



Letterbox
Advertising
Connect with
more people
in more places



Reach more potential customers with Australia's most effective form of advertising

Australians like receiving mail. Not only do 83% of people check their letterbox daily,* they say receiving a catalogue or flyer is the most effective way to influence their purchasing decisions.# And they're not only saying it, they are doing it – in the last 12 months, 42% of Australians purchased something as a result of receiving letterbox advertising.†

Letterbox advertising using Australia Post's Unaddressed Mail is a simple and effective way to send catalogues, flyers and other promotional material. Whether you want to reach people all over Australia, or target businesses or consumers in your local area, we can help you maximise your campaign results.

The top 10 most effective advertising channels according to consumers

1	Catalogues and flyers	62%
2	TV advertising	52%
3	Press advertising	40%
4	Radio advertising	32%
5	Personalised direct mail	29%
6	Email marketing	25%
7	Outdoor advertising	23%
8	Social media advertising	17%
9	Online display advertising	12%
10	Tele-marketing	4%



* Better Connections: Less clutter, more engagement, Australia Post, July 2014.

Creating Connections that matter: How Australians want to hear from brands, Australia Post and ADMA, October 2013.

† Better Connections: How letterbox advertising engages and drives purchasing behaviour, Australia Post, October 2014.

With Australia Post you get reach, cut-through and reliability

Reach

Letterbox advertising with Australia Post can help you reach more Australians than with any other advertising channel.

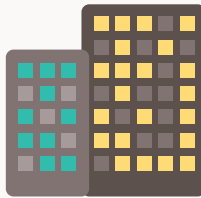
Australia Post can give you access to **11.3 million letterboxes for community notices*** or **up to 8.6 million letterboxes for other advertising***, including the advantages of:



Metropolitan, regional and rural addresses.



Secure apartment blocks and high rise buildings.



Post Office Boxes.



“Unaddressed mail is an extremely effective advertising medium. For many of our clients it is a core component of their marketing mix, providing extensive reach all over Australia to ultimately drive both increased customer frequency and incremental customer count growth.”

Kahn Barlow, General Manager, Domino's Direct

* Australia Post has access to 11.3 million delivery points nationally - including 2.7 million delivery points that bear the message "No Advertising Material", or similar words. These additional 2.7 million delivery points can only be accessed for community notices, where delivery is accepted by law. For addresses that accept advertising, Australia Post can provide access to 8.6 million letterboxes.

Cut-through

Being delivered with regular addressed mail means your catalogues and flyers are more likely to be taken into the house and read.

83% of people take the catalogues, flyers and brochures they receive with normal addressed mail into the house.[#]



Reliability

Delivery by Australia Post's trusted network means you can be assured your letterbox advertising is being delivered exactly as you specified.

Address data is based on fact, not assumptions, and is updated regularly. This helps you to reduce advertising wastage, by printing only the quantities you need.



“Any marketer familiar with direct marketing knows the value of delivery with Australia Post. It’s reliable, accurate and provides exceptional cut-through.”

Jamie Bakewell, Owner/Principal, Letterbox Deals

[#] Better Connections: How letterbox advertising engages and drives purchasing behaviour, Australia Post, October 2014.

You can send a range of material with Australia Post

Your letterbox advertising will be delivered using Australia Post's Unaddressed Mail.

Unaddressed Mail is ideal for sending a range of material, including:

- Envelopes, cards and postcards
- Catalogues, flyers and brochures
- Samples and coupons
- Wrapped or folded items

Articles can weigh up to 100 grams.

All batches of material sent must be within the same size and weight category.



	Small	Large
Maximum weight	Up to 100g	Up to 100g
Minimum size	88 x 138mm	—
Maximum size	130 x 240mm	260 x 360mm
Maximum thickness	5mm	20mm
Shape	Rectangular	Rectangular
Common examples	DL (110 x 220mm)	C5 (162 x 229mm)
	C6 (114 x 162mm)	B5 (176 x 250mm)
		B6/C4 (125 x 324mm)
		C4 (229 x 324mm)
		B4 (250 x 353mm)

Articles outside the above specifications require approval by Australia Post prior to booking and delivery.

Pricing guidelines

Prices for sending letterbox advertising with Australia Post are based on the size, weight, destination, quantity of articles and service type.

To help you quickly take advantage of tactical marketing opportunities, a premium service is also available. Your articles will be delivered within 7 business days of booking, in comparison to 15 business days with the standard service.

[Click here for pricing](#)

If you are sending large volumes of letterbox advertising, you may be eligible for a special rate.

Speak to your Australia Post Account Manager, or call **1300 223 571** for more information

Getting started

For your step-by-step guide to sending letterbox advertising with Australia Post, download your onboarding kit at **auspost.com.au/letterbox-advertising**, speak to your Australia Post Account Manager, or call **1300 223 571** for more information.



auspost.com.au/letterbox-advertising

Letterbox advertising material is delivered using Australia Post's Unaddressed Mail.

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