

adMail

A customer guide

In addition to the conditions and specifications set out in the Premier customer guide the following additional requirements apply to all *adMail* mailings.

1.0 Service Overview

The recession is having an adverse impact on advertising revenues and there is a requirement to develop innovation in the Direct Mail market segment. By reducing prices for Direct Mail we aim to demonstrate to customers our commitment to delivering value for money and to provide continued support to the existing Direct Mail market.

adMail is for addressed Direct Mail (DM) Letter mailing items comprising a largely uniform message with the purpose of promoting the sale or use of products or services or to encourage, contribute to or support a cause.

Each *adMail* daily posting must comprise at least 4,000 mailing items per service per day, and in the case of Access 700 CBC, at least 10,000 Mailing Items per day.

2.0 adMail Specification

To qualify as *adMail* all items must:

- Be addressed Direct Mail letter format mailing items;
- Meet the requirements of the *adMail* schedule including data specification, service standard, indicia and seed mailing items-detailed below.

The following characteristics are mandatory and must be met to qualify for the *adMail* service. You will be asked to complete an *adMail* checklist with your Account Manager to ensure you meet all of the requirements.

2.1 Data

The following data requirements are mandatory:

- A documented procedure must be in place and used to suppress customer and prospect data against consumer and business files (e.g. Mail Preference Service) and each address list for each *adMail* posting shall be run against these files 30 days or less before the posting is prepared.
- An internal suppression file must be kept and maintained to ensure opt-outs are properly logged, and each campaign must be run against these files 30 days or less before the posting is prepared.

2.2 Service Standard

adMail is a 5 working day delivery service performed Monday to Friday. *adMail* items cannot be collected by TNT Post on a Thursday and handed over to Royal Mail on a Friday.

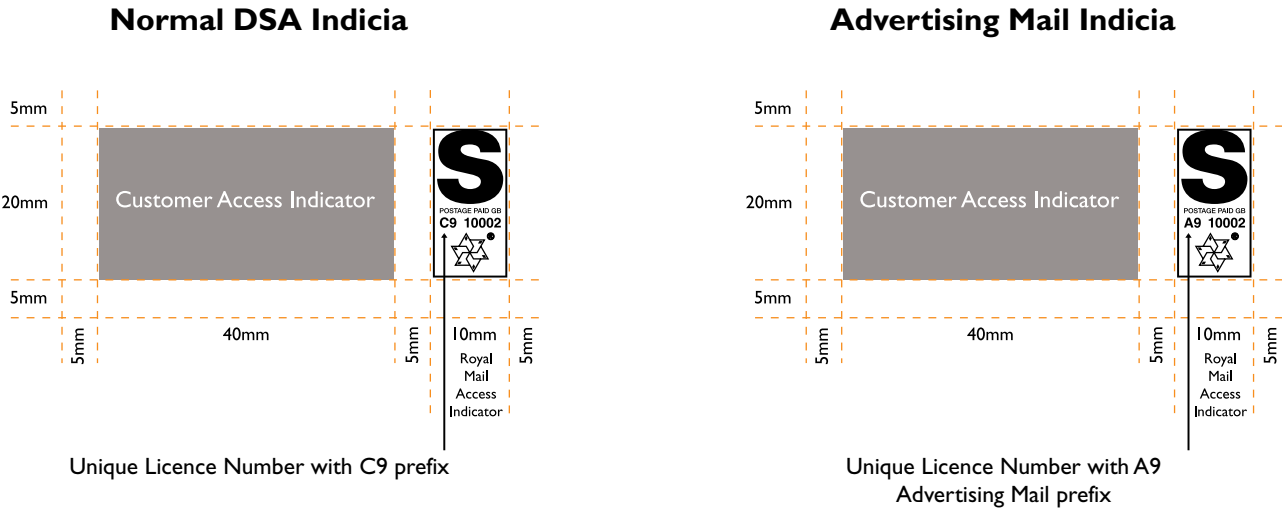
Where we do collect mail from customers on a Thursday for handover to Royal Mail on a Friday, *adMail* items will not receive the *adMail* discount and instead will be charged at the standard *Premier* price for the relevant sortation.

adMail items that are collected on a Thursday and handed over to Royal Mail on a Friday will still be delivered on the next working day.

2.3 Indicia

The customer is required to apply the prefix “A9” (“Contents Identifier”) on all *adMail* mailing items before the customer’s unique license number on the front of the envelope within the Royal Mail access indicator. The “A9” prefix replaces the “C9” prefix required for non-*adMail* Access services. The remaining 5 digits of the customer’s unique license number remain unchanged. The presence of this contents identifier within the Royal Mail access indicator is required to enable Royal Mail to verify that the mailing items meet the service specification.

Note: for all non-*adMail* Access services, the customer must use the C9 prefix.



2.4 Seed mailing items

For each posting, the customer must provide Royal Mail and TNT Post with a sample of the mailing item to be used prior to posting or include Royal Mail and TNT Post as a seed in the posting to verify conformance to the *adMail* specification. The customer is required to provide a sample/seed that is an exact reproduction of the mailing items posted in terms of both envelopes used and contents enclosed for each *adMail* posting.

The samples/seeds must be sent to the following addresses:

R M Sample
Royal Mail Wholesale
4th Floor
148 Old Street
London
EC1V 9HQ

TNT Post
adMail Sample
1 Globeside Business Park
Marlow
Buckinghamshire
SL7 1HY

Royal Mail and TNT Post will check samples and seed items to ensure conformance to the *adMail* contents specification. As part of Royal Mail and TNT Post ongoing audit requirements, customers will be required, on request, to notify Royal Mail and TNT Post of the identity of their originating customers submitting samples/seeds and the relevant unique customer ID where a unique customer ID has been used.

In the event that samples or seed items have not been provided, Royal Mail and TNT Post may take action as outlined in Section 15.

3.0 Unroutables, under-volume bags/trays and non-compliant mailings

Any unroutable, under-volume or non-compliant mailings as defined in the *Premier* customer guide and agreement that are posted under the *adMail* service will not be entitled to service discounts (if applicable) even if *adMail* specification has been met.

Conditions and charges for unroutable, under-volume and non-compliant mailings are detailed in the *Premier* customer guide and *Premier* contract.

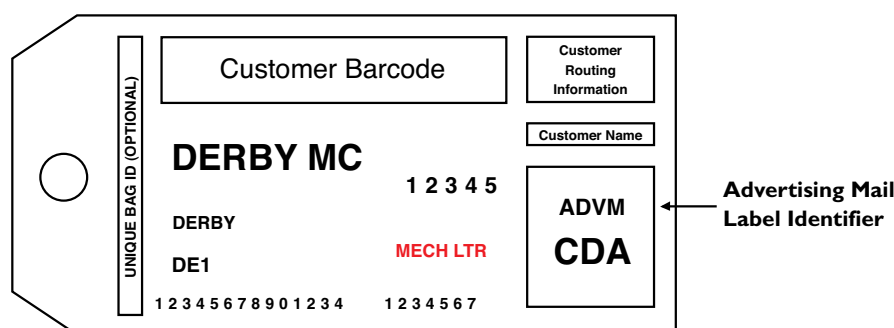
4.0 Presentation of mailing items

In addition to the presentational requirements set out in the *Premier* customer guide, the following additional presentational requirements apply to all *adMail* mailings:

- Each bag or tray that is used by the customer to hand over mailing items to TNT Post must contain only *adMail* items. Mailing items that are not *adMail* may not be mixed in the same bag or tray
- Each bag or tray containing exclusively mailing items conforming to the *adMail* specification that is presented by the customer to TNT Post must be labelled by the customer using the labels provided which clearly indicate that the contents are *adMail*.

The bag label must indicate 'ADVM' in the appropriate area as shown in the example below

Label Sample



5.0 adMail in conjunction with greenPost

greenPost letter postings made Saturday to Thursday may attract the *adMail* discount in addition to the relevant *greenPost* discount provided that the *adMail* specification for providing seed items is met. This will mean that the *greenPost* and *adMail* discounts will be additive on a Saturday to Thursday handover to Royal Mail. Please refer to the *greenPost* customer guide for full specification details.

greenPost letter postings handed over to Royal Mail on a Friday will not attract the *adMail* discount as the *adMail* service does not include Saturday delivery. Consequently, in order to receive the *adMail* discount, mailing items cannot be handed over to Royal Mail on a Friday.

Note: for each *adMail* posting, the customer must identify discretely each of the following service options:

- *adMail*
- *adMail* + *greenPost* Entry
- *adMail* + *greenPost* Intermediate

5.1 TNT Post sortation software

When the customer is sorting their data, they will be given the option to select whether the mailing is an *adMail* mailing and whether it is an *adMail* mailing in conjunction with *greenPost*. Here they will need to select whether it is entry or intermediate *greenPost*.

6.0 FAQs

Why is the *adMail* service only for Direct Mail?

TNT Post is attempting to support the advertising medium through the use of mail. By reducing prices for DM, we aim to demonstrate to customers our commitment to delivering value for money and to provide continued support to the existing DM market.

adMail definitely doesn't apply to transactional mailings like statements and invoices.

What is the delivery aim for *adMail*?

The *adMail* service is a 5 working day delivery product (Monday to Friday), all mailing items will aim to be delivered on the first working day after handover to Royal Mail. The *adMail* service does not include Saturday delivery. In order to receive the *adMail* discount, mailing items cannot be handed over to Royal Mail on a Friday. *adMail* items can be handed over to Royal Mail on a Friday but they won't attract the *adMail* discounts and items will be charged at the standard *Premier* rate.

Can *adMail* include transactional content?

No. The *adMail* service is for "pure" DM and would not apply to, for example, a bank statement with an element of advertising mail included in the mailing.

What are the customer benefits of using *adMail*?

Customers have the opportunity to benefit from lower prices and an increased return on their investment.

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TNT Post UK Ltd
1 Globeside Business Park
Fieldhouse Lane
Marlow
Buckinghamshire
SL7 1HY

T 01628 816 768
F 01628 816 881
E customerservices@tntpost.co.uk
www.tntpost.co.uk

