Letterbox Advertising
Connecting is as easy as 1,2,3.
Thank you for choosing to use Australia Post’s Unaddressed Mail to distribute your letterbox advertising.

All it takes is 3 steps and you are on your way to reaching more people in more places – with Australia’s most effective form of advertising.

1. Planning your booking
2. Preparing your articles
3. Lodging your articles
Planning your booking

Now that you’re ready to get started, there are a few things you need to know when planning your booking.

Booking and lodgement time frames

In order to meet your required delivery date, you will need to plan the timing of your booking and lodgement. The following timetable examples will help you plan booking and lodgement times:

**Standard booking**

| Business days before required delivery |  
|--------------------------------------|---
| Make booking*                        | 10  
| Lodge articles (for delivery interstate) | 7  
| Lodge articles (for delivery within state) | 5  
| Required delivery*                   |   

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If you need to get your communication into market quicker, the premium service provides shorter booking and lodgement time frames.

**Premium booking**

| Business days before required delivery |  
|--------------------------------------|---
| Make booking*                        | 3  
| Lodge articles – by 12 noon (for delivery within state)* | 1  
| Required delivery*                   |   

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* Bookings can be made up to 3 months in advance.
# Required delivery is between Monday – Friday, excluding public holidays. Bookings for the premium service will not be accepted where the required lodgement or delivery week includes a public holiday.
+ Premium service is only available for delivery within the state of lodgement.

The above time frames are standard. Heavy articles or large lodgements may have longer lodgement and delivery times.
Targeting

You can choose the target area for your mailing by either postcode, suburb (locality), or state. Australia Post will then determine the postal round(s) that best fit your selection. You then need to determine whether you want to deliver to private or business addresses (or even both).

Australia Post will deliver to street, roadside, post office boxes and over the counter address types. You can choose to remove a specific address type or customise your booking, however select rates may apply.*

Make booking

Download and complete the online booking form at auspost.com.au/unaddressedmail
On completion, send the form to ums@auspost.com.au
The Unaddressed Mail booking team will then process your booking.

Once confirmed you will be sent the following documents:
- Booking Confirmation Advice
- Mail Preparation Advice
- Label files for bundles and trays
- Mail Lodgement Documents.
Your Booking Confirmation Advice will specify how many addresses there are for your target area. You can then work with a printer to design and print the quantities of material you would like to send out. The documents above will be required when performing the next steps of preparation and lodgement.

Booking checklist

Before you complete the booking form make sure you know:

- Your articles specifications, including dimensions, weight and thickness.
- Your target area and address types.
- The office you would like to lodge your articles at.
- Your delivery date.

You may be eligible to use our online booking system

For more information contact your Account Manager or our booking team on 1300 223 571.

*If either street or roadside address points are excluded or a customised booking is made, select rates will apply.
Preparing your articles

Now that you’ve made your booking, it’s time to prepare your printed articles ready for lodgement.

Label and bundle

All articles must be bundled and labelled. Label files are provided in a PDF format. Ensure labels are firmly fixed on the front of each tray and front bundle.

Each bundle should be secured with 2 vertical bands in quantities of 50 or 100 articles. Check the Mail Preparation Advice for more details.

Sort

Sort your articles into bundles and trays based on the delivery office as advised in the Mail Preparation Advice. Trays can be obtained at no cost from your nominated lodgement office.

Lodging your articles

It’s now time to lodge your articles, ready for delivery.

Lodge

Ensure you lodge your articles on the specified lodgement date at the Australia Post office shown on your Booking Confirmation Advice.

Remember to provide:
• Booking Confirmation Advice
• Mail Preparation Advice
• Mail Lodgement Documents
• A sample of the article.

Pay

Simply pay when you lodge your articles. Your payment options include:
• Australia Post business credit account
• Cash, credit or debit card
• Cheque (pre-approved by the lodgement office).

Opening a business credit account

To make things even easier, you can apply for an Australia Post business credit account prior to lodgement by completing and submitting the application form available at auspost.com.au

# This is the standard preparation requirement unless otherwise advised.
Can I send my letterbox advertising material to every letterbox in Australia?

Articles cannot be delivered to points displaying stickers or signs bearing the words ‘No Advertising Material’ or other similar wording, unless they are community notices and their delivery is permitted by law. Community notices are those lodged by or under the authority of Local, State or Federal Governments or their agencies, political organisations, religious or educational institutions, or charitable bodies.

What’s the 80/20 rule?

Australia Post deliver mail via postal rounds. Often postal rounds may cross multiple suburbs (localities) or postcodes. The 80/20 rule determines which postal rounds and delivery points will be included in your postcode or suburb (locality) booking.

The 80/20 rule

- Nominated suburb (locality)
- Automatically included 80% or more delivery points
- Automatically not included 20% or less delivery points
- You decide 20%-80% of delivery points within delivery area selected.

In this example the customer has chosen to target the suburb Sampleville.
How do I know whether the ‘regular’ or ‘select’ service applies to my lodgement?

The type of service depends on the combination of either street, roadside, post office box or counter service address types for the postcodes or suburbs (localities)* you are targeting.

**Regular service**

Regular service applies for postcode or suburb* bookings when you choose street and roadside delivery points at a minimum. You can also add post office boxes or counter service address types.

**Select service**

Select service applies to the following situations:
- When you exclude either street or roadside delivery points.
- You decide to send your articles to less than the number of delivery points available.
- When you customise your booking outside of standard postcode or suburb (locality) selection.

Do I have to prepare my articles for lodgement?

Yes, articles need to be prepared according to Australia Post’s Unaddressed Mail Service Guide and the Mail Preparation Advice provided when a booking is made.

This essentially means, articles will need to be bundled, placed in trays and labelled. For large lodgements ULDs (Unit Load Devices) will also need to be used.

Does Australia Post check article content before delivery?

Australia Post does not proactively review article content. It is your responsibility to ensure all material complies with State and Federal laws and regulations and that the articles do not contain anything which is discriminatory, defamatory or offensive.

Some helpful references are also available at auspost.com.au/unaddressedmail

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* Australia Post delivers via postal rounds and not to the exact locality or postcode boundaries. When selecting a locality or postcode, Australia Post will determine which postal rounds best fit within the selected area. Some of these postal rounds may cross into other nearby localities or postcodes.

* Subject to Australia Post approval.
For further information on planning, preparing and lodging your letterbox advertising, please download the Unaddressed Mail Service Guide at auspost.com.au/unaddressedmail, speak to your Australia Post Account Manager, or call 1300 223 571.

auspost.com.au/unaddressedmail

Letterbox advertising material is delivered using Australia Post’s Unaddressed Mail. For specific terms & conditions of Unaddressed Mail, please visit auspost.com.au/unaddressedmail