

ADVERTISING MAIL QUICK CHECKLIST

APRIL 2024

CITIPOST / MAIL

Helping you navigate the Advertising Mail product

Within these pages, you'll find the key points, helpful tips and core specification requirements for the Advertising Mail service, helping you to navigate the product effortlessly.

Royal Mail's full Advertising Mail specification should be consulted in addition to this document to ensure your mail complies with all guidelines, tariffs and presentation requirements.

Mail Items

Customers must ensure that all mail campaign items:

- 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
- Comply with the mail presentation guidelines of the Royal Mail User Guide

Each Posting

Customers must ensure that each mail campaign:

- Contains a minimum 4000 mail items in a daily posting (for the avoidance of doubt, customers must upload a minimum of 4000 items per UCID per day)
- For Partially Addressed Mail, customers must upload a minimum of 10'000 mail items in a daily posting (for the avoidance of doubt, customers must upload a minimum of 10'000 items per UCID per day)
- Is assigned a UCID pertaining to the 'Originating Customer' or 'Customer Entity'. For clarity, you may not mix mail items with different mailing pack designs in containers assigned to a single UCID.
- Is presented in containers which all contain exclusively Advertising Mail

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, customers must have a documented procedure in place that is used to suppress customer/prospect data against the Mailing Preference Service (MPS), including MPS Deceased; and each address list used by you to prepare your Advertising Mail must on each occasion you hand over Advertising Mail be run against these files not more than 30 days before the mail items that uses the data is delivered to the recipient
- Customers must keep and maintain an internal suppression file to ensure that opt-outs are properly logged, and each Advertising Mail Posting must be run against these files 30 days or less before the mail item that uses the data is delivered to the recipient
- Customer must ensure that at least 90 per cent of mail campaign items are fully and accurately addressed and postcoded in line with Royal Mail's Postcode Address File (PAF®)

Seeds

When sending a mail campaign using the Advertising Mail service, it is a requirement to seed Royal Mail and Citipost Mail to protect your service discount.

Just for clarification, a seed is a sample Letter from an Advertising Mail campaign sent to Royal Mail to verify its eligibility for discounted mailing costs.

Royal Mail require two seeds for each mail campaign, a National and a Zonal seed. Whilst the mail campaign data sorting process may result in both seeds being in the same batch of mail, it is still necessary to ensure a Royal Mail seed is in both the National and Zonal data output file, or you will be at risk of losing your discounts. To monitor the service and as part of our client support provision, we also require two seeds to be sent to Citipost Mail. In the unlikely event that the Royal Mail seeds fail to reach their destination, we can then supply evidence of compliance that will protect your discounts and continue to save you money.

Some of our clients like to print the bag ID on their physical mail and this practice remains acceptable alongside the above. This also helps us to match your mailings up to each campaign.

If you are sending your campaign out using the Mailmark service the same process is followed, however, your UCID's are to be replaced by your Supply Chain ID's (SCID).

| Action | Process |
|---------------------------------------|---|
| 4 seeds are to be added into the data | Please add 4 seeds into your data: 2X Royal Mail seeds (one with a National UCID and one with a Zonal UCID) and 2X Citipost Mail seeds (one with a National UCID and one with a Zonal UCID) |



UCID's, are unique numbers created to identify each unique customer and posting location combination. You will have received one national UCID and one Zonal UCID. If you need any further information on UCID numbers, please ask your Client Relationship Manager.

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

Here to help

If you require any assistance please do get in touch with your Client Relationship Manager and they will be more than happy to talk you through the process and provide any support you need.

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.

Get in touch

to find out how we can help.

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