

**Mailmark**

ECONOMY  
ADVERTISING  
MAIL INCENTIVE



**CITIPOST MAIL**

SMART MAIL MANAGEMENT

# Mailmark Economy Advertising Mail Incentive

**Earn up to 30% in retrospective postage credits using Royal Mail's latest Mailmark Economy incentive.**

Royal Mail have launched an incentive that offers the opportunity to earn retrospective postage credits when mailing new incremental Mailmark Economy Advertising (or Responsible\*) Mail letters over an agreed baseline between the 30th August 2021 and the 26th March 2022.

## Economy Mail

To recap, the Mailmark Economy service launched on the 4th January 2021 introducing a lower priced letters delivery service which defers the delivery of non-time critical letters by up to three days.

## Incentive requirements

To qualify for this incentive a minimum of 150'000 items above an agreed baseline must be posted between the aforementioned dates, these items must be new incremental volume and be sent using the Mailmark Economy Advertising (or Responsible) Mail Letters service, or the Partially Addressed service.

## Postage credits

Postage credits vary depending on the volume sent throughout the incentive period and the service used. For Mailmark Economy Advertising (or Responsible) mail services new qualifying incremental volumes between 150'000 and 3 million items will achieve 25% in retrospective postage credits, anything over 3 million items of incremental new volume can achieve 30% in retrospective postage credits. For the Mailmark Partially Addressed service below 3 million items attracts a retrospective discount of 2.85% and over 3 million items 9.33%.

Please note that this incentive is capped at 5m incremental items per successful application.

## Application timeline

Applications for this incentive can be submitted from the 28<sup>th</sup> July 2021, the application deadline is the 12<sup>th</sup> March 2022.

## Next steps

If you are interested in applying for this incentive or if you would like more information, please contact your Client Relationship Manager or your Sales Manager.

\*Please note that the Responsible Mail services will no longer be available in 2022.

*Get in touch*

to find out how we can help.

**CITIPOST MAIL**

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