

Royal Mail

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# User Guide for

**Partially Addressed**

**Advertising Mail ®**

November 2018

Dear Customer

Thank you for considering Royal Mail Partially Addressed Advertising Mail. We have compiled this product guide to help you get started with using this product option

We define Advertising Mail as 'mailings that comprise a largely uniform message to all addresses, with the purpose of promoting the sale or use of products or services, or to encourage contribution to, or support of a cause'

If you are not sure at this stage whether your mailing fits the definition you can contact us on

020 7371 6957, or by email at [helpline@royalmailtechnical.com](mailto:helpline@royalmailtechnical.com)

## What is Partially Addressed Advertising Mail?

Partially Addressed Mail is a standard addressed advertising mail product that identifies customers using sophisticated targeting options without the use of personalised data.

- Partially Addressed enables acquisition without the use of personal data, by **targeting households using geo-demographics** at postcode level (c.15 households).
- **Existing customers are removed**, so you are not wasting your budget or sending them acquisition material when they are already one of your customers.
- It **contains no personal information about the recipient**. The mailings will be partially addressed to the 'occupant' or to 'holiday lover', whatever you want to choose.

Your Partially Addressed Advertising Mail options at a glance:

Options	Choices
Delivery Speed	1st Class 2nd Class Economy
Format	Letter Large Letter
Machine-readability	Machine-readable Mailmark only
Sorting	Low Sort - for Letters, Large Letters and Machine-Readable Postcards (as defined within section 3 of this guide – Permitted Items) High Sort (Non Machineable Postcards only) Letter format only.
Containers	Bags Trays Segregated bundles

# Entry Criteria

To qualify for Partially Addressed Advertising Mail, all mailings should:

- Contain a minimum volume of 10,000 items
- Contain 100% advertising items
- Must be letter or large letter
- Be correctly presented as per the Low Sort or High Sort<sup>1</sup> options
- Meet the requirements of the data specification and provision of samples below
- Carry a visible declaration in accordance with the requirements set out in section 3 of this guide
- Submit a sample item to the Royal Mail Advertising Mail team for verification purposes

We reserve the right to check any part of a Partially Addressed Advertising Mail posting and to undertake regular audits to ensure all items sent as Advertising Mail comply with the requirements of our Partially Addressed Advertising Mail agreement with you.

## Customer data

To qualify as Partially Addressed Mail, you must ensure that all Mailing Items in each Partially Addressed Mail Posting are posted to each household in a targeted postcode except:

- (a) any household where habitants are an existing customer of the Originating Customer or Customer Entity; and
- (b) any household where a habitant has opted out from receiving such Mailing Items; and
- (c) any postcode that contains only a single household; and
- (d) any household or address that itself contains personal data (for example, where habitants' names form part of the address).
- (e) use a version of PAF that removes any postcode that contains only a single household and any household that contains personal data\*;
- (f) maintain a documented internal procedure for suppressing customer and prospect data. You must prepare your suppression files within 30 days or less before the Mailing Item that uses the data is delivered to the recipient;
- (g) keep and maintain an internal suppression file to ensure that opt-outs are properly logged, and each Partially Addressed Mail Posting must be

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<sup>1</sup> High Sort Option is only for non machineable (single sheet) postcards

run against these files 30 days or less before the Mailing Item that uses the data is delivered to the recipient;

- (h) keep and maintain each suppression file for a minimum of two years from the date of its creation; and
- (i) at your option, use the MPS file to suppress the data at a household level.

\* PAF contains some personal data; surnames that are used to identify addresses – E.g. “Roberts Household”. These need to be removed because they’re personal.

It’s a straight forward process. Where Surnames are used as identifiers, they exist in Address Line 1 in brackets. Therefore, by removing records with brackets in Address Line 1 it will remove them. This will over-suppress slightly, as there are some companies also used as identifiers in brackets, in which case you may want to (optionally) write some additional code to retain these, but it should only be a marginal volume.

Single household postcodes must be removed from the PAF file. These can found by counting the volume of households by postcode and removing those postcodes that only have 1 household within them.

You must ensure that Mailing Items in each Partially Addressed Mail Posting:

- (j) do not contain any personally identifiable information;
- (k) are not addressed to a named person; and
- (l) carry a declaration on the envelope in accordance with the requirements set out below.

## 2. **PARTIALLY ADDRESSED DECLARATION**

Each Mailing Item posted as Partially Addressed Mail must carry a “declaration” message that reads, "No personal data about recipients has been used in the creation of this mailing”

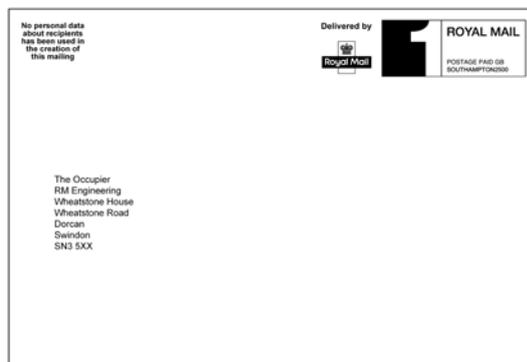
The Declaration may be positioned either:

- (a) in any location on the first page of the inner mail piece (where applicable);
- (b) in any location on the back face of the Mailing Items; or,
- (c) on the front face of the Mailing Items (being the face of the Mailing Item with the address).

If the address is to be placed on the front face of the Mailing Item, the Declaration must also:

- (d) not be positioned in Mailing Item clear zones, as specified in the User Guide;
- (e) be printed using black Arial 10pt bold font with normal line spacing (or white text where a dark envelope is used) and be centre justified;
- (f) where a Return Address is also included on the front of the Mailing Item, be placed in the location shown in Figure 1 below, or, where a Return Address is not included on the front of the Mailing Item, be placed in the location shown in Figure 2 below

**Fig 1: Mailing Item bearing Declaration, but no return address on the front**

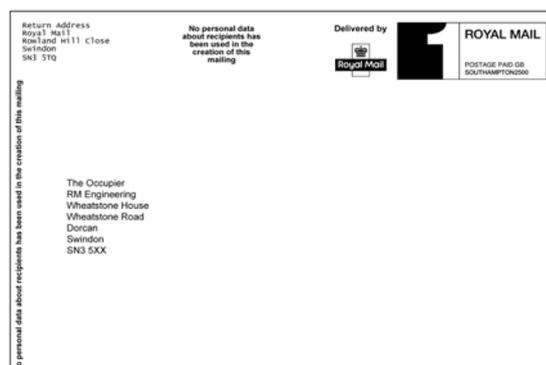


**Fig 2: Mailing Item bearing Declaration and return address on the front**



- (g) or, in the case of postcards, the Declaration may, as an alternative to (b) or (c) above, be printed linear format, in any readable font, on the vertical left edge of the Mailing Items. Figure 3 below illustrates the two alternatives for the position of the Declaration for postcards

**Fig 3: For postcards only, the Declaration location can be placed in either of the positions shown**



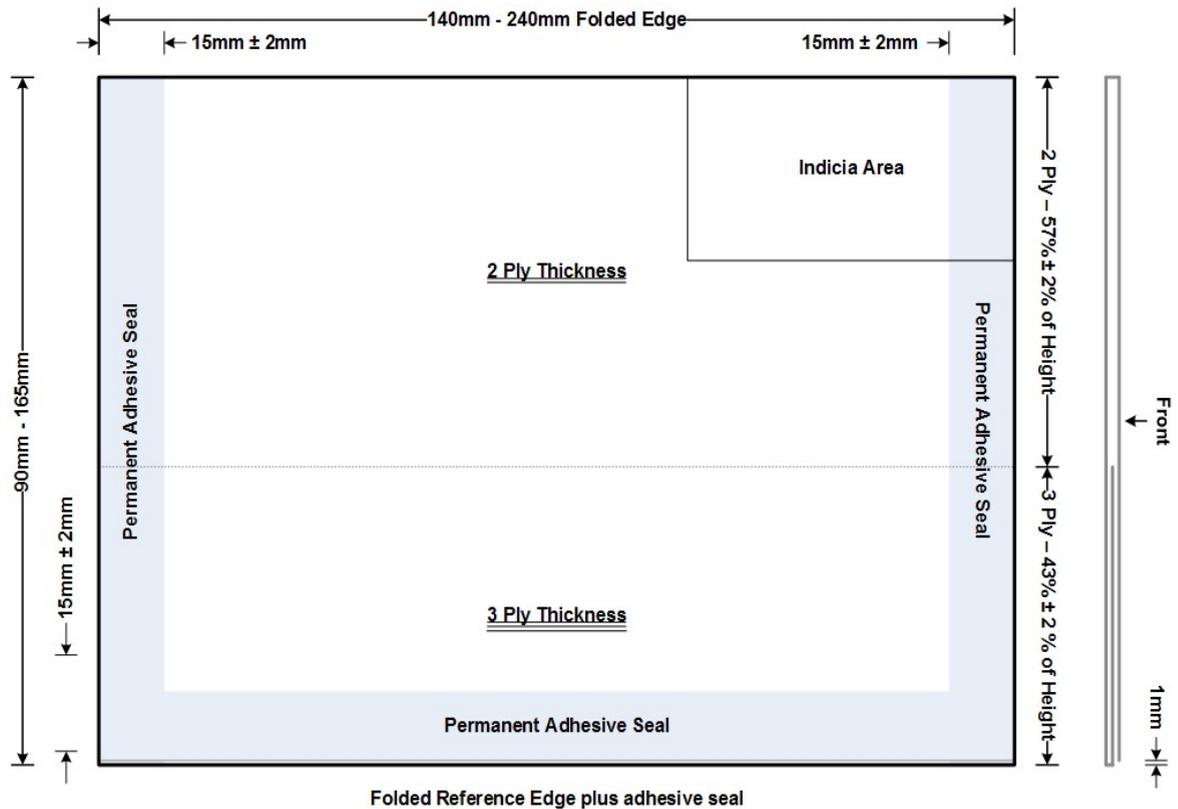
### 3. PERMITTED SERVICES

With the exception of single sheet postcards, Partially Addressed Mail Postings must all be posted using Mailmark and meet the specification and requirements of Royal Mail Mailmark® set out in the Marketing Products user guide. If sending postcards using Mailmark, you must ensure that:

- (a) each has been produced from a sheet of paper that is cut, folded twice and adhered on all sides to provide a rectangular finished mail piece in landscape orientation that has 2/3 Ply thickness (the 3 Ply being at the bottom of the mailer); and
- (b) each adheres to the following specifications:
  - (i) Minimum size dimension - 140mm x 90mm
  - (ii) Maximum size dimension – 240mm x 165mm
  - (iii) Paper Weight – 120 - 150 gsm (recommended 150gsm for max size dimension)
  - (iv) Paper thickness –  $\geq 0.18$ mm
  - (v) Finish – Matt or Silk
  - (vi) the first fold creates an internal flap that amounts to 57% of the height of the shorter edge of the finished mailpiece. (a manufacturing tolerance of  $\pm 2$ mm is permitted), and the second fold forms another flap that covers the internal flap and ends 1mm short of the bottom (reference) edge;
  - (vii) a permanent and continuous adhesive seal of 15mm width (a manufacturing tolerance of  $\pm 2$ mm is permitted) is required on 3 sides of the mailpiece; and
- (c) each of the following additional requirements are met:
  - (i) the adhesive goes to the edge of the mailpiece.
  - (ii) the adhesive is  $\leq 80$  microns thick.
  - (iii) the glue has not seeped onto the outside of the mailpiece, and must not produce protruding mounds on the mailpiece;
  - (iv) the glue is not brittle, or designed to be easily broken;
  - (v) the peak peel adhesion strength of the glue must be  $\geq 0.4$ N;

- (vi) the cure time for the glue must be sufficient to ensure that it has fully cured prior to posting; and
- (d) each is flat and not curled when presented to us.

**ILLUSTRATION OF THE SPECIFICATION REQUIREMENTS FOR POSTCARDS TO COMPLY WITH PARAGRAPH 3.**



- 3.2 Whilst physically, the specification and requirements of paragraph 3 apply to a postcard in landscape orientation, ensuring that the 3 Ply band amounts to 43% of the height of the shorter edge of the finished mailpiece, the artwork on the mailer may be printed in either landscape or portrait orientation.
- 3.3 Mailing items, other than postcards, made from a rectangular or square sheets of paper that has been folded and sealed along its unfolded edges, using either glue spots or a continuous glue line, must adhere to the specifications set out in Royal Mail’s single sheet guidelines.
- 3.4 Mailing Items that are postcards that do not comply with the specification and requirements set out above must be sorted using Advertising Mail Partially Addressed High Sort. Each Partially Addressed Mail Posting must contain a minimum of ten thousand Partially Addressed Mailing Items.

## Sample items

For each posting you must provide us with a sample, of the item being posted, at the same time as posting. You must provide a sample that is an exact reproduction of the items posted in terms of both envelopes used and contents enclosed for each Partially Addressed Advertising Mail posting. It is not necessary to supply a sample from each cell of a mailing.

There are two options for you to fulfil the sampling process requirement;

Option 1;

- Send in a seed sample at the time of mailing by using the following process;
- Add the address below in your mailing database
- Insert the account payers account number along with a job reference number into the top line used for mailer defined information (line one of the address block)

Option 2;

- Send in a sample as a PDF using the following process;
- You must ensure the correct sales order line is highlighted for the associated mailing sample on the accompanying confirmed sales order, as we will check samples to ensure they conform to the Partially Addressed Advertising Mail specification
- Both the sample item and copy of Sales order should be forwarded to Royal Mail at the address below

With either option the items will be sent to;

Partially Addressed Content Control Team  
Royal Mail  
PO Box 72685  
LONDON  
E1W 9NG

Alternatively, you may send a seed/sample to us in electronic format by submitting a PDF by email to [advertisement.mail.content.control@royalmail.com](mailto:advertisement.mail.content.control@royalmail.com) (or such other address as we may notify you of from time to time). The required PDF specification is 300 DPI or 110 pixels/inch.

If you are sending us a seed/sample in PDF format by email, you must send us the following information:

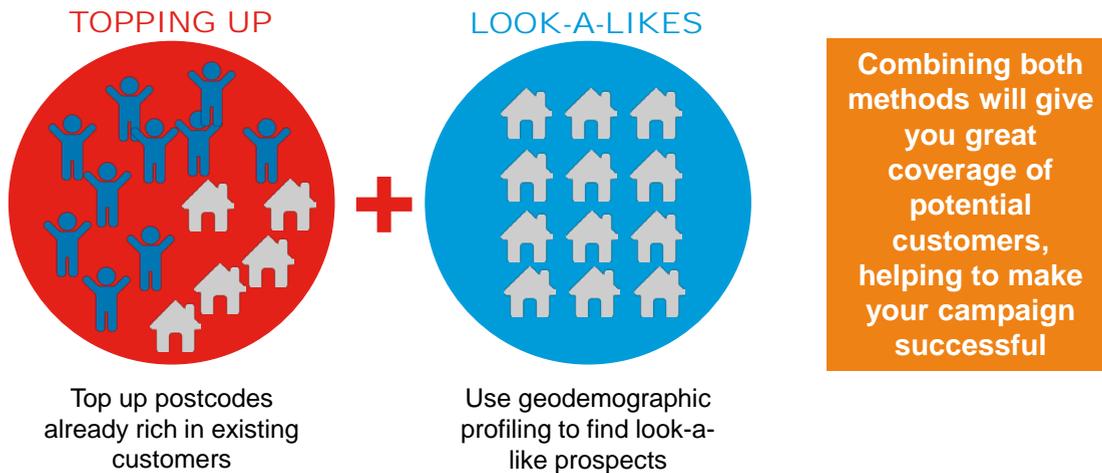
In the email title you must include: Partially Addressed Mail Sample for **[customer name]**

The PDF attachment(s) to include front and back of outer and all inner content; and the following information within the email:

- Date of posting;
- Account Number
- Sales Order number; and
- eManifest ID (for Mailmark)

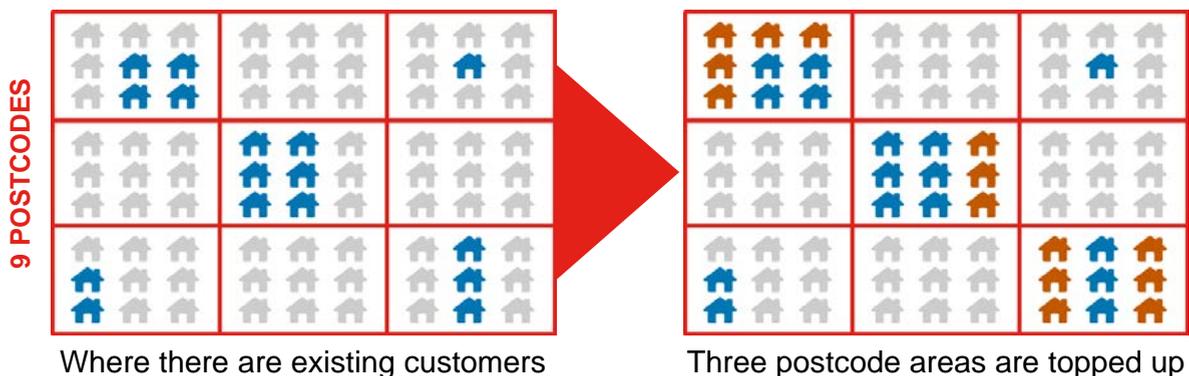
## DATA TARGETING OPIONS

Partially addressed is **targeted at postcode level (c.15 households)** and uses your existing customer postcodes to target other houses in customer 'rich' postcodes or targeting software to identify similar customer postcodes using geo-demographic profiling.



### Topping Up

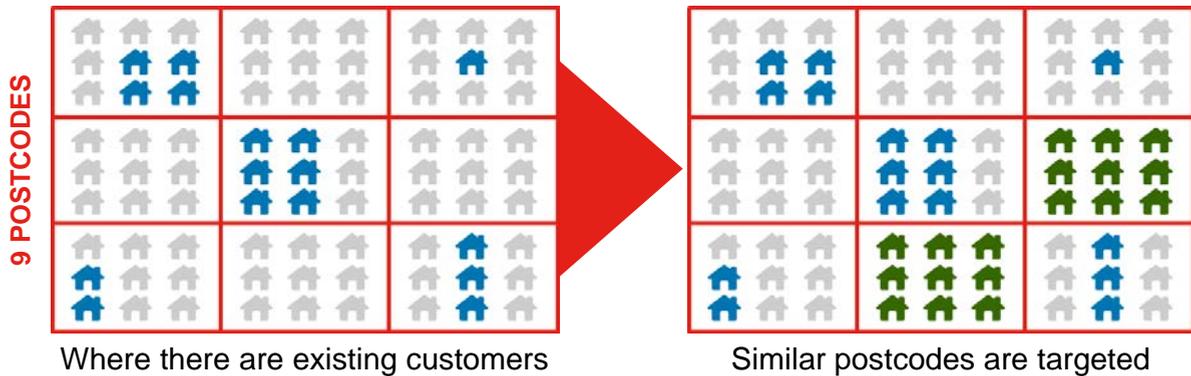
In these 9 postcodes the existing customers appear in blue, we can then top up in the postcodes where there's a high proportion of existing customers based on the assumption the remainder of the postcode will contain good prospects.



This allows you great penetration in areas where your product and/or service is already being used

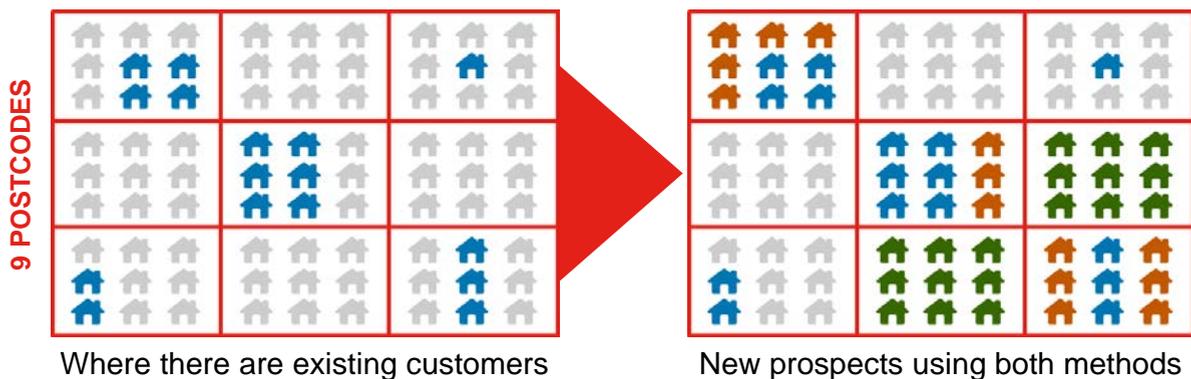
## Look-a-Likes

Use geodemographic targeting tools like MOSAIC or CAMEO to identify postcodes with similar characteristics to existing customers.



This helps you find customers in new areas who are likely to be interested in buying your product and/or service

Or combine both of these methods for maximal effect for your campaign.



Combine both methods to create a highly targeted way to find new customers using non-personalised data

# Sorted Options

## Volumes

- Letters and Large Letters – minimum 10,000

## Delivery speed choices

- 1st Class: we aim to deliver on the next working day after the day of posting
- 2nd Class: we aim to deliver within two working days after the day of posting
- Economy: we aim to deliver within four working days after the day of posting

## Format and weight:

Product option	Format	Weight
Low Sort	letter (up to 240mm x 165mm x5mm) large letter ( up to 345mm x 245mm x 10mm)	max 100g max 750g
High Sort	Post Cards only in letter sized format (up to 240mm x 165mm x5mm)	max 100g

## Low Sort options:

- Low Sort with Mailmark option - this option is for letters and large letters and offers Batch level reporting. This requires a Mailmark barcode to be applied to each item. There are fewer design and presentation constraints with Mailmark barcodes than there are with OCR. The Mailmark barcode is unique to the mail piece and contains data (e.g. Sender, recipient, postcode, and mailpiece characteristics) encoded within it. There are two types of Mailmark barcode:
  - a 2D data matrix Mailmark barcode
  - a 4-state Mailmark barcode

# Product Choices

PAA*	PARTIALLY ADDRESSED HI SORT 1C
PAB*	PARTIALLY ADDRESSED HI SORT 2C
PAC*	PARTIALLY ADDRESSED HI SORT ECONOMY
PAD	PARTIALLY ADDRESSED LO SORT 1C MMK
PAE	PARTIALLY ADDRESSED LO SORT 2C MMK
PAF	PARTIALLY ADDRESSED LO SORT ECONOMY MMK

\* High Sort Option is only for non-machineable (single sheet) postcards

## General Information

We want to provide you with the best possible service when using our Partially Addressed Advertising Mail products, so mailings are received by customers in great condition. However, mail is a physical medium and occasionally indentations or marking of mail may occur as it passes through machinery. This applies particularly with unwrapped mail that has been produced printed mail items are wrapped, or an ultra violet (UV) or water based gloss coating applied to the non-address side of the finished piece. These coatings enhance wear resistance. Mail produced on lithograph presses is less susceptible to this type of marking.

## Audit Procedure

### Audit after Posting;

If, during or following an audit of your mailings, we reasonably believe that you have not complied and/or cannot comply fully with the Partially Addressed Advertising Mail terms & conditions (for example the advertising content or data requirements), we will be entitled to:

- suspend your ability to send Partially Addressed Advertising Mail until such time as we are satisfied of your ability to comply with the necessary terms and conditions, and/or terminate our Advertising Mail agreement with you

Helpline: **020 7371 6957**

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### End Notes

<sup>i</sup> Low Sort – Requires you to sort the mail prior to despatch into 86 segregations, details are available on [www.royalmailtechnical.com](http://www.royalmailtechnical.com) <sup>ii</sup> High Sort - Requires you to sort the mail prior to despatch into 1529 segregations, details are available on [www.royalmailtechnical.com](http://www.royalmailtechnical.com)