

 **ONEPOST**[™]
Save on the things you send.



ADVERTISING MAIL[®]

HOW TO SAVE MORE ON THE THINGS YOU SEND

WHAT IS ADVERTISING MAIL®?

Advertising Mail® is a Royal Mail Wholesale (RMW) service that provides customers with the opportunity to benefit from lower prices for existing Access letter and large letter services. To achieve lower prices the contents of Advertising Mail® items must meet the required specification. **Eligible items are limited to addressed Direct Mail (DM) Mailing Items comprising a largely uniform message with the purpose of promoting the sale or use of products or services or to encourage, contribute to or support a cause.**

HOW TO SAVE WITH ADVERTISING MAIL®

Customers are required to certify in writing that any letter or large letter items posted as Advertising Mail® will conform to the specification for the service. For each posting, customers will also be required to provide Royal Mail with a sample of the Mailing Item to be used prior to posting or include Royal Mail as a seed in the Posting to verify conformance to the Advertising Mail® specification. The sample/seed must be an exact reproduction of the Mailing Items posted in terms of both envelopes used and contents enclosed for each Advertising Mail® Posting. ONEPOST will add the Royal Mail seed to the data when we process it unless specifically asked not to.

**For more information call us on
0800 138 3551 or email
marketing@onepost.co.uk**



For latest cost savings and details visit www.onepost.co.uk/services/advertising-mail

FREQUENTLY ASKED QUESTIONS & GUIDANCE

THE RESPONSIBLE MAIL™ SPECIFICATION ALREADY HAS DM CONTENT SO WILL MY RESPONSIBLE MAIL™ POSTING ATTRACT THE ADVERTISING MAIL® DISCOUNT AS WELL?

Because the content is DM any Responsible Mail™ Letter posting will attract the Advertising Mail® discount in addition to the relevant Responsible Mail™ discount.

REQUIREMENTS FOR ADVERTISING MAIL®

- Letter or Large Letter format
- Minimum 4,000 items

Data requirements:

In instances where data is not from a consent based file, a documented procedure that is used to suppress customer and prospect data against the Mailing Preference Service (MPS), including MPS deceased must be in place.

Address lists for each Advertising Mail® posting must be run against MPS and MPS deceased suppression files 30 days or less before the mailing item that uses the data is delivered to the recipient.

An internal suppression file must be kept and maintained to ensure opt-outs are properly logged, and each campaign must be run against these files 30 days or less before the posting is prepared.

Advertising Mail® postings must have at least 90% of mailing items fully and accurately addressed and postcoded in accordance with Royal Mail's Postcode Address File (PAF®).

FIND OUT MORE ABOUT DATA SERVICES AVAILABLE FROM ONEPOST:

www.onepost.co.uk/services/data-services

WILL WE BE ABLE TO MIX ADVERTISING MAIL® ITEMS WITH NON-ADVERTISING MAIL® ITEMS?

Non-Advertising Mail® items cannot be mixed with Advertising Mail® within the same bag or tray. However, trays and/or bags of the different service types may be mixed within the same container.

CAN ADVERTISING MAIL® INCLUDE TRANSACTIONAL MAIL CONTENT?

No. The Advertising Mail® service is for "pure" DM and would not apply to, for example a bank statement with an element of advertising included in the mailing.

ADVERTISING MAIL® & RESPONSIBLE MAIL: DM MESSAGE CONTENT GUIDANCE LIST

The list of mailing examples below is indicative and for guidance only. Each request to post Advertising Mail or Responsible Mail must be considered individually on its own merits to determine whether it can be considered to qualify. All mailing items must comprise a largely uniform message to all addressees with the purpose of promoting the sale or use of products or services, or to encourage contribution to, or support of, a cause. *This list is not absolute or exhaustive and it is to be used as a guide only*

EXAMPLES OF ELIGIBLE MAILINGS:

Example	Reason
A credit card company, store or retailer sending an offer of a new credit card	Promoting the sale or use of products or services
A charity or society sending a reminder mailing to take out or renew the subscription	Encourages contribution to, or support of, a cause
A mail order company sending its new or seasonal catalogue to an existing customer base.	Promoting the sale or use of products or services
A travel company sending a holiday discount code to a customer who has previously used their services, or to a prospective customer to encourage purchase.	Promoting the sale or use of products or services
Tickets with a uniform message (e.g. invite to a new car launch at a local dealership) being sent through the post - unrequested	Promoting the sale or use of products or services

EXAMPLES OF INELIGIBLE MAILINGS:

Example	Reason
A bank or building society sending a financial statement which includes a leaflet advertising insurance or other financial services	Purpose is the statement (the ad/promotion is secondary, and would not be sent without the transactional part)
A utility bill with advertising enclosed or on the back of the letter, promoting other services	Purpose is the bill (the ad/promotion is secondary and would not be sent without the transactional part)
A business sending personalised documents such as a statement or a bill containing a level of personal detail that is readily acceptable as proof of identity, e.g. to set up a bank account	Purpose is fulfilment, or the transaction (this is not ad/promotion)
Mailing from a utility firm to its customers with a uniform message communicating a price increase	Purpose is to give information on prices (this is not an ad/promotion)
Mailings of a 'public duty' nature with or without advertising. Examples might include swine flu, pollution of drinking water, a tax or car tax reminder, VAT change reminders	Purpose is the execution of a public service duty, not advantage or promotion



Confused by jargon? Check out our glossary www.onepost.co.uk/library/glossary



ONEPOST - THE UK'S LEADING PROVIDER OF INDEPENDENT POSTAL ADVICE AND MANAGEMENT

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