



Acquisition Mail

Service guide – July 2023



Australia Post



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auspost.com.au/acquisitionmail



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Disclaimer

This guide presents the Acquisition Mail service and explains its conditions of use. It is intended for the guidance of customers in preparing and lodging articles within Australia for carriage by Australia Post.

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? Do you want to acquire new customers?

? Do you want to target residential addresses in specific geographic areas, excluding existing customers?

? If you plan to lodge 300 or more articles, do you have the facility to barcode your mail?


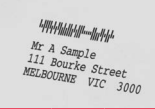

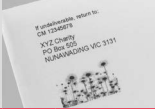
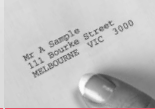
✓ **Then Acquisition Mail may be for you!**

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Bulk mail services compared

	Print Post	PreSort Letters	Promo Post	Charity Mail	Clean Mail
					
What can this service do for me?	Deliver approved regular publications, eg catalogues, magazines or newsletters	Deliver machine-addressed barcoded and sorted articles	Deliver large volumes of promotional PreSort Letters at a lower price	Allows approved charities to deliver PreSort Letters at a lower price	Deliver machine-addressed articles at a lower price without barcoding or sorting
What size articles can I send?	Small Large	Small Small Plus Large	Small Small Plus Large	Small Large	Small Small Plus
What weight articles can I send? Pricing steps (g)	125 125, 175, 250, 300, 350, 400, 450, 500, 600, 700, 800, 900, 1kg	125 125 125 250 500	125 125 125 250	125 125 250	125 125
How fast is the delivery?	Priority: Same state metro - next day Regular: Same state metro 2-3 days	Priority: Same state metro - next day Regular: Same state metro 2-3 days	Regular: Same state metro 2-3 days	Priority: (Small articles only): Same state metro - next day Regular: Same state metro 2-3 days	Priority: Same state metro - next day Regular: Same state metro 2-3 days
What is the minimum lodgement volume of articles? Articles must be same size, weight and speed	100	300 barcoded	4,000 barcoded	300 barcoded	300
Do I need to print barcodes?	Yes	Yes	Yes	Yes	No
Do I need to sort the articles?	Yes	Yes	Yes	Yes	No
Do I need to apply to use this service?	Yes	Yes	Yes PreSort Letters application process	Yes	No
How does the cost per article compare? eg Small article, 125g					

 For detailed information on pricing, preparing, sorting and lodging your mail please refer to the service's webpage at auspost.com.au/bulkmail.

Acquisition Mail

Imprint / Metered

Reply Paid

Unaddressed Mail

Domestic letter with tracking Imprint

Registered Post Imprint



Acquire new customers with addressed (non-personalised) articles

Deliver articles for less than Full Rate mail

Make it easy for your customers to respond

Deliver leaflets, catalogues, flyers, etc to a geographic area

Deliver large volumes of tracked articles at a lower rate

Deliver important articles in large volumes with the security of signature on delivery

Small	Small Plus
125	125

Small	Large
250	125 250 500

Small	Large
125	125 250 500

Small	Large
50 100	50 100

Small	Small Plus	Large
125	125	125 250 500

Small	Small Plus	Large
125	125	125 250 500

Regular: Same state metro 2-3 days

Priority: Same state metro - next day

Regular: Same state metro 2-3 days

Priority: (PO Box / Bags only): Same state metro - next day

Regular: Same state metro 2-3 days

1-7 days

Priority: Same state metro - next day

Regular: Same state metro 2-3 days

Priority: Same state metro - next day

Regular: Same state metro 2-3 days

No minimum. Rates vary by quantity lodged.

No minimum

No minimum

One suburb, postcode, postal round or local government area

No minimum. (But must send 10,000 per year).

No minimum

< 300 No
> 300 **Yes**

No

Yes (Preprinted)

N/A

2D required for tracking

2D required for tracking

< 300 No
> 300 **Yes**

No

No

Yes

Yes

Yes

Yes Via Campaign Targeter

Requires a postage meter or Australia Post Account

Yes

Yes Book at least 10 business days before delivery week

Yes

Yes

Refer to the website

Refer to the website

What's in the guide?

This guide is written to provide ease of reference within four simple sections: Acquisition Mail basics, Acquisition Mail registration and Data File, Acquisition Mail preparation and Acquisition Mail lodgement.

In addition, there is a specialised section for barcoding specifications.

Section 1 – Acquisition Mail basics

This is essential reading and should be read first, as it covers the service at a glance, including features and benefits. This section provides you with a brief overview of the service and enough knowledge to ensure the correct solution has been selected for your mailing needs. You can then progress to the more detailed sections of the Acquisition Mail registration and Data File, Acquisition Mail preparation and Acquisition Mail lodgement.

Section 2 – Acquisition Mail registration and data file

This section is essential reading if you are registering for Acquisition Mail. It covers areas such as registering for the service and providing data selection details, and detailed information on the composition of the Acquisition Mail Data File. This section equips you with all you need to know to successfully register and use the supplied data.

Section 3 – Acquisition Mail preparation

This section provides the detail required to prepare articles ready for lodgement. It covers areas such as size and weight, article type, paper stock and plastic wrapping, through to barcoding, inscriptions, layout and addressing requirements. This section equips you with all you need to know in order to correctly prepare your Acquisition Mail articles.

Section 4 – Acquisition Mail lodgement

This section provides the detail required to lodge articles. It covers areas such as choosing sort categories, how to prepare letter trays and completing and affixing tray labels, through to lodgement documentation and where to lodge articles. This section equips you with all you need to know in order to successfully lodge your Acquisition Mail articles.

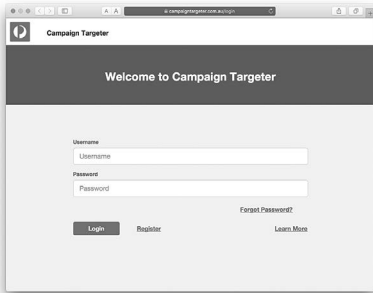
Section 5 – Barcoding

This section provides detailed information on the AMAS program, the Postal Address File (PAF) and printing the 4-state barcode.

The Acquisition Mail Terms and Conditions are available on Australia Post's website at auspost.com.au/terms.

1.4 How to apply

You need to register for access to Australia Post's online tool Campaign Targeter, which you'll use to set-up your Acquisition Mail campaign, select your target areas and obtain the addresses. Registration is online via campaigntargeter.com.au.



For more information on Campaign Targeter please visit the Australia Post website.

→ See section 2.1

1.5 Preparation basics

Information in this section is designed to provide an overview of article preparation. More detailed information can be found in the Acquisition Mail preparation section.

1.5.1 Article size, weight and type requirements

Acquisition Mail is available for *Small* and *Small Plus* size categories. All articles in a lodgement must be within the same size category.

Articles can weigh up to 125 grams.

Attributes	Small	Small Plus
Maximum weight	125g	125g
Minimum size	88 × 138mm	88 × 138mm
Maximum size	130 × 240mm	162 × 240mm
Maximum thickness	5mm	5mm
Shape	Rectangular†	Rectangular†
Common examples	C6 (114 × 162mm) DL (110 × 220mm) DLE (114 × 225mm) DLX (120 × 235mm)	C5 (162 × 229mm)

† It is preferred that the length is at least 1.2 times the width. Articles with a length less than 1.2 times the width may be accepted subject to satisfactory test results – see section 3.11.

Articles can be envelopes, postcards or plastic wrapped.

Plastic wrapped articles are measured on the total plastic size, not the size of the contents.

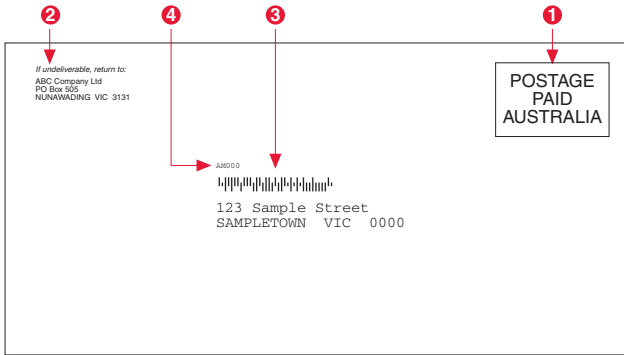
→ See section 3.2

1.5.2 Correct addressing requirements and barcoding

You need to pay particular attention to addressing and barcoding. Detailed information on printing the 4-state barcodes can be found in section 5 Barcoding print specifications.

Articles need the addressed side to be printed with:

- 1 the Postage Paid Imprint (unless a postage meter is used)
- 2 your return address
- 3 a barcode (for lodgements of 300 or more articles), and a delivery address that observes correct addressing conditions
- 4 the Acquisition Mail Campaign Number above the delivery address block or above the return address.



→ See section 3.3

AMAS Certified barcode software

Australia Post certifies barcode software through its *Address Matching Approval System* (AMAS) program. The certified software contains a copy of Australia Post's *Postal Address File* (PAF). A list of the companies that have developed AMAS approved software, and been granted a licence to supply address-matching and correction software can be located at auspost.com.au/amas.

The PAF is one of the most comprehensive address reference databases in Australia. It contains Australian addresses in a correct address format, along with their corresponding *DPIDs* (Delivery Point Identifiers). Each DPID is a randomly generated, unique 8-digit number, which is associated with an address.

The Acquisition Mail Data File does not include DPIDs, therefore it is a condition of the service that current AMAS certified software is used to match:

- 1 each delivery address in a lodgement ...
- 2 to its correct DPID (8-digit Delivery Point Identifier) ...
- 3 and print this on the article as a correctly formatted barcode.



→ See section 3.7 and section 5

1.5.3 Adding logos, advertising and other printing

Any logos, advertising and other printing must follow the requirements for clear zone areas on the article.

→ See section 3.8

1.5.4 Providing a sample of the article

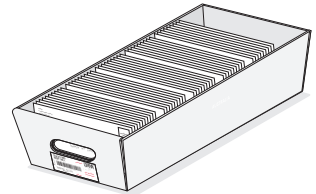
It is a condition of the service that you provide an open sample at the point of lodgement. It will be reviewed to check it complies with the addressing and content requirements of the Acquisition Mail service before your mail is accepted for lodgement.

→ See section 3.9

1.6 Lodgement basics

Information in this section is designed to provide an overview of lodgement. More detailed information can be found in the Acquisition Mail lodgement section.

You have the choice to sort articles into three sort categories. Regardless of the category, all articles must be placed into correctly labelled Australia Post letter trays. Both trays and labels can be supplied by Australia Post.



The three sort categories are:

Sort category	Description
Direct trays	Barcoded articles in separate trays according to the Barcode Sort Plan of postcode ranges which can be found at auspost.com.au/sortplans . The minimum quantity is 300 articles (or 4kg of article weight excluding the tray) per postcode range. Remaining articles become "Residue".
Residue trays	Where there are insufficient barcoded articles to make a Direct tray
Unbarcoded trays	For articles that cannot be barcoded

Barcode (PreSort Letters including Acquisition Mail) sort plan

Updates to the Sort Plan are made in March and September each year. To ensure that the current sort plan is used, it is recommended that the sort plan be downloaded from the Australia Post website at auspost.com.au/SortPlans.

Valid from 01 February 2020 to 31 August 2021

Domestic (PreSort Letters including Acquisition Mail)

Geography **Postcode range**

Northern Territory

NT 0800-0999, 1000-1099

ACT 2600-2699, 2800-2899

Queensland 4000-4999, 5000-5999, 6000-6999, 7000-7999, 8000-8999, 9000-9999

New South Wales

0000-0099, 0100-0199, 0200-0299, 0300-0399, 0400-0499, 0500-0599, 0600-0699, 0700-0799, 0800-0899, 0900-0999, 1000-1099, 1100-1199, 1200-1299, 1300-1399, 1400-1499, 1500-1599, 1600-1699, 1700-1799, 1800-1899, 1900-1999, 2000-2099, 2100-2199, 2200-2299, 2300-2399, 2400-2499, 2500-2599, 2600-2699, 2700-2799, 2800-2899, 2900-2999, 3000-3099, 3100-3199, 3200-3299, 3300-3399, 3400-3499, 3500-3599, 3600-3699, 3700-3799, 3800-3899, 3900-3999, 4000-4099, 4100-4199, 4200-4299, 4300-4399, 4400-4499, 4500-4599, 4600-4699, 4700-4799, 4800-4899, 4900-4999, 5000-5099, 5100-5199, 5200-5299, 5300-5399, 5400-5499, 5500-5599, 5600-5699, 5700-5799, 5800-5899, 5900-5999, 6000-6099, 6100-6199, 6200-6299, 6300-6399, 6400-6499, 6500-6599, 6600-6699, 6700-6799, 6800-6899, 6900-6999, 7000-7099, 7100-7199, 7200-7299, 7300-7399, 7400-7499, 7500-7599, 7600-7699, 7700-7799, 7800-7899, 7900-7999, 8000-8099, 8100-8199, 8200-8299, 8300-8399, 8400-8499, 8500-8599, 8600-8699, 8700-8799, 8800-8899, 8900-8999, 9000-9099, 9100-9199, 9200-9299, 9300-9399, 9400-9499, 9500-9599, 9600-9699, 9700-9799, 9800-9899, 9900-9999

Victoria 3000-3099, 3100-3199, 3200-3299, 3300-3399, 3400-3499, 3500-3599, 3600-3699, 3700-3799, 3800-3899, 3900-3999, 4000-4099, 4100-4199, 4200-4299, 4300-4399, 4400-4499, 4500-4599, 4600-4699, 4700-4799, 4800-4899, 4900-4999, 5000-5099, 5100-5199, 5200-5299, 5300-5399, 5400-5499, 5500-5599, 5600-5699, 5700-5799, 5800-5899, 5900-5999, 6000-6099, 6100-6199, 6200-6299, 6300-6399, 6400-6499, 6500-6599, 6600-6699, 6700-6799, 6800-6899, 6900-6999, 7000-7099, 7100-7199, 7200-7299, 7300-7399, 7400-7499, 7500-7599, 7600-7699, 7700-7799, 7800-7899, 7900-7999, 8000-8099, 8100-8199, 8200-8299, 8300-8399, 8400-8499, 8500-8599, 8600-8699, 8700-8799, 8800-8899, 8900-8999, 9000-9099, 9100-9199, 9200-9299, 9300-9399, 9400-9499, 9500-9599, 9600-9699, 9700-9799, 9800-9899, 9900-9999

South Australia 5000-5099, 5100-5199, 5200-5299, 5300-5399, 5400-5499, 5500-5599, 5600-5699, 5700-5799, 5800-5899, 5900-5999, 6000-6099, 6100-6199, 6200-6299, 6300-6399, 6400-6499, 6500-6599, 6600-6699, 6700-6799, 6800-6899, 6900-6999, 7000-7099, 7100-7199, 7200-7299, 7300-7399, 7400-7499, 7500-7599, 7600-7699, 7700-7799, 7800-7899, 7900-7999, 8000-8099, 8100-8199, 8200-8299, 8300-8399, 8400-8499, 8500-8599, 8600-8699, 8700-8799, 8800-8899, 8900-8999, 9000-9099, 9100-9199, 9200-9299, 9300-9399, 9400-9499, 9500-9599, 9600-9699, 9700-9799, 9800-9899, 9900-9999

Tasmania 7000-7099, 7100-7199, 7200-7299, 7300-7399, 7400-7499, 7500-7599, 7600-7699, 7700-7799, 7800-7899, 7900-7999, 8000-8099, 8100-8199, 8200-8299, 8300-8399, 8400-8499, 8500-8599, 8600-8699, 8700-8799, 8800-8899, 8900-8999, 9000-9099, 9100-9199, 9200-9299, 9300-9399, 9400-9499, 9500-9599, 9600-9699, 9700-9799, 9800-9899, 9900-9999

Western Australia 6000-6099, 6100-6199, 6200-6299, 6300-6399, 6400-6499, 6500-6599, 6600-6699, 6700-6799, 6800-6899, 6900-6999, 7000-7099, 7100-7199, 7200-7299, 7300-7399, 7400-7499, 7500-7599, 7600-7699, 7700-7799, 7800-7899, 7900-7999, 8000-8099, 8100-8199, 8200-8299, 8300-8399, 8400-8499, 8500-8599, 8600-8699, 8700-8799, 8800-8899, 8900-8999, 9000-9099, 9100-9199, 9200-9299, 9300-9399, 9400-9499, 9500-9599, 9600-9699, 9700-9799, 9800-9899, 9900-9999

Other 0000-0099, 0100-0199, 0200-0299, 0300-0399, 0400-0499, 0500-0599, 0600-0699, 0700-0799, 0800-0899, 0900-0999, 1000-1099, 1100-1199, 1200-1299, 1300-1399, 1400-1499, 1500-1599, 1600-1699, 1700-1799, 1800-1899, 1900-1999, 2000-2099, 2100-2199, 2200-2299, 2300-2399, 2400-2499, 2500-2599, 2600-2699, 2700-2799, 2800-2899, 2900-2999, 3000-3099, 3100-3199, 3200-3299, 3300-3399, 3400-3499, 3500-3599, 3600-3699, 3700-3799, 3800-3899, 3900-3999, 4000-4099, 4100-4199, 4200-4299, 4300-4399, 4400-4499, 4500-4599, 4600-4699, 4700-4799, 4800-4899, 4900-4999, 5000-5099, 5100-5199, 5200-5299, 5300-5399, 5400-5499, 5500-5599, 5600-5699, 5700-5799, 5800-5899, 5900-5999, 6000-6099, 6100-6199, 6200-6299, 6300-6399, 6400-6499, 6500-6599, 6600-6699, 6700-6799, 6800-6899, 6900-6999, 7000-7099, 7100-7199, 7200-7299, 7300-7399, 7400-7499, 7500-7599, 7600-7699, 7700-7799, 7800-7899, 7900-7999, 8000-8099, 8100-8199, 8200-8299, 8300-8399, 8400-8499, 8500-8599, 8600-8699, 8700-8799, 8800-8899, 8900-8999, 9000-9099, 9100-9199, 9200-9299, 9300-9399, 9400-9499, 9500-9599, 9600-9699, 9700-9799, 9800-9899, 9900-9999

Postcodes 0000-9999

auspost.com.au
Australia Post Services Barcode PreSort Letters including Acquisition Mail
Page 1 of 1, Last 2021

You need to provide an *Acquisition Mail lodgement document* (shown below) when lodging articles.

The form is titled "Acquisition Mail - Lodgement document" and features the Australia Post logo. It is divided into several sections:

- Acquisition Mail Lodgement document:** Includes fields for "Acquisition Mail Lodgement Number" and "Lodgement number".
- Sender details:** Includes "Sender name", "Address", "City", "State", and "Postcode".
- Recipient details:** Includes "Recipient name", "Address", "City", "State", and "Postcode".
- Article details:** Includes "Number of articles" and "Number of trays".
- Payment / Invoice details:** Includes "Payment by postage meter" and "Invoice number".
- Declaration:** A section for the sender to declare the contents of the mail.

→ See section 4

1.7 Delivery timetables

Acquisition Mail is delivered with letters and other mail as per Regular delivery timetables. To view detailed information for Regular delivery timetables, visit auspost.com.au/acquisitionmail.

1.8 What will it cost?

Current pricing is listed in the *Post charges* booklet (88333665), which can be obtained from any Post Office, or downloaded from auspost.com.au.

The prices for Acquisition Mail articles vary by size category, the sort category, the destination state and the lodgement quantity, as displayed in the following table:

Size category	Lodgement quantity	Direct tray		Residue tray	Unbarcoded tray
		Same state	Other state		
Small	Less than 300	✗	✗	✗	✓
	300 to 3,999	✓	✓	✓	✓
	4,000 or more	✓	✓	✓	✓
Small Plus	Less than 300	✗	✗	✗	✓
	300 to 3,999	✓	✓	✓	✓
	4,000 or more	✓	✓	✓	✓

Payment for the service can only be made by Australia Post Business Credit Account, or by using a postage meter. Payment by cash, cheque or credit card will not be accepted. For details, please discuss with your lodgement facility or account manager, or the contacts detailed at the front of this guide.

1.8.1 Conditions for same state prices

Articles attract same state prices when lodged within the same state as the delivery address (as defined in the Barcode Sort Plan).

For charging purposes, the Australian Capital Territory is considered to be part of New South Wales, and South Australia does not include the Northern Territory.

1.8.2 Conditions for Acquisition Mail prices

In order to qualify for Acquisition Mail prices, all articles must be prepared and lodged in accordance with the terms and conditions of the service. If any of the articles do not meet the terms and conditions of the service, Australia Post has the right to increase the charges so that the applicable delivery service postage rate is paid and charge for the address data provided. See section 3.10.

1.9 Summary checklist

The key points covered in this section include:

- ✔ Acquisition Mail allows you to target residential address points in specific postcodes, suburbs or SA1s.
- ✔ All applications must be registered online using Campaign Targeter, to select target areas and obtain the addresses.
- ✔ Acquisition Mail is available for *Small* and *Small Plus* size category articles.
- ✔ Articles can be either envelopes or postcards, and they can also be plastic wrapped (conditions apply).
- ✔ The articles must adhere to specific content rules to ensure they are acquisition in nature.
- ✔ Correct addressing conditions apply.
- ✔ For lodgements of 300 or more articles, AMAS certified software must be used to print the correctly formatted barcode.
- ✔ An open sample of the intended article must be submitted at the point of lodgement.
- ✔ Campaigns must be lodged within 90 working days of receiving your address data.
- ✔ Acquisition Mail uses Regular delivery.
- ✔ All terms and conditions of the service must be met in order to qualify for Acquisition Mail prices.

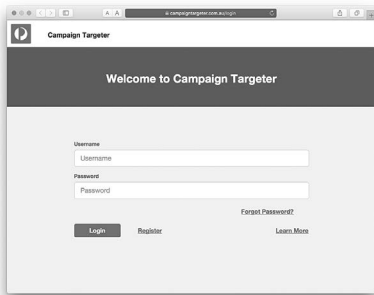
2. Acquisition Mail registration and data file

2.1 Applying for Acquisition Mail

2.1.1 Registration

You need to register to use Australia Post's online application, Campaign Targeter, to use the Acquisition Mail service.

Registration is online via campaigntargeter.com.au.



First time users of the online registration process will need to initially sign up when entering the site. A username and password will then be issued and must be used to login when returning to the site.

2.1.2 Target regions

In Campaign Targeter you will need to utilise the available tools to select the geographic areas and the associated SA1s you want to target with your mail. More information on using Campaign Targeter, including guides and video tutorials can be found on the Australia Post website.

2.1.3 Obtaining the Acquisition Mail Campaign Number and address data

Once you're happy with your selection of SA1s, proceed to the next stage of Campaign Targeter, where you will be asked to agree to the terms and conditions of the service. Once you've agreed you'll be able to download the list of addresses for your campaign, as well as the associated lodgement document, which you'll need to complete and provide when lodging your mail. You'll also be provided your Acquisition Mail Campaign Number and will be sent an email about preparing and lodging your mail.

2.2 The Acquisition Mail Data File

There are approximately 10 million¹ residential address points in the Acquisition Mail Data File. The file does not hold any personal or business names, or industry classification information.

Specific conditions apply to the use of the data supplied:

- Non-personalised (no name included) addresses are supplied according to the selection parameters outlined in the “List Profile” section of the registration.
- The data is supplied by Australia Post solely for the provision of the Acquisition Mail service, and remains the property of Australia Post. It must not be modified, copied, offered for sale, provided to any other person, or used for any other purpose than the specific Acquisition Mail service that relates to the registration.
- The data is supplied in one single quantity, and not in batches.
- The data must be used within 90 days of the supply date. If you fail to lodge the campaign and don’t advise Australia Post of a satisfactory reason for this, Australia Post may, at its discretion, restrict or remove your access to Acquisition Mail.

The data is supplied in “pipe” (|) delimited format, which can be opened in standard spreadsheet or database software (eg MS Access, MS Excel).

The data is supplied with these fields:

Address 1
Address 2
Locality
State
Postcode

No additional fields are supplied, and where you are mailing 300 or more addresses, Delivery Point Identifiers (DPIDs) must be appended using approved AMAS software – see section 5.

2.3 Unavailable address points

2.3.1 “No Advertising Material” addresses

“No Advertising Material” address points are not able to be selected.

2.3.2 ADMA’s “Do Not Mail” addresses

The Association for Data-driven Marketing and Advertising’s (ADMA) “Do Not Mail” register is a list of individuals requesting not to receive addressed direct mail. “Do Not Mail” address points are not able to be selected.

2.3.3 Other unavailable address points

Street address points not included in the Acquisition Mail Data File are primarily those in rural and remote areas.

The data file does not include Post Office Boxes, locked bags, private mail bags, community bags, addresses subject to counter delivery, addresses in external territories and addresses that have occupancy for less than 50 per cent of the year, eg holiday homes.



¹ The number of address points may change due to ongoing updates to the Acquisition Mail Data File.

2.4 Summary checklist

The key points covered in this section include:

- ✓ The Acquisition Mail Data File contains approximately 10 million residential addresses.
- ✓ Conditions apply to the use of the Acquisition Mail Data File.
- ✓ “No Advertising Material” and addresses on ADMA’s “Do Not Mail” list are not available to be selected in the Acquisition Mail Data File.
- ✓ The data file does not contain address points for rural and remote areas, post office boxes, roadside mail bags and similar address points.



3. Acquisition Mail preparation

3.1 Preparation overview

This section covers in detail all the information you need to prepare your articles.

The list below illustrates the steps to prepare Acquisition Mail. Each requirement is covered in detail throughout the section.

1	Check article content matches content requirements	3.2.1
2	Check size and weight of article matches requirements	3.2.2
3	Check article matches the type allowed	3.2.3
4	Follow all guidelines for plastic wrapping requirements (if applicable)	3.2.5
5	Check article layout addresses all required zones	3.3
6	Check all inscriptions are displayed on article	3.4–3.6
7	Follow all correct addressing requirements	3.6.2–3.6.3
8	Check all elements of the barcoding process are followed	3.7
9	Provide a sample article to the point of lodgement for approval	3.9
	You can now prepare to lodge	4

3.2 Article characteristics

3.2.1 Content

To qualify for the Acquisition Mail service articles:

- must have a core communication objective of obtaining customers or generating donations and/or sales of products, services, and/or memberships. The service is not available for articles designed to provide broad brand knowledge or provide businesses or the public with community information or announcements including any government or business notices with an informative/educational communication objective.
- must contain a “call to action”. Call to action is defined as an avenue to respond to the mail piece, eg phone number, website, email, or physical address.
- must be from the same Advertiser.
- may contain variable images, content and copy, but must not contain any variable images, content and copy associated with an individual recipient or address or refer to a prior relationship with a recipient including, but not limited to transactional information.
- must not make reference to an intended recipient’s personal details including past transactions that would indicate a prior or current relationship between you (or any organisation on whose behalf you are acting) and the intended recipient.
- must not be reliant on promoting a third party’s products and services to supplement a communication which otherwise does not meet the above objective.
- must not be described as being “Private and Confidential” or words to that effect.

3.2.2 Article size, weight and shape

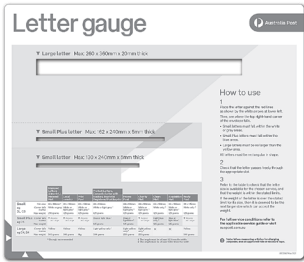
The size categories eligible for the Acquisition Mail service are *Small* and *Small Plus*. All articles in a lodgement must be within the same size category.

Plastic wrapped articles are measured on the *total plastic size*, not the size of the contents.

Attributes	Small	Small Plus
Maximum weight	125g	125g
Minimum size	88 × 138mm	88 × 138mm
Maximum size	130 × 240mm	162 × 240mm
Maximum thickness	5mm	5mm
Shape	Rectangular [†]	Rectangular [†]
Common examples	C6 (114 × 162mm) DL (110 × 220mm) DLE (114 × 225mm) DLX (120 × 235mm)	C5 (162 × 229mm)

[†] It is preferred that the length is at least 1.2 times the width. Articles with a length less than 1.2 times the width may be accepted subject to satisfactory test results – see section 3.11.

You can obtain a convenient *Letter gauge* (8833667) from your lodgement facility to assist in measuring articles.



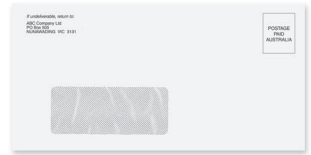
3.2.3 Article type

Acquisition Mail articles can be either envelopes or postcards. Plastic wrapped articles are also accepted (conditions apply).

Window faced envelopes

One of the main requirements of panel envelopes is that they have good clear panels.

However, even very clear panels can cause sorting difficulties if they reflect light to any great extent. Please refer to Section 8 of the *Letter products and services guide* (available from auspost.com.au).



The address area visible through the window panel must meet the reflectance requirements contained in Barcoding Specifications, see section 5.2.4 Reflectance.

Open window panels are not permitted.

The recommended minimum size for window panels is 38mm high × 95mm wide.

The entire address block, including barcode, must be clearly visible through the window panel, when the article is presented for lodgement. Please ensure they remain visible irrespective of insert movement.

3.2.4 Paper stock

Paper stock is an important consideration as it can affect the ability of high speed letter sorting equipment to process articles without damage.

Australia Post recommends that envelopes and cards comply with Australian Standards for the production of envelopes, Spec 4611 – 1999 (available at: <https://infostore.saiglobal.com>).

For details refer to your paper supplier or envelope manufacturer or visit auspost.com.au/bulkmail. See section 3.11 Testing.

Paper stock colour

There are no restrictions on the article colour for envelopes, postcards or plastic wrapped articles and/or flyers provided the background against which the barcode is printed meets the reflectance requirements contained at Barcoding Print Specifications in section 5.2.4 Reflectance.

3.2.5 Plastic wrapping

Plastic wrapping of articles can provide an alternative to envelopes. If desired, artwork and delivery address details can be printed on a sheet of paper called a flysheet, which is visible through the plastic wrapping.

Plastic wrapped Acquisition Mail articles are measured on the “total plastic size”, not the size of the contents.

Plastic envelopes are also considered to be plastic wrapped and are subject to the same conditions.

To enable high speed sorting of plastic wrapped articles, the plastic material used must meet specifications. The plastic wrap specifications can be found at auspost.com.au/plasticwrap.

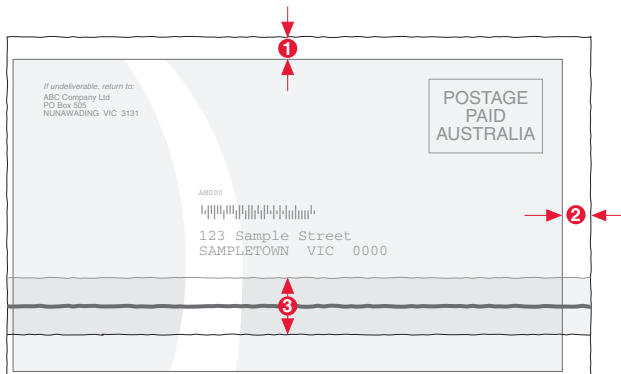
Material

Attribute	Specification
Strong enough to avoid tearing	Minimum thickness of the polymer film is 25 microns
Anti-static properties to avoid articles sticking together	Static charge < 2.0kV
A co-efficient of friction at a level to allow the articles to pass through the machine pick off mechanism	Coefficient of friction 0.2–0.5 (medium slip)
Not too glossy (reflects too much light) or hazy to prevent mechanical reading of the address	Gloss value must be 150 gloss units or less when measured at 60 degrees Maximum haze level is 75 per cent

Overhang – maximum limits and presentation

To avoid articles becoming jammed during processing, the plastic wrapping should be as tight as possible in order to prevent excessive movement of the contents, without bending the contents. To avoid jamming, the following limits for plastic overhang apply:

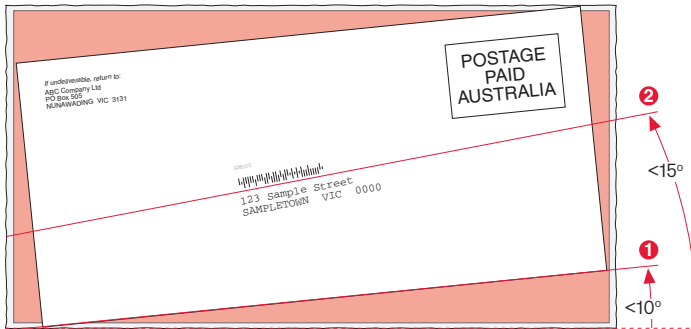
- 1 Height: 5mm
- 2 Length: 15mm
- 3 Address under the wrapper is clearly visible. Sealing seam and hem must not obscure the address or barcode even if contents shift.



Address sheet skew

When used inside a plastic wrapper, the printed address sheet (or flysheet) must remain straight enough for automatic processing equipment to read it. The flysheet, address block and barcode must not be able to skew (turn obliquely or sideways) within the plastic wrap, as shown in the picture below.

- 1 The maximum skew permissible for an address sheet is ± 10 degrees to the article edge, when presented for lodgement.
- 2 The combined skew of the address sheet and barcode must not exceed ± 15 degrees to the article edge, when presented for lodgement.



Common problems with plastic wrapping

If plastic wrapping requirements are not strictly followed then the following problems may damage or delay delivery of your articles.

If ...	Then:
An article is declared as one size, but it is actually larger from end to end of plastic wrapping ...	The incorrectly declared size/price point will be charged at the higher rate.
The plastic seam or hem covers any part of the address block or barcode, or the colour of the plastic stops the scanning of the address or barcode ...	The articles cannot be scanned automatically.
The plastic is loose ...	The articles can jam in the processing machines, and may be damaged.
The plastic wrap is not strong enough ...	The plastic or the seam can tear and contents may come out during processing and be lost.
The overhang exceeds the allowable dimensions ...	The articles can jam in the processing machines, and may be damaged.

3.2.6 Sealing of articles

Australia Post recommends each article be secured in a manner which would prevent entrapment of other postal articles. Any opening should not exceed 88mm.

Each article must be secured by a fastening that is *not likely to damage other postal articles nor injure persons handling it*. Where fasteners are used, they must be appropriate to the thickness of the article, and the ends closed together. Staples and any metal fasteners are discouraged, as they are likely to cause injury to staff handling the articles.

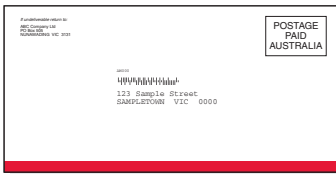
3.2.7 Article flexibility

Articles must be reasonably flexible to ensure that they can be processed through high speed letter sorting equipment.

Articles that are too rigid or stiff are ineligible for the service. Some examples of prohibited contents includes pencils, pens and items enclosed in a hard case.

Orientation of article spine

Article contents sometimes have a “spine” on one of the long edges where the pages are bound using glue, folding or stapling. If plastic wrapped, the spine of the contents should be oriented along the edge below the addressing.



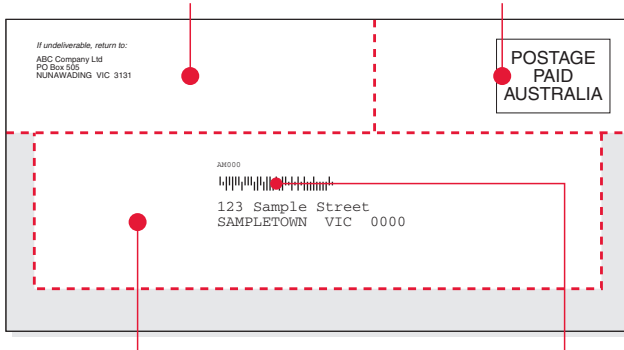
3.3 Article layout and zones

Acquisition Mail articles are made up of three printing zones.

The following sections detail the dimensions of these zones, and specify the inscriptions to print within them.

Return address zone section 3.5

Postage zone section 3.4



Barcode and delivery address zone section 3.6

Barcode section 3.7

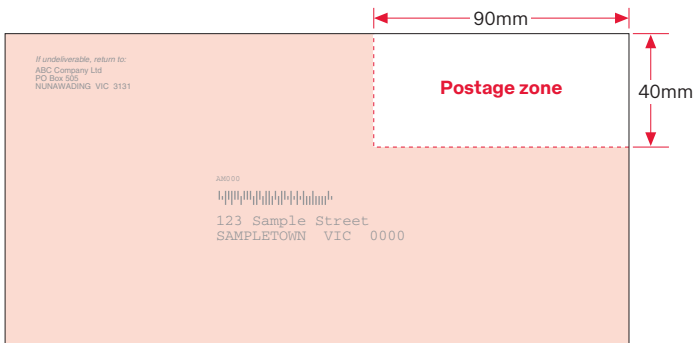
See also, **Adding logos, advertising and other printing** section 3.8.

3.4 Postage zone

The postage zone contains a postage paid imprint or a postage meter mark. No other inscriptions are permitted in the postage zone.

Dimensions must be:

- 90mm across from the top right-hand corner of the article
- 40mm down from the top edge of the article.



Variations to these requirements should be submitted for approval. See section 3.11.

3.4.1 Postage Paid Imprint

All articles that are not metered must bear a Postage Paid Imprint.

The words POSTAGE PAID AUSTRALIA need to be printed in a rectangular box within the following dimensions:

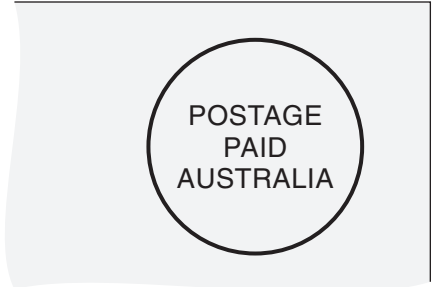
- maximum: 26 × 40mm (see illustration)
- minimum: 19 × 25mm.



3.4.2 Personalised Postage Paid Imprint

Australia Post may approve a personalised imprint design. The design must not have the appearance of a postage stamp and the words POSTAGE PAID AUSTRALIA must be prominent (see example illustration).

For approval please refer to the contact details at the front of this guide.



3.4.3 Postage meter mark

A postage meter may be used as a payment method for the Acquisition Mail service.

The published price must be printed in the postage zone of each article. If a date is included in the meter mark it must be the date of lodgement.

Return address details appearing in the postage zone as part of a postage meter mark are acceptable.

For additional information on metering, refer to the *Postage Meters Conditions of use* booklet (8833675).



3.4.4 Colour of postage zone inscriptions

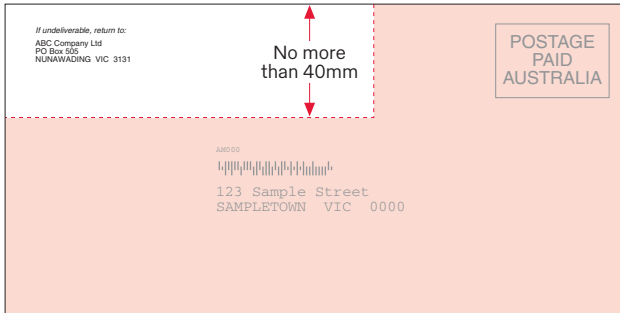
Any coloured ink can be used. Australia Post prefers dark colours such as black, dark blue and dark green.

3.5 Return address zone

An Australian return address is required to be shown on each article within a lodgement. Either a street address or a Post Office Box address is acceptable.

The return address must be:

- on the upper left-hand corner of the address side of the article
- no lower than 40mm from the top edge
- no larger than 8 point font preferred
- with no bolding.



Return address details appearing in the postage zone as part of a postage meter mark are acceptable.

It is preferred that the return address be prefixed with "If undeliverable, return to:"



Variations to these requirements should be submitted for approval. See section 3.11.

3.6 Barcode and delivery address zone

Contains the barcode and address to which the article is to be delivered.

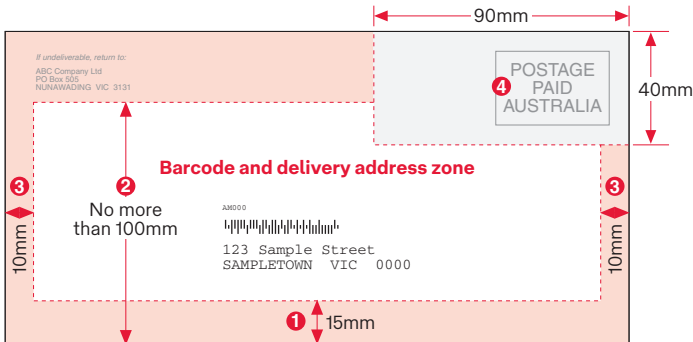
Do not include any address other than the delivery address in the Barcode and delivery address zone.

Acquisition Mail is an addressed (non-personalised) delivery service. There are no names supplied with the address data. This means the recipient can be addressed with a salutation such as “To the Householder”, “The Home Owner”, “Reading Enthusiast” or this may be left blank.

3.6.1 Barcode and address location

The complete barcode and delivery address must be positioned in the Barcode and delivery address zone of the article:

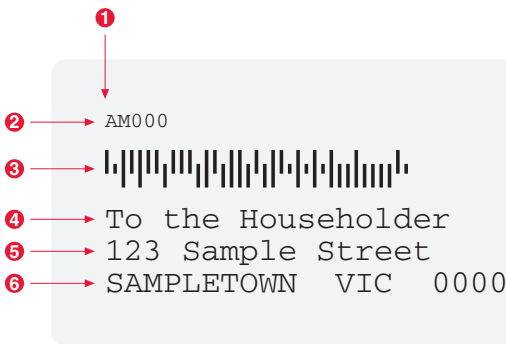
- 1 at least 15mm from the bottom edge of the article
- 2 no more than 100mm up from the bottom edge of the article
- 3 at least 10mm from the left and right edges of the article
- 4 outside of the postage zone.



3.6.2 Address layout

Correct addressing conditions ensure the Australia Post delivery system can recognise and interpret the delivery address.

- ❶ **Address lines** (excluding barcode placement) must be aligned left.
- ❷ **Acquisition Mail Campaign Number** – see section 3.6.4 for requirements.
- ❸ **Barcode** – see section 3.7 for barcode requirements for lodgements of 300 or more articles.
- ❹ **Additional address information** such as “To the Householder”, if included, must be placed above the last two lines of the address and not below, alongside or within these lines.
- ❺ **Second last line** – Must contain the number and name of the street or thoroughfare.
- ❻ **Bottom line** – Must contain in the following order: the locality, the state or territory abbreviation and the postcode.
Australia Post strongly recommends that this line is printed in CAPITALS.



Any application for variations or additions to this format should be submitted and approved prior to lodgement. See section 3.11.

Address labels may be used but must be straight and firmly affixed.

If using window panel envelopes, the entire address block, including barcode, must be clearly visible through the window panel when the article is presented for lodgement. Please ensure they remain visible irrespective of insert movement.

The address and barcode must be parallel to the long side of the article.

3.6.3 Address fonts and colours

Any font can be used for the delivery address as long as it is clearly readable, preferably in 12 point size, and it is strongly recommended that print characters do not overlap. Whilst attributes such as *italics*, **bolding**, shadowing, or underlining are permitted, their use should be avoided.

Dark colours such as black, dark blue and dark green are preferred. Red, orange and yellow inks must not be used.



3.6.4 Acquisition Mail Campaign Number

This number, provided by Australia Post at the time of registration, must be printed either:

- ❶ in the delivery address zone, aligned to the left above the barcode, or
- ❷ above the return address in the top left-hand corner.

❶ → AM000



To the Householder
123 Sample Street
SAMPLETOWN VIC 0000

❷ → AM000

If undeliverable, return to:

ABC Company Ltd
PO Box 505
NUNAWADING VIC 3131

A reduced font size is acceptable, but must be legible. The minimum acceptable font size is 6 point.

3.7 Barcoding

Barcoding is required for lodgements of 300 or more articles.

A barcode is a machine readable representation of information, usually printed as parallel lines, and improves the speed and accuracy of processing mail.

For technical details relating to barcoding, including Australia Post’s Postal Address File (PAF) and specifications on printing a barcode, see section 5 Barcoding print specifications.

The barcode used by Australia Post is called a *4-state barcode* and includes a *Delivery Point Identifier (DPID)* which is uniquely applied to Australian addresses.

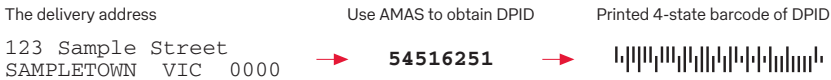
3.7.1 Obtaining the DPID for each address

Australia Post maintains a comprehensive database of addresses called the Postal Address File (PAF), in which each address has a unique Delivery Point Identifier (DPID).

The DPID is an 8-digit number developed by Australia Post that enables each delivery point in Australia to be uniquely identified.

You must use Address Matching Approval System (AMAS) certified software to obtain the correct DPID for each address.

This DPID is then converted into a 4-state barcode and printed onto the article. It is read by Australia Post’s mail processing machines.



3.7.2 Barcode location

The barcode can be placed separately from the delivery address, so long as it remains in the Barcode and Delivery Address Zone.

The address and barcode must be parallel to the long side of the article.

3.7.3 Barcode clear zone

Barcodes require a clear zone that must be kept blank (free of printing or other distractions) immediately above, below, and to the left and right of the barcode. This is to ensure that the barcode can be detected by the reader and processed correctly.

There must be a clear zone (no printing) around the barcode of at least 6mm to the left and right and at least 2mm from the top and bottom.



Non-address information such as campaign codes, sort plan number, etc. may be located above the bottom two lines of the address block provided the barcode clear zone is observed. There is no requirement for this information to be left aligned.

3.7.4 Customer appended information in barcodes

The standard barcode contains 37 bars, however you have the opportunity to include your own information in 52 or 67 length 4-state barcodes. The information is encoded and included in the additional bars. See section 5.2 Printing the barcode.

Barcode format	Customer information
52	8 digits or 5 characters 
67	15 digits or 10 characters 

3.7.5 Address Matching Approval System (AMAS)

The Address Matching Approval System (AMAS) is designed to improve the quality of addressing. AMAS is a software approval program that provides a standard by which to test and measure the quality of address matching software and its ability to correctly assign a unique Delivery Point Identifier (DPID) to each address record.

To obtain AMAS approved software, a list of software vendors is available on the Australia Post website at auspost.com.au/amas.

3.7.6 Unbarcoded articles

It is important to note that not all addresses provided may result in a barcode assignment. To reduce the incidence of multiple lodgements from the same source data, there is the option to lodge barcoded and unbarcoded Acquisition Mail together as a single lodgement using the same lodgement documentation.

For Acquisition Mail lodgements of 300 or more articles, it is a requirement of the service that *all addresses within the lodgement* are presented to current AMAS software and a DPID assignment attempted. You may be requested to provide an Address Matching Processing Summary Report as evidence.

There is no restriction on the quantity of unbarcoded articles that may be included as part of a lodgement.

Identical addressing conditions apply for barcoded and unbarcoded articles in a lodgement.

3.8 Adding logos, advertising and other printing

Logos, advertising content and other printing may be added on the front and back of articles, providing that it does not obscure the inscriptions in the postage zone and the return address zone.

Remember to observe the clear zone around the barcode – see section 3.7.3.

This content must adhere to the content requirements as outlined in section 3.2.1.

3.9 Providing a sample of the article

You must take an open sample with you to the lodgement facility, along with your lodgement document and articles to be mailed. Request a preliminary test if you have concerns your articles may not meet satisfy the requirements.

3.10 Non-compliance

3.10.1 Prior to lodgement

Acceptance staff at the lodgement facility will perform an inspection to determine if a lodgement satisfies the conditions and barcodes are valid.

If articles within a lodgement do not satisfy the Acquisition Mail conditions, you have the option of:

- (a) withdrawing the lodgement, modifying and re-presenting it at a later date, or
- (b) lodging the articles at the appropriate postage rate according to the delivery service it falls under.

3.10.2 After lodgement

Where articles are accepted as Acquisition Mail at the time of lodgement but are subsequently found to be non-compliant with the terms and conditions of the service, Australia Post has the right to increase the charges so that the applicable delivery service postage rate is charged. In this situation Australia Post will credit the Acquisition Mail charge on your Australia Post Business Credit Account and charge the applicable postage rate for the articles. Where a data charge is made, Australia Post will charge this directly to your Australia Post Business Credit Account supplied at time of registration. You will be advised by email of any potential charges being made.

3.11 Testing

If you are concerned that your articles may not satisfy all service requirements you can request a preliminary test prior to lodgement. Tests can be conducted on the following:

- shape
- window panel quality
- article colour, patterns or watermarks
- paper stock quality
- plastic wrapping
- flexibility
- positioning of logos, advertising and other printing.

Testing involves processing a sample of articles to determine if they are suitable for machine processing. Articles that pass the test will be accepted at the relevant price, provided that all other requirements have been met.

Requests for testing should be directed to either your Australia Post account manager or the contacts detailed at the front of this guide.

Barcode Quality Program

Australia Post provides the Barcode Quality Program (BQP) to both customers and suppliers to test the quality of barcodes prior to the print production stage. Information on BQP is available on the Australia Post website at auspost.com.au/bqp.



Enquiries about barcode readability should be directed to BQPHelp@auspost.com.au.

3.12 Summary checklist

Acquisition Mail preparation involves:

- ✓ Checking the size and weight of the article to ensure it is acceptable.
- ✓ Ensuring the content of the article chosen is acceptable.
- ✓ Ensuring the type of article chosen is acceptable.
- ✓ Ensuring all guidelines are followed for plastic wrapping.
- ✓ Ensuring all inscriptions, including the indicium, are displayed on the article.
- ✓ Ensuring all correct addressing guidelines are followed.
- ✓ Ensuring all elements of barcoding are followed for lodgements of 300 or more articles.
- ✓ Requesting a preliminary test if you have concerns your articles may not meet satisfy the requirements.

4. Acquisition Mail lodgement

4.1 Lodgement overview

This section covers in detail all the information you need to ensure you register and lodge your articles correctly.

The list below illustrates the steps to lodge Acquisition Mail. Each requirement is covered in detail throughout the section.

1	Register to access Campaign Targeter	4.2
2	Choose sort categories	4.3
3	Prepare the letter trays	4.4
4	Prepare and affix tray labels for each letter tray	4.5
5	Complete the lodgement documentation	4.6

You're now ready to lodge

▼ Sorting and lodgement summary flowchart

Have you registered for Campaign Targeter and obtained your Acquisition Mail addresses and lodgement document?

No
→

Complete the registration process via website.

Yes
↓

Does the lodgement comply with the content and preparation requirements for Acquisition Mail, including barcoding if you have 300 or more articles?

No
→

Ineligible for Acquisition Mail service.

Yes
↓

Are there at least:

- 300 barcoded articles; or
- 4kg of barcoded articles (excluding tray weight)

sorted to a single sort plan as per the Barcode Sort Plan (Acquisition Mail)?

No

Separate barcoded articles from unbarcoded articles.

Barcoded

Unbarcoded

Calculate the prices for **Direct trays**:

- Same state
- Other state.

Calculate the prices for **Residue trays**.

Calculate the prices for **Unbarcoded trays**.

If there are 2,000 or more articles then separate into eight states – see section 4.4.1.

If there are 2,000 or more articles then separate into eight states – see section 4.4.1.

Face all articles in the same direction.

Place into letter trays.

Complete Direct tray (BSP) labels:

- Name and telephone of mailer
- Acquisition Mail Campaign Number
- Lodgement date.

Face all articles in the same direction.

Place into letter trays.

Complete Residue tray labels:

- Name and telephone of mailer
- Acquisition Mail Campaign Number
- Lodgement date.

Face all articles in the same direction.

Place into letter trays.

Complete Unbarcoded tray labels:

- Name and telephone of mailer
- Acquisition Mail Campaign Number
- Lodgement date.

Are there at least 2,000 articles?

No

Yes

Complete *Acquisition Mail lodgement document* and *Supporting document* and submit with lodgement at approved facility.

Complete *Acquisition Mail lodgement document* and submit with lodgement at approved facility.

4.2 Accessing Acquisition Mail

To send Acquisition Mail you will need access to our online tool Campaign Targeter where you'll need to set up your campaign and obtain the address data.

The registration process is done online via the website campaigntargeter.com.au.

For more information on using Campaign Targeter please refer to the Australia Post website.

4.3 Sort categories

To ensure optimum delivery of Acquisition Mail articles, you need to prepare and lodge articles correctly.

Sort category	Description	To qualify
Direct trays	<ul style="list-style-type: none"> Barcoded Sorted to the BSP 	The minimum quantity is 300 articles (or 4kg of article weight, excluding the weight of the tray) per postcode range. Remaining barcoded articles become "Residue".
Residue trays	<ul style="list-style-type: none"> Barcoded Not sorted 	Where there are insufficient barcoded articles to make a Direct tray. No minimum quantity.
Unbarcoded trays	<ul style="list-style-type: none"> Not barcoded Not sorted 	Articles that are not barcoded. No minimum quantity.

4.3.1 Barcode Sort Plan (BSP)

The Barcode Sort Plan (BSP) allocates every Australian postcode into a specific range, allowing Australia Post to efficiently sort articles to their point of delivery, and is regularly updated (refer table). To ensure the current sort plan is used, download it from the Australia Post website auspost.com.au/sortplans.

Version number	Release date	Active date	Expiry date
VYYYY1	1 February	First Friday in March	Day prior to first Friday in September
VYYYY2	1 August	First Friday in September	Day prior to first Friday in March

▼ Part of the Barcode Sort Plan – BSP numbers and associated postcode ranges

Plan No.	Postcode ranges
Northern Territory	
001	0800–0859; 0880–0909
002	This plan is allocated to Queensland
New South Wales	
003	1637–1640; 1650–1669; 2084–2087; 2092–2108
004	1612–1636; 1641–1645; 1670–1674; 1680–1689; 1710–1714; 1716–1724; 2072–2073; 2076–2083; 2109; 2112–2114; 2118–2119; 2121–2122
005	1715; 1725–1738; 1755–1782; 2120–2127

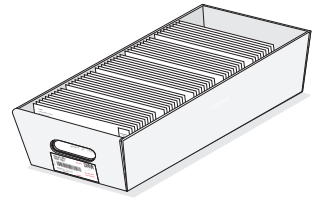
Upon lodgement, Australia Post staff perform a check to determine if articles have been sorted correctly. Australia Post reserves the right to reject a lodgement if an unacceptable number of articles are incorrectly sorted.

4.4 Preparation of letter trays

Obtain letter trays at no cost from your lodgement facility.

The process for preparing and sorting Direct trays, Residue trays and Unbarcoded trays is as follows:

- face all articles in the same direction
- sort the articles in ascending postcode order (preferred but not mandatory)
- do not bundle or tie the articles
- place the articles into small letter trays, with the addresses facing the front (label end) of the tray.



The maximum acceptable weight for a small tray is 9.5kg (including the weight of the tray).

Overflow Direct trays can be lodged. An overflow tray is a less-than-full tray that contains all articles remaining after the preparation of full trays for the same sort plan BSP number. A maximum of one overflow tray for each sort plan BSP number is permitted.

4.4.1 State separation of Residue trays and Unbarcoded trays

Where there are 2,000 or more Residue articles, or 2,000 or more Unbarcoded articles, then separate the articles into state based trays as follows:

For volumes of:	Then:
Less than 2,000 articles	Affix tray labels for the state where the lodgement is occurring
2,000 or more articles	Separation of articles by state is required, as follows: <ul style="list-style-type: none">• place articles into separate trays for each state – NSW, ACT, VIC, QLD, SA, WA, TAS and NT as defined in the Barcode Sort Plan• affix tray labels for the state of the destination.

4.5 Completing tray labels

Tray labels must be correctly completed and affixed to each tray.

4.5.1 Preprinted tray labels

Australia Post provides preprinted tray labels at no cost. Acquisition Mail uses the range of tray labels available for the PreSort Letter service.

Order or obtain these labels from your local lodgement facility. Order forms may also be printed or downloaded from the Australia Post website auspost.com.au/traylabels.

The process for completing preprinted tray labels is as follows:

- 1 Write your name and telephone including area code in the Sender space.
- 2 Write your Acquisition Mail Campaign Number in the Job No. space (this is the number that is created when registering for Acquisition Mail).
- 3 Write the lodgement date in the Lodgement Date space.

▼ Direct tray label

DARWIN MC BSP 001 Regular		Lodgement Date 1/7/2021	DRW
9400 01201053 337890000118		Darwin	
Sender & Contact No. <i>Ajax Mail NSW (02) 9333 8888</i>		Job No. <i>AM 000</i>	
Small Tray	Barcoded	VISA 5v0-1112 33789	
Regular			

▼ Residue tray label

NT BSP Residue		Lodgement Date 1/7/2021	DRW
9400 01292008 337890000118		Darwin	
Sender & Contact No. <i>Ajax Mail NSW (02) 9333 8888</i>		Job No. <i>AM 000</i>	
Small Tray	Barcoded	VISA 5v0-1112 33789	
Regular			

▼ Unbarcoded tray label



4.5.2 Labelling software

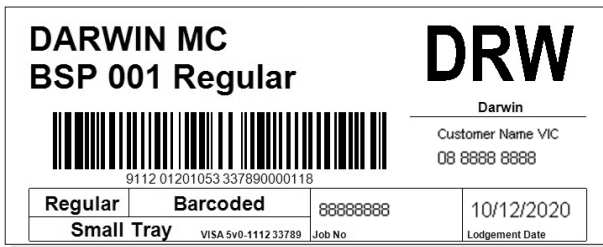
Australia Post recommends the use of Print On Demand labelling systems for preparing lodgements. Print on Demand systems are available either free of charge from Australia Post (*VISA Labelling*) or may be purchased from third party suppliers.

These labels must conform to specifications, which are subject to periodic review. Specifications may be obtained by downloading documentation from the Australia Post website auspost.com.au/traylabels. Third party software must be approved by Australia Post prior to use.

Blank label stock is also provided free of charge by Australia Post. This label stock is heat sensitive, and is suitable for use only in direct thermal label printers.

Please note that Print on Demand labels contain pre-populated information and differ in appearance to preprinted labels.

▼ Example VISA Direct tray label

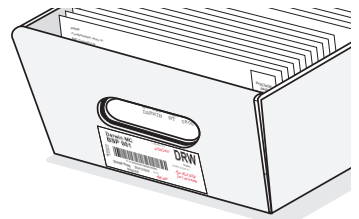


4.5.3 How to affix tray labels to letter trays

Label pockets are affixed to all letter trays.

Remove any old tray labels on trays prior to lodgement.

Place a completed tray label in the label pocket with the printed side visible.



4.6 Lodgement of articles

Once a lodgement is prepared and sorted, complete the required lodgement document(s) and lodge your articles, including an open sample article.

All articles in a lodgement must be within the same size category.

4.6.1 Lodgement documents

After registering an Acquisition Mail campaign you will be emailed a pre-populated lodgement document that is generated from the information provided at time of registration.

You can lodge your mailing using this pre-populated lodgement document or you can use the document to input information direct into the *Electronic Lodgement Management System (eLMS)*.

On the lodgement document you will be asked how you intend to pay for the service and you will be required to pay by the specified method.

AMAS Declaration

The lodgement document includes a mandatory customer declaration certifying that current AMAS approved software is in use and that the DPIDs contained within address records used to produce the mailing are valid against the latest version of the PAF.

The form is titled "Acquisition Mail - Lodgement document" and features the Australia Post logo in the top right corner. It is divided into several sections:

- Acquisition Mail Campaign details:** Includes fields for Campaign Name, Campaign ID, and Campaign Type. A note states: "This document is a mandatory lodgement document for all Acquisition Mail campaigns. It must be completed and submitted to the Post Office before the campaign can be processed." Below this are checkboxes for "Is this a new campaign?" and "Is this a repeat campaign?".
- Mail details:** Includes fields for "Maximum allowed volume", "Lodgement number", and "Lodgement must be completed by". A note says: "The date advised on this mailing document may vary from the actual date." Below this are radio buttons for "Send via Priority" and "Send via Standard", and a table for "Maximum of Acquisition Mail articles" with columns for "Number of articles" and "Number of items".
- Posting agent's details (if applicable):** Includes fields for "Posting agent name", "Posting agent address", "Posting agent phone", and "Posting agent email".
- Advertiser's details:** Includes fields for "Advertiser name", "Advertiser address", "Advertiser phone", and "Advertiser email".
- Payment / Invoice details:** Includes fields for "Invoice number", "Invoice date", "Invoice amount", "Invoice terms", and "Invoice contact name". A checkbox is present for "Request for invoice number".
- Declaration:** A section with a heading "I declare that:" followed by a list of 6 points regarding the accuracy of the mailing, the use of AMAS approved software, and the validity of DPIDs. A checkbox is provided for "I agree with the Declaration".
- Additional Post use only:** Includes fields for "Post office name", "Post office address", "Post office phone", and "Post office email".

At the bottom, there is an "Important Note" and a "Declaration" section with a checkbox and a signature line.

4.6.2 AMAS Address Matching Processing Summary Report

If you repeatedly present articles that are subsequently rejected due to incorrect assignment of DPIDs, Australia Post reserves the right to request subsequent lodgements be supported with documentary evidence to validate:

- ❶ The *List Processor's Name* – the name of the company or organisation assigning the DPIDs via the AMAS approved software
- ❷ DPID assignments are made against the current version of the PAF.

To assist in this regard, it is mandatory for AMAS approved batch software to generate an Address Matching Processing Summary Report.

▼ Example AMAS Summary Report

AMAS software details	Database / list owner's details
Company name:	List processor's name:
Software name and version:	Date list processed:
Date software certified:	Processed against PAF version number:
	Name of address list:
Processing results	
Records matched and DPID appended:	
Records amended and DPID appended:	
Records not matched – no DPIDs:	
Total records:	
Signature of compliance	
<i>I certify that this information is true and accurate -</i>	
Name of list manager / owner:	
Signature of list manager / owner:	
Address:	
Phone number:	
Date:	



The report format and content is indicative of the type of information to be produced by AMAS Address Matching Processing batch software on each execution of a matching submission so that users have the appropriate evidence to support lodgements when requested to do so.

4.6.3 Supporting document

Each lodgement in excess of 2,000 articles requires an *Acquisition Mail Supporting Document*. There is no standard form provided by Australia Post, so create your own supporting document – a simple Word (or equivalent) document suffices.

The minimum description requirements are provided in the following table.

Sort category	List the number of articles and trays
Direct trays	<p>❶ for each Sort Plan Number</p> <p>❷ for each state and territory</p> <p>❸ the total for Direct trays</p>
Residue trays	<p>❹ for each state and territory</p> <p>❺ the total for Residue trays</p>
Unbarcoded trays	<p>❻ for each state and territory</p> <p>❼ the total for Unbarcoded trays</p>

▼ Example Acquisition Mail Supporting Document

Acquisition Mail supporting document		Date: 15/6/2021
Customer: ABC Company		Job no.: AM000
STATE: NEW SOUTH WALES		
Direct tray	Sort plan no.	Volume
	003	9774
	004	4540
	005	6016
	006	7529
Direct tray subtotal		27859
Residue tray		656
Unbarcoded tray		875
TOTAL: NEW SOUTH WALES		29390
		119

	Volume	Trays
Direct tray	50127	201
Residue tray	1153	5
Unbarcoded tray	1120	4

4.6.4 Where and when to lodge

Articles must be presented during business hours at an approved lodgement facility (refer *Acquisition Mail Lodgement Facilities*), or designated interconnect facility in the case of articles transported interstate by carriers other than Australia Post. See section 4.6.5 Interconnect option.

Due to limited spare capacity at some lodgement facilities you are requested to provide advance notice to the Officer-In-Charge of the facility for lodgements over 50,000 articles, no later than Friday of the week prior to lodgement. If you make regular lodgements at the same facility you can request a standing lodgement arrangement and avoid the need for notification.

For the delivery timetable to apply on the day of receipt, lodgements of Acquisition Mail must be made during the business hours applicable to the lodgement facility involved, but no later than 6pm.

4.6.5 Interconnect option

You have the option to arrange your own interstate transport to interconnect with Australia Post's letters service network at *designated interconnect facilities* in the state of destination and benefit from cheaper same state prices. A list of interconnect facilities is in the table below.

Complete an application form, *PreSort Letters application* (8835117), nominating the facility(s) where the articles are to be presented for lodgement and forward the application to the Australia Post contact as listed at the front of this guide.

Supporting lodgement documentation is required at the time of mailing.

Designated interconnect facilities

New South Wales		
Sydney West Letters Facility 2 Weeroona Road STRATHFIELD NSW 2135	Central West Mail Centre 9–11 Coventry Street KELSO NSW 2795	Hunter Region Mail Centre 21 Callistemon Close WARABROOK NSW 2304
South Coast Mail Centre 112–116 Auburn Street WOLLONGONG NSW 2500	New England Mail Sorting Centre 8–12 Goonan Street TAMWORTH NSW 2340	Northern Rivers Mail Sorting Centre 117 Johnson Street CASINO NSW 2470
Mid North Coast Mail Sorting Centre 49–51 Nance Road KEMPSEY NSW 2440	Murray Region Mail Sorting Centre 54 Catherine Crescent LAVINGTON NSW 2641	Riverina Mail Sorting Centre 18 Riedell Street WAGGA WAGGA NSW 2650
Australian Capital Territory		
Canberra Mail Centre 8 Nyrang Street FYSHWICK ACT 2609		

Victoria

Dandenong Letters Centre 120 Nathan Road DANDENONG SOUTH VIC 3175	Geelong Mail Centre 328–330 Melbourne Road GEELONG NORTH VIC 3220	Ballarat Mail Centre 13 Coronet Street WENDOUREE VIC 3355
Bendigo Mail Centre 14–16 Deborah Street GOLDEN SQUARE VIC 3555	Seymour Mail Centre 83 Redbank Road SEYMOUR VIC 3660	Gippsland Mail Centre 8–20 Bridle Road MORWELL VIC 3840

Queensland

Heathwood Mail Centre Region 160 Stradbroke Street HEATHWOOD QLD 4110	Northgate Mail Centre Region 129 Toombul Road NORTHGATE QLD 4013	Gold Coast Region 26 Crombie Avenue BUNDALL QLD 4217
Toowoomba Region 330 Stenner Street TOOWOOMBA QLD 4350	Cairns Region 171/185 McCoombe Street BUNGALOW QLD 4870	Townsville Region 38 Morris Street West End TOWNSVILLE QLD 4810
Mackay Region 344 Bridge Road MACKAY QLD 4740	Rockhampton Region 40 Elphinstone Street NORTH ROCKHAMPTON QLD 4702	Sunshine Coast Region 30–46 Perwillowen Street NAMBOUR QLD 4560

South Australia

Adelaide Mail Centre
272 Gouger Street
ADELAIDE SA 5000

Western Australia

Perth Mail Centre
33 Boud Avenue
PERTH AIRPORT WA 6105

Tasmania

Hobart City
57 Mornington Road
MORNINGTON TAS 7018

Launceston Mail Centre
244 Hobart Road
YOUNGTOWN TAS 7249

Northern Territory

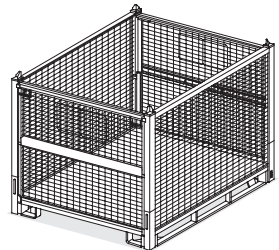
Darwin Mail Centre
354 Stuart Highway
WINNELLIE NT 0820

4.6.6 Lodgement in ULDs

Steel cage containers known as Unit Loading Devices (ULDs) are used by Australia Post to transport mail articles within our network. They can be obtained from Australia Post, subject to availability and in instances where large mail volumes are to be lodged. Contact your mail facility for further information.

ULDs remain the property of Australia Post and all other rules and regulations pertaining to the use of the ULD are applicable. Australia Post reserves the right to charge for any ULD that you damage or do not return.

The maximum weight for a loaded ULD is 600kg (including the weight of the ULD which weigh around 100kg). This means that 500kg is available for the contents. Be aware that ULDs will often exceed the maximum weight limit before they are completely full. In order to maximise transportation efficiency and ULD utilisation, you should ensure that each ULD is used as efficiently as possible.



ULD labelling

It is a requirement that you affix a label to each ULD, containing the following information:

- ❶ the name of the Mailing Agent
- ❷ the delivery timetable “REGULAR”, in a **bold** font, of at least 18 point size.
- ❸ the lodgement date
- ❹ the number of ULDs in the lodgement (eg 1 of 8, 2 of 8, etc)
- ❺ the gross weight (actual or deemed) of the ULD and its contents
- ❻ the Acquisition Mail Campaign Number and customer name for each individual job contained in the ULD
- ❼ the number of trays for each individual job contained in the ULD (optional, but must be correct if shown).

Mailing agent	❶ Ajax Mail NSW	REGULAR	❷
Date:	❸ 2/10/2017		
ULD number:	❹ 1 of 8		
ULD gross weight:	❺ 467kg		
Job no.s:	Customer name:	Trays:	
AM145	ABC Company	10	
AM153	123 Company	4	
AM158	XYZ Company	6	

❸

❹

❺

❻

❼

Australia Post prefers ULD labels to be affixed on the front and back.

4.7 Summary checklist

Lodgement of Acquisition Mail articles involves:

- ✓ Registering and setting-up the campaign in Campaign Targeter.
- ✓ Choosing sort categories.
- ✓ Preparing the letter trays by placing the articles correctly in each tray.
- ✓ Completing and affixing tray labels correctly.
- ✓ Completion of a lodgement document.
- ✓ Completion of a *Supporting Document*, if required.
- ✓ Completing and affixing Mail Identification Labels to ULDs.
- ✓ Lodgement of articles at an approved lodgement facility.



5. Barcoding print specifications

5.1 The Postal Address File (PAF)

The PAF is a national reference file which contains all the addresses to which Australia Post delivers and their associated unique Delivery Point Identifier (DPID).

The mandatory PAF for barcoding purposes is available according to the following quarterly release schedule. Please refer to your AMAS software supplier for other options if you require a more frequent update.

PAF version	Release to AMAS vendors	Issue to end users	PAF expiry date
VYYYY.1	15 October	15 November	31 March
VYYYY.2	30 January	28 February	30 June
VYYYY.3	1 May	31 May	30 September
VYYYY.4	1 August	31 August	31 December
VYYYY.5	15 October	15 November	31 January

AMAS software suppliers are required to supply end-users with the latest version of the PAF within 30 days from the end of the month of the updates being supplied to them. This provides end-users with a minimum of one month to install the new data files and test their systems. It is not necessary to wait until the last permissible use date before the updated release of the PAF is used.

5.1.1 PAF Incremental Changes File

The PAF Incremental Changes File (ICF) is a list of DPIDs where changes have occurred to addresses between one release of the PAF to the next. It is designed to assist organisations that store DPIDs within databases and maintain their currency of these DPIDs against the latest version of the PAF.

The PAF ICF is readily available through AMAS Vendors.

Record Action Codes

The PAF ICF contains *DPIDs*, *Record Action Codes* and *Address Component Indicators*.

The record action code signifies the type of change that has occurred to the associated address details of this DPID since the previous PAF was released.

The address component indicators signify which address components have changed.

The record action code	What it means
D (Delete)	The DPID and its associated address components have been deleted since the previous PAF was released.
M (Modify)	Some associated address components in the PAF have changed since the previous PAF was released. These records will contain values in the address component indicator fields to indicate which address fields have changed.
P (Primary)	The secondary address components associated with this Primary Point have either been modified or additional secondary points have been added.

The PAF ICF does not contain the DPID of any inserts. That is, it does not contain details of any new DPIDs that have been added to the PAF since the previous PAF was released.

DPID validation with the PAF Incremental Changes File

To maintain the currency of DPIDs stored in your database in order to obtain postal discounts, all addresses must be re-validated against the latest version of the PAF or processed by exception by using the PAF ICF.

To ensure the correct usage of the PAF ICF, the following process must be employed:

- 1 Any DPIDs contained within the PAF ICF that are also stored within a customer's database must be removed from that database.
- 2 Those address records that have had their associated DPID removed may then be rematched against the latest PAF using AMAS approved address matching software.

Availability of the PAF ICF

The PAF ICF is made available with every general release of the PAF for production purposes.

It is released to all AMAS Software Developers and they are encouraged to develop software to assist their customers with resolving their unmatched addresses through its use. AMAS Software Developers developing software solutions using the PAF ICF must ensure the correct process is used for updating the DPID of address records where the DPID matches one contained in the PAF ICF.

The AMAS Program reserves the right to withdraw the use of the PAF ICF at any time if there is evidence that it is being used incorrectly resulting in DPIDs not being current against the latest version of the PAF.

PAF address amendments

In some instances the original address has been amended to match an address in the Postal Address File (PAF). You may choose to print either the original address as presented to the AMAS software, or the amended address as recorded in the PAF.

Matching below a DPID




In selected rural and remote locations Australia Post will permit AMAS software to assign a *Delivery Identifier* (DID). When an address record has been assigned a DID, the article should be presented in the correct sort plan.

5.2 Printing the barcode

The 4-state barcode must follow a particular barcode structure and format, as well as specific printing requirements as specified by Australia Post. This is to ensure the barcode is of a suitable standard for the Australia Post sorting equipment to read and process the barcoded articles efficiently.

5.2.1 Barcode length

When printed, each 4-state barcode has a minimum and maximum size it must comply with, as outlined below.

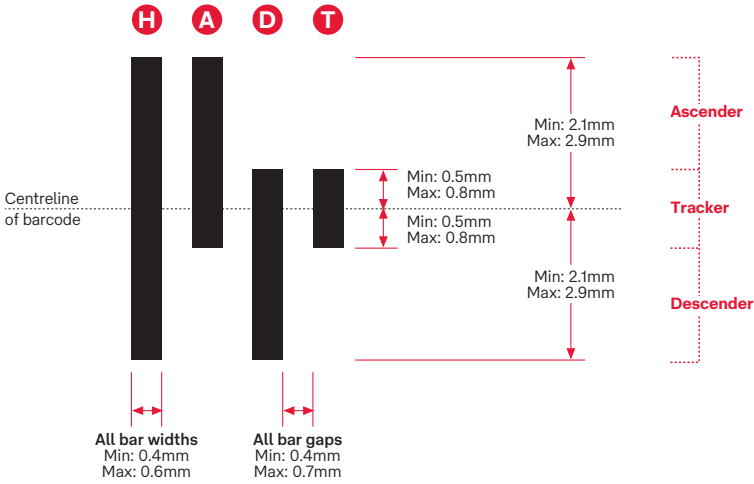
Barcode format	Minimum – maximum length
37	Min. 37.0mm – Max. 42.2mm 
52	Min. 52.2mm – Max. 59.5mm 
67	Min. 67.5mm – Max. 76.8mm 

5.2.2 Bar dimensions

The individual bars and spaces within the barcode have their own minimum and maximum measurements. These are important because any major variations can cause the sorting equipment to reject the mail article.

Each of the four types of bars has a minimum and maximum width and height, and the bar gap (space between bars) has a minimum and maximum width.

Barcode element	Width (minimum – maximum)	Total height (minimum – maximum)
H	0.4mm – 0.6mm	4.2mm – 5.8mm
A	0.4mm – 0.6mm	2.6mm – 3.7mm
D	0.4mm – 0.6mm	2.6mm – 3.7mm
T	0.4mm – 0.6mm	1.0mm – 1.6mm
Bar gap (space)	0.4mm – 0.7mm	—



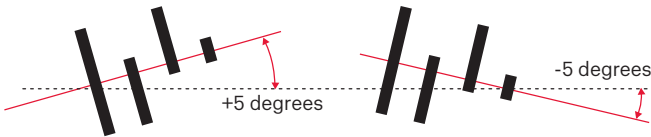
5.2.3 Barcode skew

When a barcode is printed on an article, occasionally it may not be printed straight (“skewed”). This can happen if the article was not lined up correctly when moving through the printer or the article shifted during the print process.

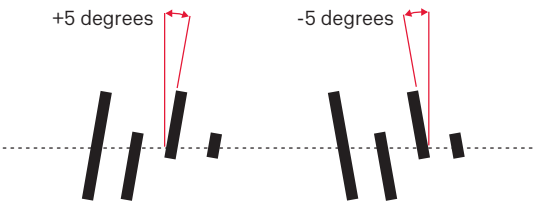
A certain amount of skew (called “tolerance”) is allowed provided it is less than ± 5 degrees, as the sorting equipment is still able to read slightly skewed barcodes without causing any processing issues.

There are two types of skew:

Code skew – where the barcode is skewed in relation to the bottom edge of the article.



Bar Skew – where individual bars are skewed in relation to the centre line of the barcode.



If a barcode is skewed both ways (code and bar), the combined skew must be less than 5 degrees.

5.2.4 Reflectance

“Reflectance” is the degree to which light reflects from a surface. Barcode reader devices are sensitive to the reflectance of the following:

- the printed barcode
- the space around the barcode
- the window material through which barcodes are scanned.

Spectral range

Barcode reader devices operate within the spectral range of 400 to 650 nanometers. Within this range, the following measurements must be met:

- maximum bar reflectance (Rb) is 25 per cent
- minimum space reflectance (Rs) is 50 per cent

The reflectance difference (MRD) must be greater than 50 per cent, where MRD is defined as follows:

$$\text{MRD} = R_s - R_b > 50 \text{ per cent}$$

The Print Contrast Signal (PCS) must be greater than 0.75 where PCS is defined as follows:

$$\text{PCS} = \frac{R_s - R_b}{R_s} > 0.75$$

Opacity of the substrate

The material on which the barcode is printed (the “substrate”) must be opaque, to prevent unwanted information showing through and obscuring the barcode. This requirement is met if the MRD is at least 50 per cent when the material is backed with a black surface having a reflectance below 5 per cent.

5.2.5 Barcode Quality Program

Australia Post provides the Barcode Quality Program (BQP) to both customers and suppliers to test the quality of barcodes prior to the print production stage. Information relating to the Barcode Quality Program is available on the Australia Post website at auspost.com.au/bqp.



For more information

Please contact your Australia Post Account Manager or email us for more information about Acquisition Mail and details about special conditions.

 ctsupport@auspost.com.au

 auspost.com.au

The Acquisition Mail Terms and Conditions are available on Australia Post's website at auspost.com.au/terms.