

# ADVERTISING GROWTH INCENTIVE

The Advertising Growth incentive rewards you for growing your mail volume. Once approved you can achieve retrospective postage credits for sending new incremental advertising volume over a 12-month period.

Perfect if you want to mail more volume and benefit from a discount.

**Earn a postage credit of up to 20%**

## To Qualify

150,000 letter or  
75,000 large letter  
incremental items over  
your baseline volume.

## Time Period

12 Months.

## Uses

For when you mail more  
volume than the same  
period last year.

## Postage Credits

| Format       | Products Available                   | Weight Range | Discount % per Incremental Item |      |
|--------------|--------------------------------------|--------------|---------------------------------|------|
|              |                                      |              | <= 3m                           | > 3m |
| Letter       | Economy Advertising Mail 70 Mailmark | 0-100g       | 15%                             | 20%  |
| Letter       | Economy Catalogue Mail 70 Mailmark   | 0-100g       | 15%                             | 20%  |
| Large Letter | Advertising Mail 70 Mailmark         | 0-100g       | 10%                             | 10%  |
| Large Letter | Catalogue Mail 70 Mailmark           | 0-100g       | 10%                             | 10%  |
| Large Letter | Catalogue Mail 70 Mailmark           | 101-150g     | 10%                             | 10%  |
| Large Letter | Advertising Mail 70 Mailmark         | 101-750g     | 15%                             | 20%  |
| Large Letter | Catalogue Mail 70 Mailmark           | 151-750g     | 15%                             | 20%  |

Postage credit rates are subject to Royal Mail's discretion and approval.  
Postage credits will be awarded as discounts to the access price only and  
available as a retrospective credit to use against future mail campaigns.