

# Impact Mail

Effective 12 October 2009

Impact Mail is a delivery service for sending addressed mail items of virtually any shape or design, without the need for an envelope. You create the shaped mail pieces and Australia Post will deliver them using the Impact Mail service.

## Impact Mail costs (delivery only)

Size category	Sort category					
	Postcode Direct Tray		Area Tray		Residue	
	Same State	Other State	Same State	Other State	Same State	Other State
Small	60¢	61¢	64¢	65¢	70¢	71¢
Small Plus	85¢	86¢	90¢	91¢	100¢	101¢

All costs are in cents per article and are GST inclusive.

## Production costs

To give you a useful indication of the costs to produce Impact Mail, we've costed the recent Impact Mail campaign Australia Post conducted.



Quantity	Production cost	Delivery cost	Total cost	Cost per unit
1,000	\$4,358.32	\$600	\$4958.32	\$4.96
5,000	\$8,689.45	\$3,000	\$11,689.45	\$2.34
20,000	\$23,566.17	\$12,000	\$35,566.17	\$1.78
50,000	\$53,059.27	\$30,000	\$83,059.27	\$1.66

# Costs



Quantity	Production cost	Delivery cost	Total cost	Cost per unit
1,000	\$4,686	\$600	\$5,286	\$5.29
5,000	\$6,955.30	\$3,000	\$9,955.30	\$1.99
20,000	\$14,814.80	\$12,000	\$26,814.80	\$1.34
50,000	\$29,510.80	\$30,000	\$59,510.80	\$1.19

All costs are GST inclusive. Production costs include print and mail housing. Production costs exclude creative. Although correct at time of printing, production costs are indicative and may vary between suppliers. These costs were sourced from Camten Graphics in Melbourne. Impact Mail supplier details can be accessed via the [Printing Industries Association of Australia](#)