 12 point, 10 pitch). In fixed pitch fonts every character has the same width.

example: Mr A Sample
| | | | | | | | | |

- If proportional fonts are used, it is preferred they be structured in 12 point, ideally **Helvetica** or **Times** 12 point. Print characters must not touch or overlap. In proportional fonts different characters have different widths.

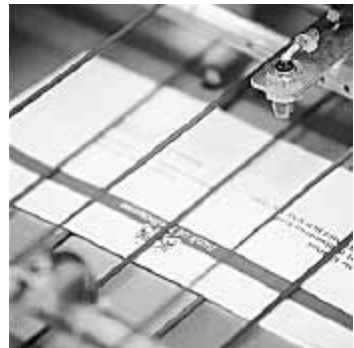
example: Mr A Sample
| | | | | | | | | |

Australia Post will provide artwork using Helvetica 12 point.

- Artistic or script fonts must not be used. For example: cursive, fancy style fonts such as Brush Script.

example: *Mr A Sample*

- Print characters are acceptable between 1.8mm and 7.0mm high, and between 0.3mm and 7.0mm wide. The ideal height is between 2.0mm and 4.0mm (upper case characters of nominal 10 point and 12 point type generally fall within this range). Line spacing should be between 1.0mm and 2.5mm.
- Attributes such as *italics*, **bolding**, shadowing, or underlining are not permitted.
- Dark inks such as black, dark blue and dark green are required. Red, orange and yellow inks must not be used.



4.6 Reply Paid International barcode

Australia Post will provide artwork which includes a barcode.

If cutting and pasting the address zone artwork DO NOT resize the barcode.

The barcode is not transferable should you relocate. *The Reply Paid barcode is unique and cannot, and should not, be used if you have changed address or location.*

Because barcode details are unique, if a wrong barcode is used, the article will be routed to the wrong location and be severely delayed, misdirected, or may be rejected.

Even though barcodes representing different delivery points can look nearly identical, the correct barcode is essential.

The barcode used in regular mail delivery may not be used for Reply Paid.

4.6.1 Barcode location

The barcode must be printed at least 2mm above the first line of the Reply Paid address, and within the Reply Paid address zone.

4.6.2 Barcode clear zone

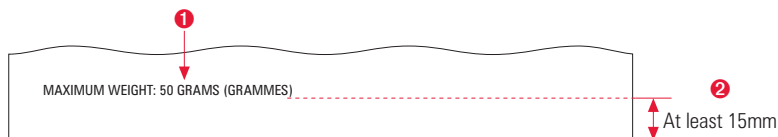
Barcodes require a clear zone that must be kept blank (free of printing or other distractions) immediately above, below, and to the left and right of the barcode. This is to ensure that the barcode can be detected by the reader and processed correctly.

There must be a clear zone (no printing) around the barcode of at least 6mm to the left and right and at least 2mm from the top and bottom.



4.7 Maximum weight inscription on reverse side of articles

- 1 The words "MAXIMUM WEIGHT: 50 GRAMS (GRAMMES)" must appear on the back of all envelopes. This is not necessary for postcards.
- 2 The inscription must be at least 15mm above the bottom of the article.



4.8 Adding logos, advertising and other printing

If you are adding logos, advertising or any other additional printing to your articles you need to consider the following questions so that your articles can be processed by our automated sorting equipment:

- *location* – is it in a clear zone or not? Refer to section 4.8.1.
- *kind* – is it text or pictures/graphics?
- *colour* – does it approximate an approved colour or not? Refer to the PMS colour chart on the back cover of this booklet.

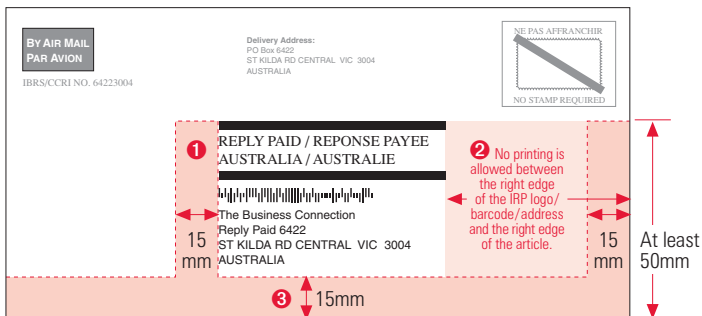
Some examples of other printing are company logos or slogans, advertising/marketing, watermarks and “open here” instructions on a re-usable envelope.

Logos, advertising and other printing must not mimic the horizontal lines of the Reply Paid International logo, and also must not contain an address, either complete or partial.

4.8.1 No printing in the clear zones

Printing of any kind is not permitted within the clear zones of Reply Paid International articles. The clear zones are:

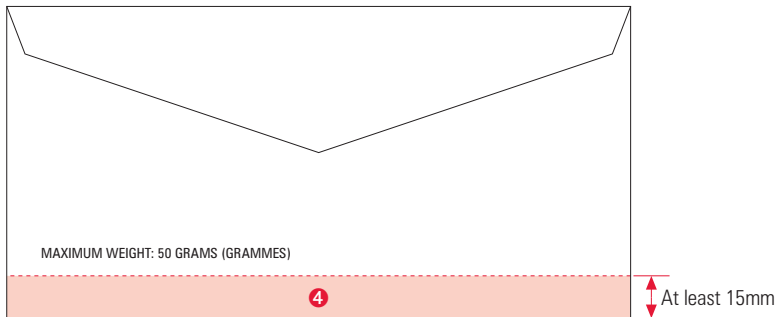
- 1 On the front of the article – at least 15mm clear from the left side of the Reply Paid logo, address and barcode
- 2 On the front of the article – from the right edge of the Reply Paid logo, address and barcode across to the right edge of the article
- 3 On the front of the article – at least 15mm clear from the bottom edge.



See section 4.6.2 for details on the Barcode clear zone.

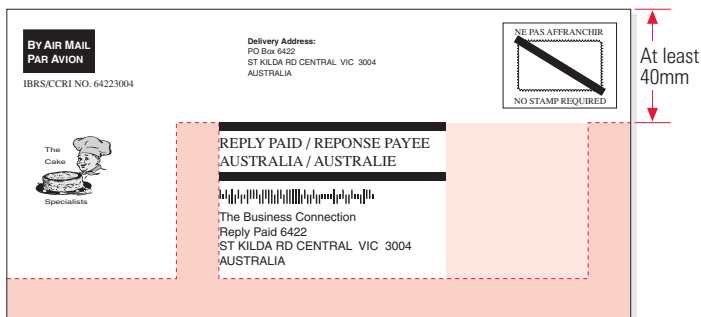
Reply Paid International (IRP) artwork layout

- 4 On the back of the article – at least 15mm clear from the bottom edge of the article extending for the full width of the article.



4.8.2 Printing outside of the clear zones

Printing elsewhere on the front of the article can be of any kind and in any colour, providing that it extends no closer than 40mm from the top edge, and does not obscure the inscriptions in the postage zone, the delivery address zone and the service zone.



If you are unsure please refer to the contact details in section 2.4 Testing.

Reply Paid International (IRP) artwork layout

4.8.3 How to maximise space for other printing (eg postcards)

The illustration below suggests how to maximise the space available on the envelope or postcard for your logo, advertising or other printing.

To optimise article layout:

- 1 move the Reply Paid International logo, barcode and address as far to the right as possible – *no closer than 15mm from the right edge of the article*
- 2 keep below 40mm from the top edge
- 3 keep 15mm clear to the left of the Reply Paid International logo, barcode and address
- 4 the clear zone of 15mm at the bottom edge of the article must be kept clear of any printing
- 5 the remaining space on the left side of the article may be used for the logo, advertising or other printing.



The barcode size, and the font sizes for the inscriptions must not be reduced.

4.9 Summary checklist

Reply Paid International artwork layout involves:

- ✓ Ensuring all inscriptions are displayed on the article.
- ✓ Ensuring all correct addressing guidelines are followed.
- ✓ Ensuring all clear zones are followed.

5 REPLY PAID (DOMESTIC) UNBARCODED LETTERS

This section provides detailed information about unbarcoded (domestic) letters.

5.1 Unbarcoded letters overview

The unbarcoded letters pricing category applies to:

- articles that do not comply with the barcoded correct addressing requirements, for example, because the barcode or other inscriptions are not correctly printed
- articles that are irregularly shaped, for example, square, oval, star, etc
- articles that are hand-addressed (or typed) by the recipient, using their own envelope.

Unbarcoded articles are not available for Reply Paid International letters.

5.2 Article characteristics

5.2.1 Article shape

When designing irregularly shaped articles, Australia Post recommends that the following be considered:

- avoid shapes which have narrow parts that may tear, get entangled with other articles, cause injury to people or damage to postal equipment
- articles must have sufficient area to clearly display the inscriptions, which are detailed in section 5.3.
- the size of letter box apertures to accommodate the article.

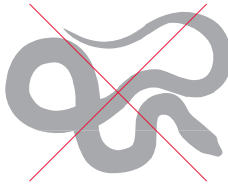
▼ *Some suitable shapes for Reply Paid unbarcoded letters*



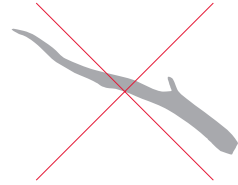
▼ Some shapes not recommended for Reply Paid unbarcoded letters



Not recommended because the long legs are likely to bend or break off during mail carriage.



Not recommended because the shape is likely to become entangled with other mail articles.



Not recommended because there is insufficient area to clearly show the Reply Paid address, delivery address and Reply Paid Imprint.

5.2.2 Paper stock

Australia Post recommends that envelopes and cards comply with Australian Standards for the production of envelopes, Spec 4611 – 1999 (available at: <http://infostore.saiglobal.com/store/>). For details refer to your paper supplier or envelope manufacturer or visit auspost.com.au/bulkmail

5.2.3 Sealing of articles

Australia Post recommends each article be secured in a manner which would prevent entrapment of other postal articles. Any opening must not exceed 88mm.

If you are preparing a “self-mailer” incorporating gum that your respondent must moisten around the edges before folding to seal, ensure that your printer applies sufficient gum on all the necessary edges so that no opening greater than 88mm remains after sealing.

Each article must be secured by a fastening that is *not likely to damage other postal articles nor injure persons handling it*. Where fasteners are used, they must be appropriate to the thickness of the article, and the ends closed together. Staples and any metal fasteners are discouraged, as they are likely to cause injury to staff handling the articles.

5.2.4 Article flexibility

Small size category articles must be reasonably flexible to ensure that they can be processed through high speed letter sorting equipment.

You need to consider the nature of the contents that your respondents will be enclosing in the Reply Paid envelopes. Some examples of prohibited enclosures includes pencils, pens and items enclosed in a hard case.

Hand-addressed Small size articles that are too rigid or stiff may be accepted as Large articles.

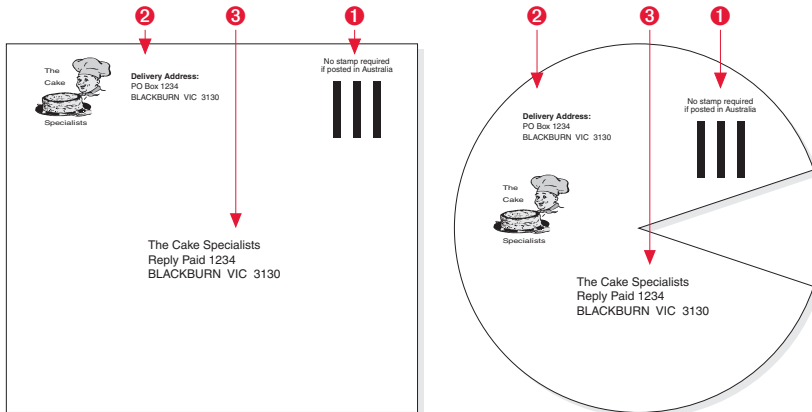


5.3 Article layout

Because unbarcoded or irregularly shaped articles follow a specialised processing stream, specific zones do not apply – allowing flexibility in the placement of the address and inscriptions.

The following sections specify the inscriptions required:

- ❶ **Reply Paid Imprint** section 5.3.1
- ❷ **Delivery address** section 5.3.2
- ❸ **Reply Paid address** section 5.3.3



Variations to these requirements should be submitted for approval. Refer to section 2.4 – Testing.

5.3.1 Reply Paid Imprint

Inclusion of the Reply Paid Imprint is encouraged but not mandatory for unbarcoded articles.

See section 3.2.1 for further details on the layout of the Reply Paid Imprint.

The Reply Paid Imprint should be positioned on the address side of the article, above and to the right of the Reply Paid address.



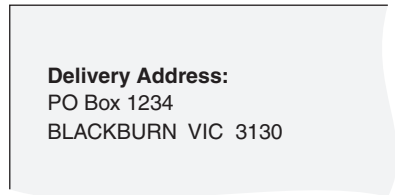
5.3.2 Delivery address

The physical delivery address which is used by postal delivery officers who manually sort and deliver the articles.

Inclusion of the delivery address is encouraged but not mandatory for unbarcoded articles.

See section 3.3.1 for further details on the layout of the delivery address.

The delivery address should be positioned on the address side of the article, above the Reply Paid address.



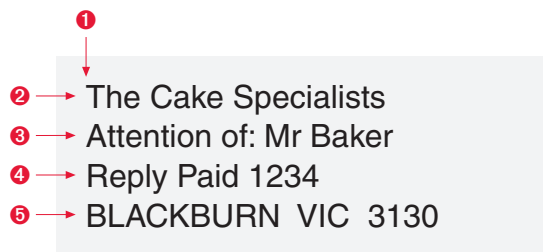
Reply Paid unbarcoded letters

5.3.3 Reply Paid address

The Reply Paid address is a mandatory inscription.

Correct addressing conditions ensure the Australia Post delivery system can recognise and interpret the Reply Paid address.

- ❶ **Address lines** should be aligned left. Any font can be used for the address as long as it is clearly readable, preferably in 12 point size.
- ❷ **First line** – to contain the name of addressee (Business or personal name).
- ❸ **Second line (and if necessary, third line)** – to contain “Attention of:” or other reference details.
- ❹ **Second last line** – to contain the text “Reply Paid” followed by the Reply Paid number.
- ❺ **Bottom line** – Must contain in the following order: the locality, the state or territory abbreviation and the postcode. This line is to be printed in CAPITALS.



Inclusion of the Reply Paid barcode is discouraged. If you use the basic artwork which is provided by Australia Post you should remove the barcode.



5.4 Hand-addressing overview

An alternative to a preprinted envelope, card or self mailer is that you may ask your recipient to respond by using their own envelope with the Reply Paid address hand-addressed (or typed) by the recipient.

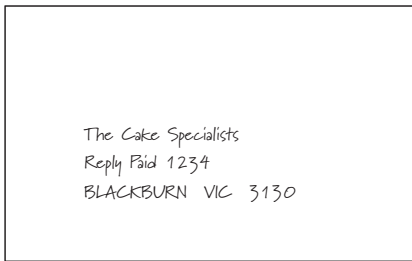
Hand-addressing is not available for Reply Paid International letters.

5.5 How to ensure correct hand-addressing

When respondents are invited to address their own envelope, please ensure that the address is correctly represented in your promotional material and respondents are asked to follow its format.

- 1 Advise respondents your Reply Paid name and address details.
- 2 Indicate in your advertisement that "No stamp is required".

▼ Example of a hand-addressed Reply Paid article



6 REPLY PAID PARCELS

6.1 Reply Paid parcels overview

This section provides detailed information about Reply Paid (domestic) parcels.

The parcel service applies only within Australia¹. It is available with:

- Regular Parcels
- Medical Educational Remote Area Parcels
- Express Post Parcels².

The Reply Paid parcel service is generally used as a return service as part of a broader parcel contract arrangement.

Parcels and Express Post Parcels vary in size. Detailed information about parcel sizes is available from the *Parcels Post Guide* (8833732).

6.2 Parcel addressing options

You may ask the recipient to respond by sending a parcel, with the Reply Paid address:

- preprinted on a parcel or carton provided by you
- preprinted on a label provided by you, and affixed by the recipient
- hand-addressed (or typed) by the recipient.

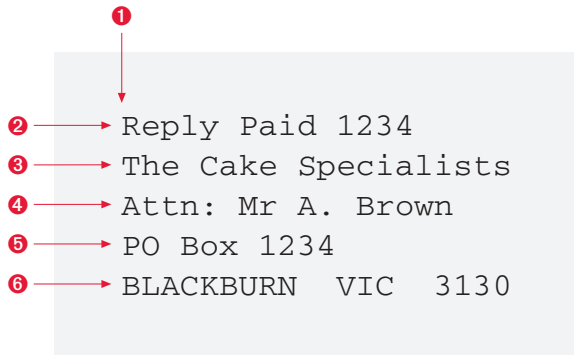
6.3 Address layout

For preprinted or hand-addressed parcels:

- 1 **Address lines** must be aligned left.
- 2 **First line** – to contain the words “Reply Paid” followed by the Reply Paid number allocated by Australia Post.
- 3 **Second line** – to contain the name of addressee.
- 4 **Third line** – to contain “Attention of:” or other reference details.
- 5 **Second last line** – to contain the post office box address or the street address.
- 6 **Bottom line** – Must contain in the following order: the locality (or the name of the office of delivery), the state or territory abbreviation and finally the postcode. This line is to be printed in CAPITALS with no punctuation and no underlining. Leave one or two spaces only between the locality, state or territory abbreviation and the postcode.

1 Including Norfolk Island 2899, Christmas Island 6798, Cocos (Keeling) Islands 6799 and Australian Antarctic Territories 7151.

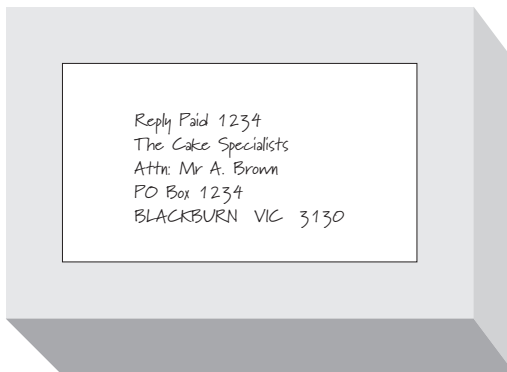
2 Express Post Satchels can only be used with the Reply Paid service under separate contract conditions.



6.4 How to ensure correct hand-addressing

When respondents are invited to address their own parcel, please ensure that the address is correctly represented in your promotional material and respondents are asked to follow its format.

▼ *Example of a hand-addressed Reply Paid parcel*



7 REPLY PAID SERVICE TERMS AND CONDITIONS

(DOMESTIC AND INTERNATIONAL REPLY PAID SERVICES)

1 Introduction

- 1.1 These special service terms and conditions are supplementary to the *Australia Post terms and conditions*¹ and to the extent that any aspect of this special service is not expressly included herein, the *Australia Post terms and conditions* apply.
- 1.2 These special service terms and conditions apply when:
 - 1.2.1 a customer makes a written application to use the special service in or on a form prescribed by Australia Post for that purpose;
 - 1.2.2 Australia Post accepts that application; and
 - 1.2.3 the customer pays the fee, charge, premium, rate or price charged by Australia Post for the special service.

2 Interpretation

- 2.1 Except as where expressly defined, all words and phrases used in this agreement shall have the same meaning if any, given to them in the Australian Postal Corporation Act 1989 and in the Australia Post Terms and Conditions provided, however, that where there is any inconsistency, the meaning shall be as defined in this agreement to the extent of that inconsistency.
- 2.2 In these terms and conditions unless the contrary intention appears:
 - 2.2.1 where a word or phrase is given a particular meaning, other parts of speech and grammatical forms of that word or phrase have a corresponding meaning;
 - 2.2.2 words importing a gender include any other gender; and
 - 2.2.3 words in the singular number include the plural and words in the plural number include the singular.
- 2.3 “**agreement**” means an agreement between Australia Post and a customer pursuant to clause 1.2.
- 2.4 “**customer**” means a person approved by Australia Post as a customer of the service and includes any permitted transferee in respect thereof;
- 2.5 “**insolvency event**” means for any corporation, the liquidation, official management, compromise, arrangement, amalgamation, reconstruction, winding up or dissolution or analogous occurrence of that corporation, and for a natural person means an assignment for the benefit of creditors, an arrangement or composition with creditors, bankruptcy, incapacity to deal with one’s affairs, gaoling, death or analogous occurrence;
- 2.6 the domestic reply paid service means the special service that enables the recipients of mail sent by the customer to respond by post at no charge to the recipient, and the postage is paid by the customer; or
- 2.7 the international reply paid service means the special service that enables addressees to return a postcard or a specified article which has been provided to them by the customer, by air mail from outside Australia, with postage payable in Australia by the customer.
- 2.8 “**service**” means either the domestic reply paid service or the international reply paid service as indicated on the application form.

¹ The Australia Post Terms and Conditions are available for perusal at Australia Post retail outlets and on Australia Post’s website at auspost.com.au

- 2.9 “specified article” means an article provided by the customer, being of a specified article type and having the dimensions for use in the service as set out in the service guide (8839109).

3 Period of Service

- 3.1 The service shall continue in force until it:
- 3.1.1 expires;
 - 3.1.2 is cancelled by a customer under clause 9; or
 - 3.1.3 is cancelled by Australia Post under clause 10.1, whichever occurs first.

4 Customer Obligations

- 4.1 The customer must have and maintain an Australia Post charge account and the customer irrevocably authorises Australia Post to debit all fees and charges for the service from this account.

5 Rates and Charges

- 5.1 Australia Post may charge:
- 5.1.1 an annual fee which is payable in advance for the domestic reply paid service; or
 - 5.1.2 an application fee for the international reply paid service
- as published by Australia Post from time to time provided however where a service is cancelled under clause 9 or clause 10, the customer will not be entitled to a refund of fees.
- 5.2 The customer shall also pay to Australia Post the fees and charges payable for the service, as published by Australia Post from time to time, for each article lodged in accordance with the terms and conditions of the service and delivered to or refused by the customer. The fees and charges payable shall continue to apply to articles lodged for carriage by the service within a period of 2 months from the cancellation, termination or expiration of the agreement.
- 5.3 Where an article is lodged for carriage pursuant to this service more than 2 months after the date of cancellation, termination or expiration of the agreement, the article may be treated as underpaid and Australia Post may deliver a written notice to the customer requiring payment of the amount of deficient postage and any service fee determined by Australia Post for the purpose of this clause.
- 5.4 Where Australia Post has withheld the article from carriage and/or delivery under clause 11.2 and the customer has not, within seven days after receipt of the notice delivered to him pursuant to clause 5.3 complied with that notice, Australia Post may treat the article as undeliverable.

6 Customer’s Warranty

- 6.1 The customer warrants that the name and address to which the reply paid article is to be directed is:
- 6.1.1 the name and address of the customer;
 - 6.1.2 the name and address of the customer’s authorised agent; or
 - 6.1.3 the name and address of such other person as has given their consent to receive articles at that address.

Reply Paid Service Terms and Conditions

7 Guidelines

- 7.1 Subject to clause 7.2 and clause 7.3 the customer shall comply with all address requirements and design specifications as required by Australia Post for use of the service.
- 7.2 Australia Post may require the customer to make changes to the design or other features of the article on reasonable notice.
- 7.3 The customer shall apply in writing to Australia Post for approval to amend the address details, design or other features of the article, and no amendment shall be made without such approval.

8 Assignment

- 8.1 The agreement shall not be assigned or transferred without the prior written consent of Australia Post. Any purported assignment or transfer without such consent shall be void and of no effect.
- 8.2 Where the customer, being a partnership is reconstituted by the retirement or addition of partners, the reconstituted partnership is deemed to be the customer.

9 Cancellation

- 9.1 The agreement may be cancelled by the either party on one month's notice in writing to the other party.

10 Termination by Australia Post

- 10.1 Australia Post may, in its sole and absolute discretion, terminate the agreement on seven day's written notice to the customer where:
 - 10.1.1 the customer breaches or otherwise acts in a manner contrary to:
 - (i) the Australia Post Terms and Conditions; or
 - (ii) Part 7A of the *Crimes Act 1914 (Cth)* (as amended from time to time) or equivalent State legislation;
 - 10.1.2 the customer fails, refuses, neglects or otherwise omits to properly discharge and perform any of its obligations under the service contract;
 - 10.1.3 the customer fails, refuses, neglects or otherwise omits to remedy any breach of the service contract as and when required to do so by Australia Post;
 - 10.1.4 an insolvency event occurs in relation to the customer.

11 Discretionary Carriage

- 11.1 Australia Post may, in its sole and absolute discretion, refuse to carry an article lodged for carriage:
 - 11.1.1 where lodgment of the article is contrary to Part 7A of the *Crimes Act 1914 (Cth)* (as amended from time to time) or equivalent State legislation; or
 - 11.1.2 where the customer's agreement has been cancelled, has been terminated or has expired.
- 11.2 Pending receipt of payment of the amount payable under clause 5.3 Australia Post may in its absolute discretion deliver the article or withhold the article from carriage and/or delivery.

12 Limitation of Liability Release and Indemnity

- 12.1 Subject to clause 12.2 and Australia Post Terms and Conditions, Australia Post shall not be liable to any person (whether in contract, tort or otherwise) for any loss or damage suffered, or that may be suffered, as a result of any act or omission, whether negligent or otherwise, by or on behalf of Australia Post in relation to the provision of the service, or any other matter or thing relating to this Agreement.
- 12.2 To the extent permissible by law, Australia Post expressly disclaims all conditions and warranties, express or implied, in respect of the service and the carriage of letters pursuant to this Agreement. Where the law precludes such exclusion and implies certain conditions and warranties into this Agreement, the liability of Australia Post for breach of such condition or warranty shall be limited, at the option of Australia Post, to any one or more of the following:
- 12.2.1 supplying the service again; or
 - 12.2.2 payment of the cost of having the service supplied again.
- 12.3 The customer shall release and indemnify Australia Post against any loss or damage whatsoever which Australia Post may suffer as a result of any action, proceeding, claim, demand or prosecution arising from the provision of the service, or any other matter or thing arising as a result of this Agreement, including loss or damage arising from the negligent acts or omissions of Australia Post, pursuant to this Agreement.

13 Force Majeure

- 13.1 Australia Post shall not be in default under the terms of this agreement nor liable for failure to observe or perform in accordance with any provision of this agreement for any reason or cause which could not with reasonable diligence be controlled or prevented by it, including without limitation, war, insurrection, riot, civil commotion, strikes, lock-outs, labour or industrial disputes, acts of God, acts of Governments or flood, storm, tempest, power shortages or power failure, inability to obtain sufficient labour, raw materials, fuel or utilities. During the period of an incident or incidents of "Force Majeure" this agreement shall be suspended and delivery will recommence after the incident or incidents of "Force Majeure" end.

14 Merger

- 14.1 Notwithstanding any expiry or termination of the agreement a person shall, in respect of articles carried pursuant to these service terms and conditions after the service contract has been terminated or has expired, be liable to pay Australia Post any charges, fees or postage due pursuant to clause 5.

15 Conditions of Carriage

- 15.1 The agreement shall not constitute or imply any agreement between Australia Post and the customer (or any undertaking or obligation whatsoever on the part of Australia Post) with respect to the carriage of any postal article. *The Australian Postal Corporation Act 1989 (the Act)*, the Regulations and the Australia Post Terms and Conditions made pursuant to *the Act*, and other written instructions published by Australia Post, shall apply to the carriage of articles issued pursuant to the service except to the extent that they are inconsistent with these service terms and conditions.

Reply Paid Service Terms and Conditions

16 Variation

16.1 These service terms and conditions may be varied or added to by Australia Post by notice in writing to the customer.

17 Notice

17.1 Any notice required to be served by or under these service terms and conditions shall be sufficiently given to the customer if left at or sent by post addressed to the customer at its last known or usual place of address, and to Australia Post if sent by post to the Manager, Sales at the appropriate State Administration at its current address.

18 Law

18.1 This agreement is governed by, and shall be construed in accordance with the laws in force in the State of Victoria and the courts and registries of courts in that State shall have jurisdiction in the event of a dispute.

19 Whole of agreement

19.1 Subject to clause 1.1 this agreement contains the whole of the agreement between the parties in relation the special service and any representation or warranty made by either party prior to entering into this Agreement shall have no force or effect unless otherwise stated herein.

MY CONTACTS

For your convenience, this page is provided to record important details that will assist in the use of this service.

Australia Post

Australia Post Business Credit Account:
Australia Post account executive:
Business phone: Mobile phone:
Fax:
Email address:
Australia Post lodgement point:
Manager:
Address:
Phone: Fax:

Mailing house

Name:
Address:
Contact:
Contact phone (direct):
Contact email address:
Business phone: Fax:
Business email address:
Website:

Notes

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Approved colours for paper stock and printing in clear zones – refer to sections 2.2.4 , 3.6 and 4.8.

A general test is that the colours should come on or around the following range of 78 acceptable colour tones selected from the Pantone Matching System.

100	101	106	107	113	114	120	121	127	128	134	135	136
141	142	148	149	155	162	169	176	196	203	217	250	263
277	290	304	317	331	332	337	344	351	358	365	366	372
373	379	386	393	400	406	413	427	434	441	453	454	460
461	467	468	474	475	482	488	489	496	502	503	510	517
524	530	531	538	545	552	559	566	573	579	580	586	587

The colours printed above are approximations only. Refer to official ink colour charts.

This booklet presents the Reply Paid service and explains its conditions of use. It is intended for the guidance of customers in preparing and lodging articles for carriage by Australia Post.

Although correct at the date this booklet went to print, postal charges and other conditions are subject to revision from time to time and services may be modified, added to or withdrawn. Up to date information may be obtained from any Australia Post retail outlet.

Approved by Group Manager Letters.

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PEFC Certified, ISO 14001 Environmental Accreditation)