

# Advertising & Responsible Mail quick checklist v1.0

## Advertising & Responsible Mail quick checklist

This checklist will provide you with a basic overview of the compliance criteria for Advertising Mail, entry level Responsible Mail and intermediate level Responsible Mail.

The details in this shortened checklist are taken from the full Advertising and Responsible Mail specifications which can be found in the Royal Mail's User Guide and contract schedules 6 & 7 which must be referred to for full compliance to these tariffs and when preparing your Letters.<sup>1</sup> The Royal Mails full Responsible Mail specification is in addition to the full Royal Mail User Guide which should be used to ensure your mail complies with all Royal Mail guidelines, tariffs and presentation requirements accordingly.

### Criteria checklist

Type	Specification detail	Advertising Mail qualification	Responsible Mail entry level qualification	Responsible Mail intermediate level qualification
Mail items	<b>Customers must ensure that all mailing items:</b>			
	Consist of a largely uniform message to all addressees of the Advertising/Responsible Mail posting	Yes	Yes	Yes
	Have the purpose of promoting the sale or use of products or services, or to encourage contribution to or support of a cause	Yes	Yes	Yes
	Are either a letter or a large letter	Yes	Yes	Yes
	Meet the requirements for seed mailing items	Yes	Yes	Yes
	Comply with the mail presentation guidelines of the Royal Mail User Guide	Yes	Yes	Yes
Each posting	<b>Customers must ensure that each mail posting:</b>			
	Contains a minimum 4000 mailing items in a daily posting	Yes	Yes	Yes
	Is assigned a UCID pertaining to the 'Originating Customer' or 'Customer Entity', to be used in line with this contract. (For clarity, you may not mix mailing items with different mailing pack designs in containers assigned to a single UCID) <sup>2</sup>	Yes	Yes	Yes
	Is presented in containers which all contain exclusively Advertising Mail, entry level Responsible Mail or intermediate level Responsible Mail mailing items, as the case may be	Yes	Yes	Yes



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Data	There are very specific guidelines around data condition, processes and management, please refer to each of the points below and ensure your mail complies with these guidelines:			
	Where data is not from a consent based file, you must have a documented procedure in place that is used to suppress customer and prospect data against the Mailing Preference Service (MPS) file, including MPS deceased, and each address list used by you to prepare each Responsible Mail posting must be run against these files not more than 30 days before the mailing items that use the data is delivered to the recipient (and for the purpose of this specification all references to the term 'delivered' shall mean "posted")	Yes	Yes	Yes
	Keep and maintain an internal suppression file to ensure that opt-outs are properly logged, and each Advertising/Responsible Mail posting must be run against these files 30 days or less before the mailing items that use the data are handed over to Royal Mail	Yes	Yes	Yes
	Ensure that at least 90 per cent of mailing items are fully and accurately addressed and postcoded in line with the Royal Mails Postcode Address File (PAF®)	Yes	Yes	Yes
Data	There are very specific guidelines around data condition, processes and management, intermediate level Responsible Mail must also comply with the following:			
	Not more than 30 days before you hand over Responsible Mail to us, run your data against one or more commercially available and up to date deceased and goneaway file(s) (such as our 'Universal Suppression Service') and commercially available business gone away file(s) (such as the Royal Mail 'Business Changes File')	No	No	Yes
	Within three months of receipt by you, remove from your mailing lists the names and addresses for: <ul style="list-style-type: none"> <li>○ Mailing items returned to you as deceased or "gone away" from any previous mailings</li> <li>○ Opt-outs returned to you from any previous mailings</li> </ul>	No	No	Yes
	Ensure that at least 95 per cent of mailing items are fully and accurately addressed and postcoded in line with the Royal Mail Postcode Address File (PAF®)	No	No	Yes



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<b>Sourcing and Recyclability</b>	<b>All Responsible Mail must comply with the following sourcing and recyclability specifications:</b>			
	<p>All paper (envelope and contents) used must:</p> <ul style="list-style-type: none"> <li>Contain recycled fibre from recovered waste paper and/or virgin fibre sourced from a forest certification scheme approved by Central Point of Expertise on Timber Procurement (CPET)</li> <li>Be produced using non-chlorinating bleaching methods, specifically, Elemental Chlorine Free (ECF), Processed Chlorine Free (PCF) and Total Chlorine Free (TCF) including oxidizing and reductive bleaching</li> </ul>	No	Yes	Yes
	All paper elements including window and padded envelopes must be recyclable	No	Yes	Yes
	Each envelope or pack outer must contain a statement and/or logo on how to recycle the mailing item	No	Yes	Yes
	All paper products used in the production of the mailing items must be sourced from paper mills that operate an environmental management system which accords with the standards of BS EN ISO 14001 and/or Eco-Management and Audit Scheme (EP4AS)	No	Yes	Yes
	Printers, mailing houses or in-house facilities used to produce a mailing item must have a documented commitment to environmental management and a baseline for environmental performance which identifies and ensures compliance with environmental legislation and develops environmental objectives, targets and programmes	No	Yes	Yes
	Each mailing item must have less than 90 per cent ink coverage	No	Yes	Yes
	<p>None of the following may be present in any mailing item:</p> <ul style="list-style-type: none"> <li>Polywrap envelopes</li> <li>Laminate finishes</li> </ul>	No	Yes	Yes



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Sourcing and recyclability	Intermediate level Responsible Mail must also comply with the following sourcing and recyclability specifications:			
	Ensure that all printers and mailing houses or in-house mailing facilities used to produce Responsible Mail maintain environmental management systems which accord with the standards of BS EN ISO 14001	No	No	Yes
	Ensure that neither of the following is present in any mailing item: <ul style="list-style-type: none"> <li>• Ultraviolet varnish finishes</li> <li>• Rubber based adhesives</li> </ul>	No	No	Yes
Seeds	For each Advertising and Responsible Mail posting you (the customer) must provide both Royal Mail and Citipost Mail with a sample of each mailing pack design to verify conformance to the content requirement of the appropriate Advertising or Responsible Mail specification:			
	<p>This can be provided by including us as a seed to the posting. You (the customer) are required to provide samples or seeds that are exact reproductions of the mailing items posted in terms of both envelopes used and contents enclosed for each Advertising Mail posting. The samples or seeds must be:</p> <ul style="list-style-type: none"> <li>• Posted to Royal Mail and Citipost Mail at the below nominated addresses, or such other location(s) as may be notified from time to time: <ul style="list-style-type: none"> <li>○ RM Sample Royal Mail Wholesale (immediately followed by your UCID<sup>2</sup>) PO Box 72662 London EW1 9LD</li> <li>○ Citipost Mail Unit 1 Langham Park Berristow Lane South Normanton Derbyshire DE55 2JL</li> </ul> </li> <li>• Included/handed over on the same date as the Advertising/Responsible Mail posting is posted</li> </ul>	Yes	Yes	Yes



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<sup>1</sup> For Downstream Access Services through Citipost Mail the full Responsible Mail specification is detailed in the Royal Mail User Guide and their Schedule 7 document. Please refer to both the 'User Guide for Condition 9 Access Services' and the 'Access Letters User Guide'. Customers must ensure their posting complies with the most up to date Royal Mail User Guides and schedules; this 'Citipost Mail Advertising & Responsible mail quick checklist' is a reference guide only.

<sup>2</sup>UCID, are unique numbers created to identify each unique customer and posting location combination. If you need any further information on UCID numbers, please ask your account manager.

