

# ADVERTISING MAIL™ AUDIT

REQUIREMENT	✓	ADDITIONAL EVIDENCE REQUIRED AND GUIDANCE
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## 1. GENERAL

**Is this Direct Mail (DM)?** Advertising Mail® is for addressed Direct Mail Letter format or Large Letter format 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.

Seeds/samples received will be accepted as evidence

**Are the Mailing Items Letter or Large Letter format?** All Mailing Items to qualify as Advertising Mail® must be addressed Direct Mail Letter or Large Letter format mailing items.

**Are there sufficient items to qualify?**

Each Advertising Mail® Daily Posting must comprise of at least 4,000 Mailing Items per service per day

**The 4,000 item minimum applies whether the items are Letter or Large Letter format.**

*\*Royal Mail collects the Advertising Standards Board of Finance (ASBOF) levy on behalf of ASBOF for all downstream access direct mail mailing items presented as Advertising Mail or Responsible Mail (if both of those are used in conjunction for a mailing the levy is applied only once and not across both services). For more details please visit [www.asbof.co.uk](http://www.asbof.co.uk)*

## 2. DATA

**Standard Access items:** Are at least 90% of Mailing Items fully and accurately addressed and Postcoded in accordance with Royal Mail's Postcode Address File (PAF®)?

ONEPOST can supply the computer planning report summary to RM to prove if this data is correct

**Have the MPS, including MPS Deceased, lists been run against any cold data in this mailing to ensure any matches were suppressed within 30 days of the mail being delivered to the recipient?**

In instances where data is not from a consent based file a documented procedure must be in place and used to suppress customer and prospect data against the Mailing Preference Service (MPS), including MPS Deceased, and every address list for each Advertising Mail® posting must be run against these files 30 days or less before the Mailing item that uses the data is delivered<sup>‡</sup> to the recipient.

A signed copy of each customer's data process map (detailing timescales, suppression process etc) on this will be accepted as evidence. This may be signed by their customer, or their customers' supplier who may complete the process on their customers' behalf

**Has the data been run against an internal suppression file within 30 days of the mail being 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 Mailing Item that uses the data is delivered<sup>‡</sup> to the recipient.

*‡ For the purposes of this specification all references above to the term "delivered" shall mean "posted" as notified to Royal Mail by the customer.*

## 3. SEEDS

**Does each mailing contain seed items addressed to Royal Mail? or Has a representative sample of the mailing pack been sent to Royal Mail prior to posting or on the day of posting with details of the posting date & identifying information?**

For each Posting the Customer must 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 Responsible Mail specification. The Customer is required to provide a sample/seed that is an exact reproduction of the Mailing Items posted in terms of both envelopes used and contents enclosed for each Responsible Mail Posting, the Seed address is: *Royal Mail Sample, Royal Mail Wholesale, PO Box 72662, London, E1W 9LD. ONEPOST will add the Royal Mail seed address to the data prior to sorting unless specifically asked not to.*

Seeds/samples received will be accepted as evidence

## 4. PROOFS

Please send proofs to [proofs@onepost.co.uk](mailto:proofs@onepost.co.uk) for approval prior to printing to ensure the correct PPI artwork etc is being used.

**I confirm my response to each of the above criteria are true.**

Signature: .....

Name of Mailing: .....

Print Name: .....

Job Title: .....

Mailing date: .....

Company Name: .....

Date: .....

**For assistance with completing the form, please speak to your Business Manager or Account Manager. 0800 138 3551.**

Once completed please email to: [client.services@onepost.co.uk](mailto:client.services@onepost.co.uk),  
fax to 0844 249 2912 or post to:

Client Services  
ONEPOST  
Marine View Office Park  
42 Martingale Way  
Portishead  
BS20 7AW



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