

Advertising Mail

QUICK CHECKLIST



CITIPOST MAIL

SMART MAIL MANAGEMENT

Advertising Mail Quick Checklist

This checklist will provide you with a basic overview of the compliance criteria for Advertising Mail

The details in this shortened checklist are taken from the full Advertising 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.¹

Agreement please do not hesitate to get in touch with your dedicated account manager, or business development manager.

Type	Specification Detail
Mail Items	
	<p>Customers must ensure that all mailing items:</p> <ul style="list-style-type: none"> • Consist of a largely uniform message to all addressees of the Advertising Mail posting • Have the purpose of promoting the sale or use of products or services, or to encourage contribution to or support of a cause • Are either a letter or a large letter • Meet the requirements for seed mailing items • Comply with the mail presentation guidelines of the Royal Mail User Guide
Each Posting	
	<p>Customers must ensure that each mail posting:</p> <ul style="list-style-type: none"> • Contains a minimum 4000 mailing items in a daily posting • 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)² • 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
Data	
	<p>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:</p> <ul style="list-style-type: none"> • 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") • 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 • 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*)

Seeds

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:

- 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:

- RM Sample

RM Sample (immediately followed by your 5 Digit UCID)

PO Box 72662

London

EW1 9LD

- Citipost Mail

Unit 3 Swanwick Court

Alfreton

Derbyshire

DE55 7AS

Four seeds should be added into your address data:

- x2 addressed to Royal Mail (one with a national 5 digit UCID and one with a Zonal 5 digit UCID)

- x2 address to Citipost Mail (one with a national 5 digit UCID and one with a Zonal 5 digit UCID)

- The seeds need to be included/handed over on the same date as the Advertising Mailing is posted

Failure to provide seeds will result in the advertising Mail discount being removed.

For Downstream Access Services through Citipost Mail 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 mail quick checklist' is a reference guide only.

UCID's, 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 Client Relationship Manager.

Get in touch

to find out how we can help.

CITIPOST MAIL

Citipost Mail • Unit 3 • Swanwick Court • Swanwick
Alfreton • Derbyshire • DE55 7AS • United Kingdom

citipostmail@citipost.co.uk • +44 (0)203 2600 240

www.citipostmail.co.uk