



# Guide to bulk mail

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Australia Post



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#### **Disclaimer**

This guide provides a brief introduction to the features of Australia Post's bulk mail services. For detailed terms and conditions refer to the service guide for the appropriate services.

Although correct at the date of publication, conditions are subject to revision from time to time and services may be modified, added to or withdrawn. Up to date information may be obtained from any Post Office.

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# Contents

- 2 Guide to bulk mail**
  - What are bulk mail services?
  - Australia Post's bulk mail services
  - Related services
  - How bulk mail services work
  - Mail houses
  - Bulk Mail Partners

---
- 4 Bulk mail sizes**

---
- 5 Bulk mail checklist**

---
- 6 Bulk mail services compared**

---
- 8 Print Post**

---
- 10 PreSort Letters**

---
- 12 Promo Post**

---
- 14 Charity Mail**

---
- 16 Clean Mail**

---
- 18 Acquisition Mail**

---
- 20 Imprint / Metered mail**

---
- 22 Reply Paid**

---
- 24 Unaddressed Mail**

---
- 26 Domestic letter with tracking Imprint**

---
- 28 Registered Post Imprint**

---
- 30 Related services**
  - Sample Post

---
- 32 Payment options**

---

# Guide to bulk mail

Usually, if you are sending at least 300 articles at a time you may qualify for the lower prices of Australia Post's bulk mail services. This guide will help you to choose the best service options for your mailing needs.

## What are bulk mail services?

Bulk mail services are:

- a proven cost-effective business channel to reach your customers
- a way to save on postage costs
- flexible enough to meet a variety of business needs.

Once you have chosen a bulk mail service that fits your needs, you will need to obtain the appropriate service guide, with all the information you need on preparing and lodging your articles.

Service guides are available from your Australia Post representative, most Post Offices or from the relevant service pages on our website [auspost.com.au](https://auspost.com.au).



## Australia Post's bulk mail services

**Print Post:** Deliver approved regular publications, eg catalogues, magazines or newsletters.

**PreSort Letters:** Deliver machine-addressed barcoded and sorted articles.

**Promo Post:** Deliver large volumes of promotional PreSort Letters at a lower price.

**Charity Mail:** Allows approved charities to deliver PreSort Letters at a lower price.

**Clean Mail:** Deliver machine-addressed articles at a lower price without barcoding or sorting.

**Acquisition Mail:** Acquire new customers with addressed (non-personalised) articles.

**Imprint / Metered mail:** Deliver articles for less than Full Rate mail.

**Reply Paid:** Make it easy for your customers to respond.

**Unaddressed Mail:** Deliver leaflets, catalogues, flyers, etc to a geographic area.

**Domestic letter with tracking Imprint:** Deliver large volumes of tracked articles at a lower rate.

**Registered Post Imprint:** Deliver important articles in large volumes with the security of signature on delivery.

## Related services

**Sample Post:** Send all your samples to targeted individuals, cost-effectively through the mail.

## How bulk mail services work

Australia Post offers lower postage rates if you prepare and lodge your articles in accordance with the conditions of the bulk mail service.

To qualify for the savings you generally have to perform some of the work Australia Post would normally do, such as sorting articles, printing barcodes, stacking them in letter trays and lodging them with supporting documentation.

The postage rate depends on the service you choose and the preparation work you do.

**For example:** if you mail 1,000 articles, in small “DL” envelopes, with correctly formatted machine printed addresses, then you may be eligible for **Clean Mail** postage rates.

**To compare:** if you can print barcodes on the articles and group them according to the correct sort plan you may be eligible to access **PreSort Letters** postage rates.

## Mail houses

You can get help with your bulk mailing from a range of businesses that specialise in designing, printing, preparing and sorting mail. These businesses, typically called ‘mail houses’ can help you with a single part of a bulk mailing, or the entire mailing, from creation to mail lodgement. Mail houses can help you with:

- purchasing or renting an address list
- managing your address database
- designing and printing your articles
- inserting, enveloping / wrapping and addressing your articles
- barcoding your articles
- sorting your articles for the maximum postal discounts
- lodging your mail with Australia Post.

## Bulk Mail Partners

The Bulk Mail Partner (BMP) program is a quality initiative that encourages mail houses to produce and lodge high quality mail, and establishes processes to make the interface with Australia Post more efficient. BMP recognises mail houses who have invested in processes to make mail lodgement more efficient and effective.



For a list of Bulk Mail Partners in your state, visit: [auspost.com.au/business/marketing-and-communications/business-letter-services/bulk-mail-partner-program](https://auspost.com.au/business/marketing-and-communications/business-letter-services/bulk-mail-partner-program).

# Bulk mail sizes

The postage rate depends on the size of your articles.  
There are three size categories: Small, Small Plus and Large.

Specification			
	Small	Small Plus	Large
Minimum size	88 × 138mm <sup>1</sup>	88 × 138mm <sup>1</sup>	—
Maximum size	130 × 240mm	162 × 240mm	260 × 360mm
Maximum thickness	5mm	5mm	20mm
Common examples of envelope sizes	C6: 114 × 162mm DL: 110 × 220mm DLE: 114 × 225mm DLX: 120 × 235mm Max: 130 × 240mm	C5: 162 × 229mm	B6 / C4: 125 × 324mm C4: 229 × 324mm B4: 250 × 353mm

## Accepted for:

Print Post	✓		✓
PreSort Letters	✓	✓	✓
Promo Post	✓	✓	✓
Charity Mail	✓		✓
Clean Mail	✓	✓	No
Acquisition Mail	✓	✓	No
Imprint / Metered	✓		✓
Reply Paid	✓		✓
Unaddressed Mail	✓		✓
Domestic letter with tracking Imprint	✓	✓	✓
Registered Post Imprint	✓	✓	✓

### Letter gauge



Ask for a copy of a convenient *Letter gauge* (8833667) from your lodgement facility.

If your articles are larger than “Large” then ask about Parcel Post contracts.

<sup>1</sup> The minimum size is also dependant on the shape of the article and the ratio of its length to width. 90 × 145mm for Reply Paid. Refer to the service guides for more information.

# Bulk mail checklist

Find out about the articles you need to send, and your capabilities in meeting Australia Post's specifications.

**1** Do you have enough articles to meet the **minimum quantities**?

The minimum is generally 300 articles.

**2** What **size** are the articles?

There are minimum and maximum sizes for each service.

**3** What **weight** are the articles?

Prices correspond to the weight ranges within each service, up to the maximum weight allowed.

**4** Can you **machine address** them, and apply **barcodes**?


Most bulk mail services require machine addressed articles, and PreSort Letters need to be barcoded.

**5** Can you **sort** them according to Australia Post's sort plans?

Sorting articles can reduce the cost of most bulk mail services.






**6** Can you prepare the articles **in-house** and manage the lodgement?

Check if your computers, printers and software are suitable — if not, consider using a mail house.



**Now you're ready to choose a bulk mail service!**

# Bulk mail services compared

	Print Post	PreSort Letters	Promo Post	Charity Mail	Clean Mail
					
<b>What can this service do for me?</b>	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
<b>What size articles can I send?</b>	Small Large	Small Small Plus Large	Small Small Plus Large	Small Large	Small Small Plus
<b>What weight articles can I send?</b> 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
<b>How fast is the delivery?</b>	<b>Priority:</b> Same state metro - next day <b>Regular:</b> Same state metro 2-3 days	<b>Priority:</b> Same state metro - next day <b>Regular:</b> Same state metro 2-3 days	<b>Regular:</b> Same state metro 2-3 days	<b>Priority:</b> (Small articles only): Same state metro - next day <b>Regular:</b> Same state metro 2-3 days	<b>Priority:</b> Same state metro - next day <b>Regular:</b> Same state metro 2-3 days
<b>What is the minimum lodgement volume of articles?</b> Articles must be same size, weight and speed	100	300 barcoded	4,000 barcoded	300 barcoded	300
<b>Do I need to print barcodes?</b>	Yes	Yes	Yes	Yes	No
<b>Do I need to sort the articles?</b>	Yes	Yes	Yes	Yes	No
<b>Do I need to apply to use this service?</b>	Yes	Yes	Yes PreSort Letters application process	Yes	No
<b>How does the cost per article compare?</b> eg Small article, 125g					
	→ Page 8	→ Page 10	→ Page 12	→ Page 14	→ Page 16

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

→ Page 18

→ Page 20

→ Page 22

→ Page 24

→ Page 26

→ Page 28

# Print Post

Print Post is a mail service for approved periodical publications along with promotional letters or supplements within Australia.

Print Post is used by:

- small associations with limited circulation for the distribution of newsletters and special interest publications, through to...
- organisations that distribute large circulation magazines, newspapers and catalogues lodged in the tens of thousands each week.

To be eligible the publication must be a continuing periodical with a fixed title and be issued and distributed at least twice per year.

Print Post lodgements must contain a minimum of 100 articles.

## Priority or Regular delivery

As well as Priority delivery, Print Post offers the option of a lower cost Regular delivery timetable for non-time critical mail, taking up to an additional two business days for delivery.

## Promotional letters and supplements

If you plan to send any promotional communication (personalised and/or non-personalised) with your publication or supplement, use the *Print Post permitted communication types* table available at [auspost.com.au/printpost](http://auspost.com.au/printpost) to confirm the content qualifies for Print Post carriage.

## Apply for Print Post

Complete a simple *Print Post publication number* application and submit it along with a sample of your publication. Approval is free and you will be given a Print Post Publication Number and an assigned lodgement point.



What size articles?	Small	Large
	125	125, 175, 250, 300, 350, 400, 450, 500, 600, 700, 800, 900, 1kg
What weight articles? (g)		
How fast?	<b>Priority:</b> Same state metro - next day	<b>Regular:</b> Same state metro 2-3 days
The minimum volume?	100 articles	
Do I need to print barcodes?	<b>Yes</b> For publications of 2,000 or more	
Do I need to sort the articles?	<b>Yes</b> Trays for each postcode or sort division number and delivery speed	
Do I need to apply?	<b>Yes</b> Apply for a Print Post Publication Number	
How does the cost compare?	Print Post	Full Rate

## Article types

Print Post articles can be either enveloped or plastic wrapped. The size and weight of all articles in a lodgement must be declared.

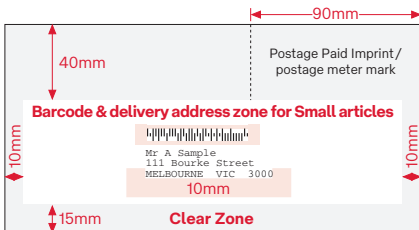
## Article design

The envelope, or address flysheet if plastic wrapped, needs to be printed with:

- 1 the company name and return address, the preferred location is here or on the back
- 2 the publication title
- 3 the Print Post Imprint with the publication number
- 4 the Postage Paid Imprint (unless a postage meter is used)
- 5 the Priority delivery indicator, if this delivery timetable is selected.



There are some correct addressing conditions to be observed, and lodgements containing 2,000 or more articles per publication need to have barcodes on at least 80 per cent of articles to avoid a surcharge.



The *Print Post service guide* has full information on article design.

## Sorting summary

For barcoded lodgements, you must use AMAS certified software to match each delivery address to its correct DPID and print this on the article as a correctly formatted barcode.

You have the choice to presort your articles to three sort categories:

**Postcode Direct** — For large articles only. The lowest cost for articles addressed to a single postcode within the same state of lodgement. Minimum quantities apply depending on article weight.

**Area Direct** — For large articles only. Offers cost savings for articles addressed to a single sort division (a group of postcodes). Minimum quantities apply depending on article weight.

**Residue** — The simplest option, for Small or Large articles for any postcode, arranged in letter trays.

## Lodgement

- Complete the *Print Post lodgement document* and any other supporting documentation, as described in the *Print Post service guide*.
- Lodge the articles at your approved lodgement point.

## Documentation

- For further information: *Print Post service guide* (8834059).
- To confirm your articles meet promotional communication criteria: refer to *Print Post permitted communication types table*.
- To apply for the service: *Print Post publication number* (8835284).
- To lodge publications: *Print Post lodgement document* (8835283).
- Website: [auspost.com.au/printpost](https://auspost.com.au/printpost).

# PreSort Letters

**PreSort Letters is a mail service for barcoded articles within Australia.**

The PreSort Letters service offers reduced prices if you can apply barcodes to your articles, sort them into a particular order, place them into appropriately labeled trays, complete documentation prior to posting at a designated lodgement point, and comply with relevant mailing conditions.

When you prepare your lodgement according to the conditions of the PreSort Letters service, Australia Post can more efficiently process and deliver mail, in return offering you lower postage prices.

## Priority or Regular delivery

As well as Priority delivery, PreSort Letters offers the option of a lower cost Regular delivery timetable for non-time critical mail, taking up to an additional two business days for delivery.

## Apply for PreSort Letters

Complete a simple *PreSort Letters application* before you make your first lodgement. You will be given an assigned lodgement point.



What size articles?	Small		Large
		Small Plus	
What weight articles? (g)	125	125	125 250 500
How fast?	<b>Priority:</b> Same state metro - next day <b>Regular:</b> Same state metro 2–3 days		
The minimum volume?	300 barcoded articles of same size and weight		
Do I need to print barcodes?	<b>Yes</b> On at least 300 articles		
Do I need to sort the articles?	<b>Yes</b> Trays for each sort plan number		
Do I need to apply?	<b>Yes</b> Nominate your lodgement facility(s)		
How does the cost compare?	PreSort Letters	Full Rate	

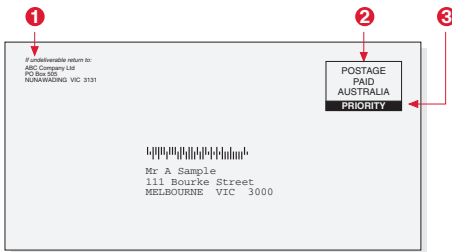
## Article types

PreSort Letters articles can be either enveloped, plastic wrapped or as postcards. All articles in a lodgement must be of the same size and weight category.

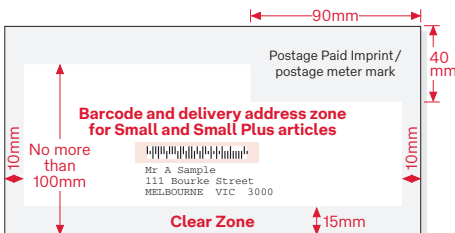
## Article design

The envelope / postcard, or address flysheet if plastic wrapped, needs to be printed with:

- 1 the return address, the preferred location is here or on the back
- 2 the Postage Paid Imprint (unless a postage meter is used)
- 3 the Priority delivery indicator, if this delivery timetable is selected.



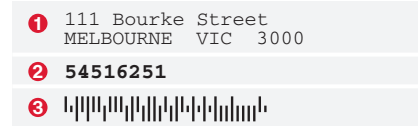
PreSort Letters articles have to be suitable for Australia Post's automatic barcode reading equipment, so there are some correct addressing conditions to be observed.



The *PreSort Letters service guide* has full information on article design.

## Sorting summary

It is a condition of the service that current AMAS certified software is used to match each delivery address 1 to its correct DPID 2 and print this on the article as a correctly formatted barcode 3.



You have the choice to presort your articles to three sort categories:

**Direct Trays** — Offers cost savings for articles separated in trays according to a sort plan. Minimum quantities apply – 300 articles (or 4kg of article weight) per postcode range.

**Residue Trays** — The simplest option, for unsorted articles arranged in letter trays.

**Unbarcoded Trays** — Any articles which cannot be barcoded need to be in separate trays.

Complete and affix tray labels.

## Lodgement

- Complete the *PreSort Letters lodgement document* and any other supporting documentation, as described in the *PreSort Letters service guide*.
- Lodge at your approved lodgement point.

## Documentation

- For further information: *PreSort Letters service guide* (8833700).
- To apply for the service: *PreSort Letters application* (8835117).
- To lodge articles: *PreSort Letters lodgement document* (8835114).
- Website: [auspost.com.au/presort](https://auspost.com.au/presort).

# Promo Post

Promo Post is a mail service for addressed promotional material within Australia.

Promo Post offers reduced prices to organisations sending individual lodgements of more than 4,000 *barcoded PreSort Letter articles* containing content that has the main purpose of stimulating business activity through promotion.

All lodgements must meet PreSort Letters conditions to be eligible for Promo Post prices.

## Regular delivery

Promo Post uses Regular delivery. Regular may take up to an additional two business days beyond Priority delivery.

## Using Promo Post

To receive Promo Post prices, existing PreSort customer organisations must self-assess their articles as being promotional in nature, using the *Mail Type Reference Guide* and *Promo Post classification table*, available at [auspost.com.au/promopost](http://auspost.com.au/promopost).

Samples of articles can be sent through to [mailpresentation@auspost.com.au](mailto:mailpresentation@auspost.com.au) for review and approval prior to printing. Two samples of the articles in the mailing are required to be provided at the time of lodgement.



What size articles?	Large		
	Small	Small Plus	
What weight articles? (g)	125	125	125 250
How fast?	<b>Regular:</b> Same state metro 2–3 days		
The minimum volume?	4,000 barcoded articles		
Do I need to print barcodes?	<b>Yes</b> On at least 4,000 articles		
Do I need to sort the articles?	<b>Yes</b> Trays for each sort plan number		
Do I need to apply?	<b>Yes</b> PreSort Letters application process applies		
How does the cost compare?	Promo Post	Full Rate	

## Article types

Promo Post articles can be either enveloped, plastic wrapped or as postcards. All articles in a lodgement must be of the same size and weight category.

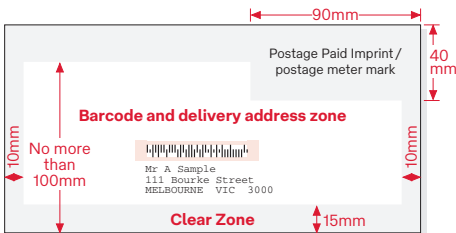
## Article design

The envelope / postcard, or address flysheet if plastic wrapped, needs to be printed with:

- 1 the return address, the preferred location is here or on the back
- 2 the Postage Paid Imprint (unless a postage meter is used).



Promo Post articles have to be suitable for Australia Post's automatic barcode reading equipment, so there are some correct addressing conditions to be observed.



The *PreSort Letters service guide* has full information on article design.

## Sorting summary

It is a condition of the service that current AMAS certified software is used to match each delivery address to its correct DPID and print this on the article as a correctly formatted barcode.

You have the choice to presort your articles to three sort categories:

**Direct Trays** — Offers cost savings for articles separated in trays according to a sort plan. Minimum quantities apply – 300 articles (or 4kg of article weight) per postcode range.

**Residue Trays** — The simplest option, for unsorted articles arranged in letter trays.

**Unbarcoded Trays** — Any articles which cannot be barcoded need to be in separate trays.

Complete and affix tray labels.

## Lodgement

- Complete the *Promo Post lodgement document* available online and other supporting documentation, as described in the *PreSort Letters service guide*.
- Lodge at any Australia Post facility specifically approved to accept Promo Post. A list of approved lodgement facilities can be found at [auspost.com.au/promopost](https://auspost.com.au/promopost).

## Documentation

- For further information: *PreSort Letters service guide* (8833700).
- To classify articles: refer to *Promo Post Classification table*.
- To apply for the service: *PreSort Letters application* (8835117).
- To lodge articles: *Promo Post lodgement document*.
- Website: [auspost.com.au/promopost](https://auspost.com.au/promopost).

# Charity Mail

## Making every cent count

Australia Post recognises that mail is an important medium for charities to acquire donors. It helps make the connection between those in need and people who care.

Charity Mail provides lower prices for mailings of barcoded PreSort articles, for the purpose of fundraising and promotion activity, from organisations that are Income Tax Exempt Charities (ITEC) or Deductible Gift Recipients (DGR). Therefore, all mailings must meet PreSort conditions to access Charity Mail prices. A minimum of 300 barcoded articles per lodgement applies.

## Priority or Regular delivery

As well as Priority delivery (for small articles only), Charity Mail offers the option of a lower cost Regular delivery timetable for non-time critical mail, taking up to an additional two business days for delivery.

## Apply for PreSort Letters

To receive Charity Mail prices, organisations must be able to demonstrate that they have been endorsed by the Australian Taxation Office (ATO) as an Income Tax Exempt Charity (ITEC) or as a Deductible Gift Recipient (DGR) via the completion of a *Charity Mail application form*.

In addition, a simple *PreSort Letters application* (8835117) should be completed prior to your first lodgement. You will be given an assigned lodgement point.



What size articles?	Large	
	Small	
What weight articles? (g)	125	125 250
How fast?	<b>Priority</b> (Small articles only): Same state metro - next day	
	<b>Regular:</b> Same state metro 2–3 days	
The minimum volume?	300 barcoded articles	
Do I need to print barcodes?	<b>Yes</b> On at least 300 articles	
Do I need to sort the articles?	<b>Yes</b> Trays for each sort plan number	
Do I need to apply?	<b>Yes</b> Apply for a Charity Mail Approval Number	
How does the cost compare?		
	Charity Mail	Full Rate



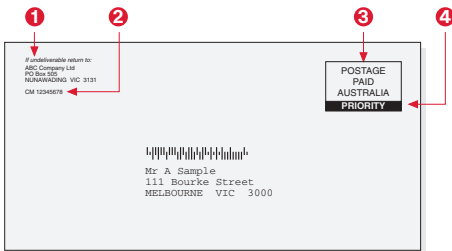
## Article types

Charity Mail articles can be either enveloped, plastic wrapped or as postcards. All articles in a lodgement must be of the same size category.

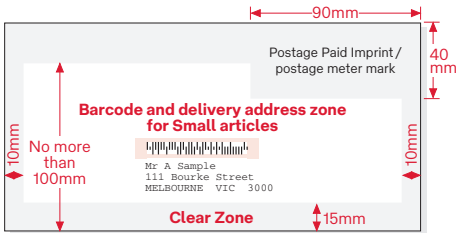
## Article design

The envelope / postcard, or address flysheet if plastic wrapped, needs to be printed with:

- 1 the return address, the preferred location is here or on the back
- 2 the Charity Mail number, here or on the back
- 3 the Postage Paid Imprint (unless a postage meter is used)
- 4 the Priority delivery indicator, if this delivery timetable is selected.



The articles have to be suitable for Australia Post's automatic barcode reading equipment, so there are some correct addressing conditions to be observed.



The *PreSort Letters service guide* has full information on article design.

## Sorting summary

It is a condition of the service that current AMAS certified software is used to match each delivery address 1 to its correct DPID 2 and print this on the article as a correctly formatted barcode 3.

1	111 Bourke Street MELBOURNE VIC 3000
2	54516251
3	

You have the choice to presort your articles to three sort categories:

**Direct Trays** — Offers cost savings for articles separated in trays according to a sort plan. Minimum quantities apply – 300 articles (or 4kg of article weight) per postcode range.

**Residue Trays** — The simplest option, for unsorted articles arranged in letter trays.

**Unbarcoded Trays** — Any articles which cannot be barcoded need to be in separate trays.

Complete and affix tray labels.

## Lodgement

- Complete the *PreSort Letters lodgement document* and any other supporting documentation, as described in the *PreSort Letters service guide*.
- Lodge at your approved lodgement point.

## Documentation

- For further information: *PreSort Letters service guide* (8833700).
- To apply for the service: *Charity Mail application* (8838713).
- To lodge articles: *PreSort Letters lodgement document* (8835114).
- Website: [auspost.com.au/charitymail](http://auspost.com.au/charitymail).

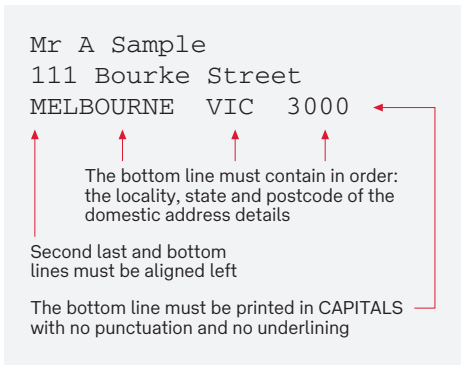
# Clean Mail

Clean Mail is a mail service for machine addressed Small and Small Plus articles within Australia.

Clean Mail is easy to use because you don't need to print barcodes or sort the articles, but it still offers lower prices than regular Full Rate mail.

It's ideal for when you want to send letters and documents but don't have time or the facilities to undertake barcoding or sorting.

The conditions for Clean Mail articles are designed to ensure that the addresses are compatible with Australia Post's automated letter sorting equipment which can efficiently process articles with correctly machine printed addresses.



## Priority or Regular delivery

As well as Priority delivery, Clean Mail offers the option of a lower cost Regular delivery timetable for non-time critical mail, taking up to an additional two business days for delivery.

What size articles?	Small	Small Plus
	125	125
What weight articles? (g)	125	125
How fast?	<b>Priority:</b> Same state metro - next day <b>Regular:</b> Same state metro 2-3 days	
The minimum volume?	300 articles	
Do I need to print barcodes?	No	
Do I need to sort the articles?	No	
Do I need to apply?	No	
How does the cost compare?	Clean Mail	Full Rate

## Article types

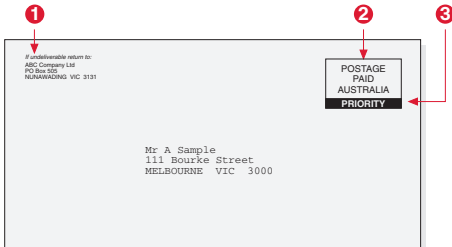
Clean Mail articles can be either enveloped or as postcards. Plastic wrapped articles are not eligible for Clean Mail prices.

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

## Article design

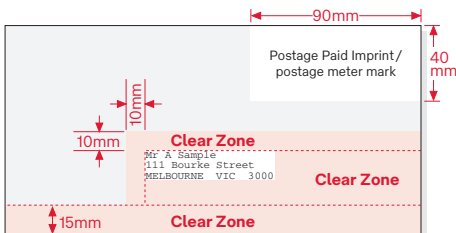
The envelope / postcard needs to be printed with:

- 1 the return address
- 2 the Postage Paid Imprint (unless a postage meter is used)
- 3 the Priority delivery indicator, if this delivery timetable is selected.



Clean Mail articles have to be suitable for Australia Post's automatic address reading equipment, so there are some mandatory correct addressing conditions, including font sizes and styles, and "clear zones" without any printing around the address area and on the back of the article.

Barcodes are not required, but if they are printed they must be correct.



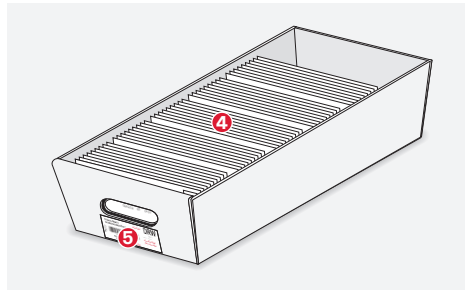
The *Clean Mail service guide* has full information on article design.

## Sorting summary

Clean Mail articles don't need any sorting. Simply face them all in the same direction and place into small letter trays 4 supplied by Australia Post.

If there are 2,000 or more articles you may separate them into trays for delivery to each of eight designated states.

Complete and affix tray labels 5.



## Lodgement

- Complete the *Clean Mail lodgement document*.
- Lodge the articles at an approved lodgement point.

## Documentation

- For further information: *Clean Mail service guide* (8838878).
- To lodge articles: *Clean Mail lodgement document* (8838879).
- Website: [auspost.com.au/cleanmail](https://auspost.com.au/cleanmail).

# Acquisition Mail

Acquisition Mail is an addressed (non-personalised) mail service for articles within Australia.

The Acquisition Mail service allows you to geographically target an addressed mail campaign to residential address points in specific postcodes, suburbs (localities) or Statistical Areas (SA1s) for the purpose of acquiring them as customers.

Australia Post supplies residential street addresses for nominated geographic regions.

When you prepare your lodgement according to the conditions of the Acquisition Mail service, Australia Post can more efficiently process and deliver mail, in return offering you lower postage prices.

## Regular delivery

Acquisition Mail uses Regular delivery. Regular may take up to an additional two business days beyond Priority delivery.

## Register for Acquisition Mail

To use the Acquisition Mail service you will need Campaign Targeter access. You can register for this at [campaigntargeter.com.au](http://campaigntargeter.com.au).



What size articles?	Small	Small Plus
	125	125
What weight articles? (g)	<b>Regular:</b> Same state metro 2–3 days	
How fast?	No minimum. Rates vary by quantity lodged	
The minimum volume?	< 300 No > 300 <b>Yes</b> – to the maximum extent	
Do I need to print barcodes?	< 300 No > 300 <b>Yes</b> – trays for each sort plan number	
Do I need to sort the articles?	<b>Yes</b> Register online for Campaign Targeter	
Do I need to apply?	Acquisition Mail	Full Rate
How does the cost compare?		

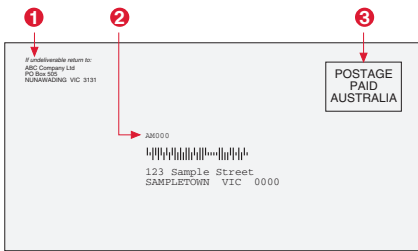
## Article types

Acquisition Mail articles can be either enveloped, plastic wrapped or as postcards. All articles in a lodgement must be in the same size category.

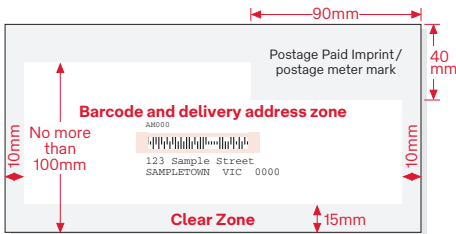
## Article design

The envelope / postcard, or address flysheet if plastic wrapped, needs to be printed with:

- 1 your return address
- 2 the Acquisition Mail Campaign Number, here, or above the return address
- 3 the Postage Paid Imprint (unless a postage meter is used).



Barcoded articles have to be suitable for Australia Post's automatic barcode reading equipment, so there are some correct addressing conditions to be observed.



The *Acquisition Mail service guide* has full information on article design.

## Sorting summary

If you are barcoding your mail, you are required to use current AMAS software to match each delivery address 1 to its correct DPID 2 and print this on the article as a correctly formatted barcode 3.

1	123 Sample Street SAMPLETOWN VIC 0000
2	54516251
3	

There are three sort categories for Acquisition Mail:

**Direct Trays** — Barcoded articles in trays according to the Barcode Sort Plan. Minimum quantities apply – 300 articles (or 4kg of article weight) per postcode range.

**Residue Trays** — Where there are insufficient barcoded articles to make a Direct Tray.

**Unbarcoded Trays** — For articles that cannot be barcoded.

Complete and affix tray labels.

## Lodgement

- After registration, Australia Post will email you the Acquisition Mail Data File complete with pre-populated lodgement document.
- Lodge with an open sample article at your approved lodgement point.

## Documentation

- For further information: *Acquisition Mail service guide* (8839559).
- To lodge articles: *Acquisition Mail lodgement document* (supplied by email).
- Website: [auspost.com.au/acquisitionmail](https://auspost.com.au/acquisitionmail).

# Imprint / Metered mail

Deliver all Small or Large articles within Australia, with no minimum volume or sorting required.

A discount is available for Full Rate letters that are paid for by postage meter or via the use of a Postage Paid Imprint (and paid for by an Australia Post Business Credit Account).

Bulk mailers will most often want to use our Clean Mail or PreSort Letters services, but there are times when this discount on Full Rate mail is just right:

- no minimum number of articles
- if your articles have a printed design which doesn't meet the specified conditions for the other bulk mail services
- if you are sending Large articles that are not eligible for Clean Mail.

Full Rate mail doesn't need to be machine-addressed, barcoded or sorted. If you are in a hurry and time is money then Full Rate mail is the way to go.

## Priority or Regular delivery

As well as Priority delivery, Imprint / Metered mail offers the option of a lower cost Regular delivery timetable for non-time critical mail, taking up to an additional two business days for delivery.



What size articles?	Large	
	Small	
What weight articles? (g)	250	125 250 500
How fast?	<b>Priority:</b> Same state metro - next day <b>Regular:</b> Same state metro 2-3 days	
The minimum volume?	No minimum	
Do I need to print barcodes?	No	
Do I need to sort the articles?	No	
Do I need to apply?	No, open to customers with a postage meter or an Australia Post Business Credit Account	
How does the cost compare?	Imprint / Metered	Full Rate

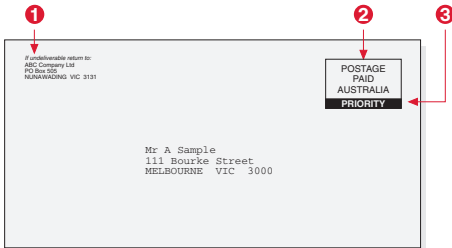
## Article types

Full Rate articles can be either enveloped, plastic wrapped or as postcards.

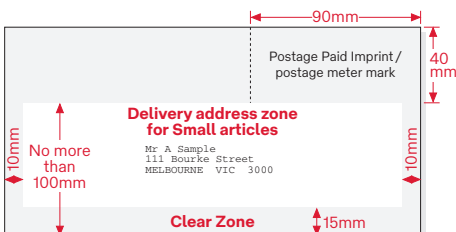
## Article design

The envelope / postcard, or address flysheet if plastic wrapped, needs to be printed with:

- 1 the return address
- 2 the Postage Paid Imprint or postage meter mark
- 3 the Priority delivery indicator, if this delivery timetable is selected.



Australia Post encourages customers to correctly machine address all lodgements of Metered / Imprint Mail. Barcodes are not required, but if they are printed they must be correct.



## Sorting summary

Imprint / Metered articles don't need any sorting.

Simply separate them from other letter categories, face them all in the same direction and lodge them with Australia Post.

## Lodgement

- Items paid for by a Postage Paid Imprint must be recorded on a *Full rate mailing statement*.
- Items paid for by a postage meter must be recorded on a *Meter lodgement document*.
- Lodge the articles at any Post Office or mail centre.

## Documentation

- For further information: *Letter products and services guide* (8833731).
- For further information on metering: *Postage meters conditions of use* (8833675).
- To lodge quantities of articles: *Full rate mailing statement* (8837789) or *Meter lodgement document* (8838236).
- Website: [auspost.com.au/imprint-metered](https://auspost.com.au/imprint-metered)

# Reply Paid

## Increase your responses with Reply Paid

One of the most effective ways to increase the response to your communications, and build goodwill with customers, is to use Australia Post's Reply Paid service.

A prepaid, preprinted reply card or envelope makes it easy for your customers to respond to you. It looks professional, you can personalise or brand the envelope or card, and you pay only for the responses you receive.

Reply Paid is an easy and sure way for your customers to reach you at no expense to them.

Reply Paid is typically used for:

- generating sales leads
- encouraging prompt payments
- building databases
- raising funds
- researching the marketplace
- requesting information.

### Reply Paid is flexible

Depending on your requirement, you may use:

- 1 a preprinted Reply Paid envelope or card – Australia Post will supply you with basic artwork ready for you to add your logo or branding, or
- 2 your customer can use their own envelope, handwriting your Reply Paid address in response to TV, radio, newspapers, or another advertising medium.



What size articles?	Small	Large
What weight articles? (g)	125	125 250 500
How fast?	<b>Priority</b> (PO Box/Bags only): Same state metro - next day <b>Regular</b> : Same state metro 2–3 days	
The minimum volume?	No minimum	
Do I need to print barcodes?	<b>Yes</b> (Preprinted)	
Do I need to sort the articles?	No	
Do I need to apply?	<b>Yes</b> Apply for a Reply Paid Number	
How does the cost compare?	Reply Paid	Full Rate

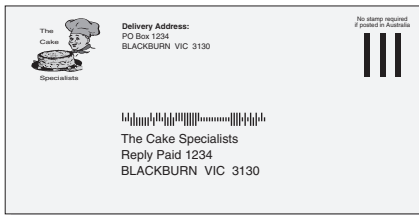


## Priority or Regular delivery

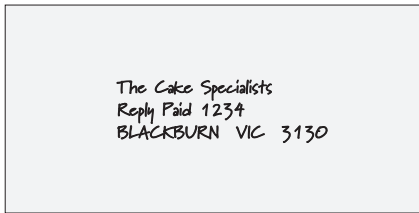
As well as Priority delivery (for Reply Paid barcoded letters (domestic) that are addressed to a Post Office Box or Bag only), Reply Paid offers the option of a lower cost Regular delivery timetable for non-time critical mail, taking up to an additional two business days for delivery.

## Article design

- 1 Australia Post will supply you with basic Reply Paid artwork, ready for you to add your logo or branding...



- 2 ... or your customers can simply use their own envelopes.



## Documentation

- For further information: *Reply Paid service guide* (8839109).
- To apply for the service: *Reply Paid application form* (8837249).
- Website: [auspost.com.au/replypaid](https://auspost.com.au/replypaid).

## International Reply Paid

If you are promoting products or services internationally and require responses from customers by mail, Reply Paid provides a prepaid postage for those responses. Essentially, postage for your customers is free, and you pay only for the responses you receive.

Reply Paid International is available worldwide for small letters up to 50g.

## Article design

A Reply Paid International article may be a postcard or an Air Mail letter envelope, subject to the dimensions shown in the table below, and artwork specifications.

Dimension	Minimum	Maximum
Length	140mm	235mm
Width	90mm	120mm
Thickness	250µm ± 20µm (postcards)	5mm
Weight	—	50g

An application is required and forms are usually processed within seven days of lodgement after which you are provided with a permit.

Each permit is valid for a single name and Australian address and has a unique number that must appear on each International Reply Paid article.

## Documentation

- For further information: *Reply Paid service guide* (8839109).
- To apply for an International Reply Paid permit: *Reply Paid application form* (8837249).

# Unaddressed Mail

Unaddressed Mail is a cost effective mail service for articles that do not include a name or address for delivery, and is used to deliver leaflets, catalogues, merchandising samples etc to letterboxes in an area.

It is a business-to-consumer, and business-to-business advertising medium, used to acquire new customers or to build store traffic. It is the ideal communication medium when you need to communicate with prospective customers, but do not have their name and address, or when you need to communicate with customers in a specific geographical area, at a low cost.

Unaddressed Mail is an ideal way to build your customer database, as a first step in creating direct mail.

The Unaddressed Mail service can deliver to all private and / or business delivery points in Australia that do not bear the message “No Unaddressed Advertising Material” or similar words. (Community notices can access all delivery points.)

You can choose to post to single or multiple suburbs / localities, postcode and postal rounds (conditions apply), or to available delivery points in a state, or across the country.

Choose from:	Business addresses	Private addresses
Street addresses	✓	✓
PO Box addresses	✓	✓
Counter delivery*	✓	✓
Roadside delivery*	✓	✓

\* Used in country areas



What size articles?	Small	Large
What weight articles? (g)	50 100	50 100
How fast?	<b>Standard booking:</b> Lodge up to 7 days before your chosen delivery week  <b>Premium booking:</b> Lodge articles the same week of booking by 12 midday for same state delivery	
The minimum volume?	One suburb, postcode or round (Conditions apply)	
Do I need to print barcodes?	No (Not applicable)	
Do I need to sort the articles?	<b>Yes</b> Prepare in trays and label as instructed by Australia Post	
Do I need to apply?	<b>Yes</b> Register before making any online bookings. Book at least 10 business days before the delivery week.	
How does the cost compare?	Unaddressed Mail	Full Rate

## Article types

Send envelopes, postcards, brochures, wrapped articles, folded unwrapped articles or even product samples.

All articles in a lodgement must be of the same size and weight category, and rectangular in shape.

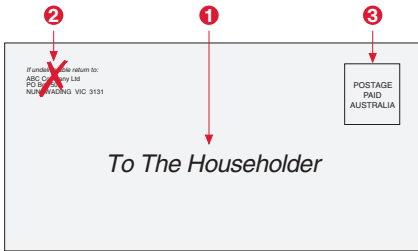
Irregular shapes may be accepted with prior approval from Australia Post.

## Article design

The envelope or article can include advertising or a marketing message.

It is recommended that you include:

- 1 a salutation like “To The Householder”
- 2 but don't include a return address
- 3 there is no requirement to print a “Postage Paid” imprint on the article, though you may do so if you wish.



## Sorting summary

Bundle the articles in lots of 50 or 100 using two bands. Prepare and label articles as per instructions in the document provided by Australia Post.

## Booking and lodgement

It is necessary to book the delivery of Unaddressed Mail in advance. Plan your timeline backwards from the Monday of the delivery week you choose. Bookings can be made up to 90 days in advance.

- 1 Submit your booking request no later than **11.59pm on the tenth business day prior** to the Monday of the nominated delivery week. No alterations will be accepted in less than ten business days of the delivery week.
- 2 Lodge articles for other state delivery seven business days before the nominated delivery week.
- 3 Lodge articles for same state delivery five business days before the nominated delivery week.
- 4 Delivery is between Monday to Friday, excluding public holidays.

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Annotations: 1 Make booking (points to day 10), 2 Lodge (for other state delivery) (points to day 10), 3 Lodge (for same state delivery) (points to day 10), 4 Nominated delivery week (points to days 19-24).

## Premium booking

When you need to get your communication into market quicker.

Premium service is only available for same state delivery (within the state of lodgement).

## Documentation

- For further information: *Unaddressed Mail service guide* (8839120).
- To register to use the online booking system: [auspost.com.au/unaddressedmail](https://auspost.com.au/unaddressedmail)
- To book a delivery: use the online booking system or the *Unaddressed Mail booking request form*.
- Website: [auspost.com.au/unaddressedmail](https://auspost.com.au/unaddressedmail).

# Domestic letter with tracking Imprint

Domestic letter with tracking Imprint is an affordable way to send and track the delivery of large volumes of documents or similar flat and flexible items to addresses within Australia.

This service offers:

- the ability to track and report on the delivery status of each article
- the option to provide recipients with SMS or email tracking notifications
- compensation for loss or damage (up to \$100); and
- the option to add Extra Cover of up to \$500 for an additional fee, when lodging an article of value in excess of \$100.

It is offered on a contract basis only and is subject to pre-approval and a minimum of 10,000 barcoded or unbarcoded articles annually.

If you're sending fewer than 10,000 items annually, Domestic letter with tracking prepaid envelopes are available individually or in packs of 10.

See [auspost.com.au/LetterTracking](https://auspost.com.au/LetterTracking).

## Priority or Regular delivery

As well as Priority delivery, Domestic letter with tracking Imprint offers the option of a lower cost Regular delivery timetable for non-time critical mail, taking up to an additional two business days for delivery.

## Apply for Domestic letter with tracking Imprint

Contact your Australia Post representative to apply for a contract. You'll need to provide your Australia Post Business Credit Account name and number, advise if you'd like to opt-in for Delivery Status Reporting and provide samples of the content you are sending.



What size articles?	Large		
	Small	Small Plus	
What weight articles? (g)	125	125	125 250 500
How fast?	<b>Priority:</b> Same state metro - next day <b>Regular:</b> Same state metro 2-3 days		
The minimum volume?	No minimum per lodgement. 10,000 articles per annum.		
Do I need to print barcodes?	<b>Yes</b> 2D barcode required for tracking. 4-state barcode for addressing is recommended but not required.		
Do I need to sort the articles?	<b>Yes</b> Prepare in trays and label as per service guide		
Do I need to apply?	<b>Yes</b> Customers need to apply for a contract		
How does the cost compare?	Domestic letter with tracking Imprint		Full Rate

## Acceptable content

Pre-approval of sample items is required.

Examples include:

- licences or ID cards
- tickets
- debit and credit cards
- membership or loyalty cards
- SIM cards
- gift cards.

## Article types

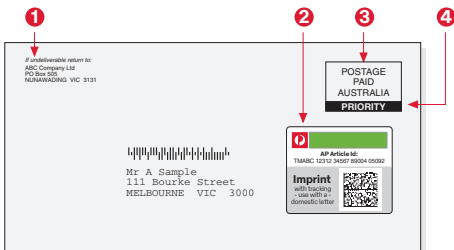
Articles must be in envelopes. Plastic wrapped articles are not accepted.

All articles in a lodgement must be of the same size and weight category.

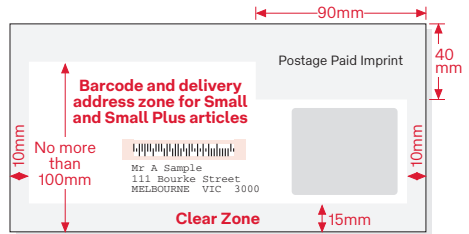
## Article design

The envelope needs to be printed with:

- 1 the return address, the preferred location is here or on the back
- 2 a unique Domestic letter with tracking Imprint, with a GS1 DataMatrix (2D) barcode for each article, according to Imprint specifications provided
- 3 the Postage Paid Imprint
- 4 the Priority delivery indicator, if this delivery timetable is selected.



Articles have to be suitable for Australia Post's automatic barcode reading equipment, so there are some correct addressing conditions to be observed.



The *Domestic letter with tracking Imprint specifications* document and *service guide* have full information on barcode and article design.

## Sorting summary

Separate barcoded from unbarcoded articles according to size category, weight category and delivery timetable.

To prepare your Domestic letter with tracking Imprint lodgement, articles should be presorted into either of two sort categories:

**Barcoded Trays** — For barcoded articles.

**Unbarcoded Trays** — Any articles which cannot be barcoded need to be in separate trays.

Complete and affix tray labels.

## Lodgement

- Complete the Domestic letter with tracking Imprint supporting documentation, as described in the *Domestic letter with tracking Imprint service guide*.
- Lodge at an approved Australia Post facility. A list can be found in the *Domestic letter with tracking Imprint service guide*.

## Documentation

- For further information: *Domestic letter with tracking Imprint service guide* (#696).
- To apply for the service: contact your Australia Post representative.
- Website:  
[auspost.com.au/LetterTrackingImprint](https://auspost.com.au/LetterTrackingImprint).

# Registered Post Imprint

Registered Post Imprint helps to provide business customers with peace of mind when mailing important articles in large volumes with signature on delivery.

Registered Post Imprint offers businesses an economical way to lodge in bulk with:

- signature on delivery
- compensation for loss or damage (up to \$100)
- the option to add Extra Cover of up to \$5,000 for an additional fee
- access to tracking data to report on the delivery status for each article; and
- the option to send SMS and email tracking notifications to recipients at no extra cost.

If you're sending items in small volumes, another option is Registered Post prepaid envelopes, available individually or in packs of 10. For more info, see [auspost.com.au/registeredpost](https://auspost.com.au/registeredpost).

## Priority or Regular delivery

As well as Priority delivery, Registered Post Imprint offers the option of a lower cost Regular delivery timetable for non-time critical mail, taking up to an additional two business days for delivery.

## Using Registered Post Imprint

To get started simply contact your Australia Post representative. You'll need to provide your Australia Post Business Credit Account name and number, and advise if you'd like to opt-in for Delivery Status Reporting.

If you don't have an existing Business Credit Account, you can visit the Australia Post website for details on how to apply.



What size articles?	Small	Small Plus	Large
	125	125	125 250 500
What weight articles? (g)			
How fast?	<b>Priority:</b> Same state metro - next day <b>Regular:</b> Same state metro 2-3 days		
The minimum volume?	No minimum per lodgement		
Do I need to print barcodes?	<b>Yes</b> 2D barcode required for tracking. 4-state barcode for addressing is recommended but not required.		
Do I need to sort the articles?	<b>Yes</b> Prepare in trays and label as per article design requirements		
Do I need to apply?	<b>Yes</b> Application process applies		
How does the cost compare?	Registered Post Imprint	Full Rate	

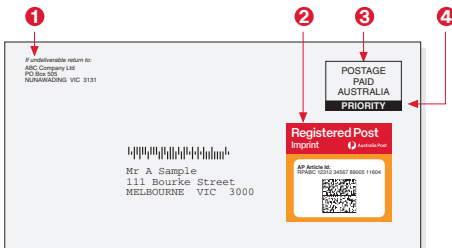
## Article types

Registered Post Imprint articles must be in envelopes. Plastic wrapped articles are not accepted.

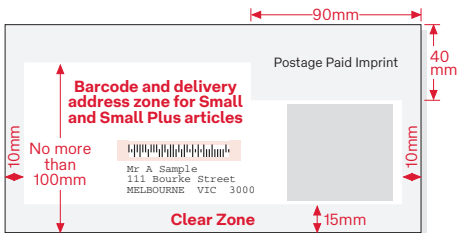
## Article design

The envelope needs to be printed with:

- 1 the return address, the preferred location is here or on the back
- 2 a unique Registered Post Imprint, with a GS1 DataMatrix (2D) barcode for each article, according to Imprint specifications provided
- 3 the Postage Paid Imprint
- 4 the Priority delivery indicator, if this delivery timetable is selected.



Registered Imprint articles have to be suitable for Australia Post's automatic barcode reading equipment, so there are some correct addressing conditions to be observed.



The *Registered Post Imprint specifications* document has full information on barcode design. The *PreSort Letters service guide* provides further information on article layout.

## Sorting summary

Separate barcoded from unbarcoded articles according to size category, weight category and delivery timetable.

To prepare lodgement of Registered Post Imprint articles, it is recommended to presort your articles to either of two sort categories:

**Barcoded Trays** — For unsorted barcoded articles arranged in letter trays.

**Unbarcoded Trays** — Any articles which cannot be barcoded need to be in separate trays.

Complete and affix tray labels.

## Lodgement

- Complete the *Registered Post multiple lodgement document* or provide appropriate supporting documentation for these articles.
- Lodge at any Post Office, or if lodging a large number of letters using Registered Post Imprint, we recommend your local Australia Post business centre or hub.

## Documentation

- For further information: *Registered Post Imprint specifications*.
- To apply for the service: contact your Australia Post Account Manager.
- To lodge articles: *Registered Post multiple lodgement document* (8836965) or appropriate supporting documentation.
- Website: [auspost.com.au/registeredpostimprint](https://auspost.com.au/registeredpostimprint).

# Related services

## Sample Post

With Sample Post, you can send all your samples to targeted individuals, cost-effectively through the mail.

### Benefits

- Your customers can “try before they buy”, encouraging them to make a purchase.
- Sending samples through the mail means they can try them in their own home, away from the distractions of other products and brands.
- You save money by avoiding the expense of sampling in the street or at events, or organising your own deliveries.

### What you can send

There is no minimum number of articles you can send. Each item you mail containing a sample must follow these guidelines:

- Maximum weight: 500 grams
- Maximum size: 180 × 260mm
- Maximum thickness: 100mm
- Fragrances or alcohol-based products must be no more than 10ml
- Item must not be considered “dangerous goods” (capable of posing a risk to health, safety, property or the environment).

Note:

- Return To Sender (RTS) is not a part of service
- No carding.



What size / thickness articles?	Small <5mm	Large <20mm	Parcel <100mm
	125 250	125 250 500	125 250 500
What weight articles? (g)			
How fast?	1–10 days		
The minimum volume?	No minimum		
Do I need to print barcodes?	No		
Do I need to sort the articles?	No		
Do I need to apply?	Submit your sample for testing		



## Getting approval

Before you use Sample Post, you'll need to submit your samples to us for approval along with the packaging type and an example of your address label.

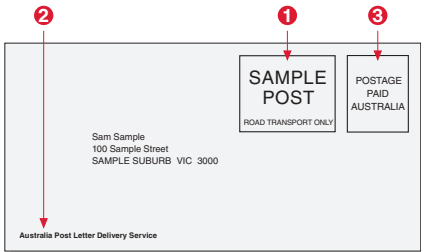
Please allow three full working days for testing approval.

## Article design

Prepare your items for posting, ensuring they have typed labels or are machine addressed (if you need a mail house to help you, check our list of Bulk Mail Partners).

The article needs to be printed with:

- 1 the words **"SAMPLE POST"** and **"ROAD TRANSPORT ONLY"** in capital letters
- 2 the words **"Australia Post Letter Delivery Service"** clearly in the bottom left-hand corner
- 3 the Postage Paid Imprint (unless a postage meter is used).



No return address is to be used.

## Lodgement

- Complete the *Sample Post lodgement document*.
- Lodge the articles at your closest approved lodgement point.  
Approved lodgement facilities are those you nominated when you applied for an Australia Post Business Credit Account.  
If you don't have an Australia Post Business Credit Account, you can lodge your articles at a Post Office.

## Documentation

- For further information: *Sample Post guide*.
- To lodge articles: *Sample Post lodgement document* (#587).
- Website: [auspost.com.au/samplepost](https://auspost.com.au/samplepost).

# Payment options

Australia Post offers a range of payment methods for bulk mail services: credit accounts, cash, EFTPOS and postage meters.

## Australia Post Account

Accounts are available to businesses. It's free to apply and only takes a few minutes.

Once approved, you can charge the following products and services to your account:

- Letter and parcel services, postage meter resets
- Prepaid envelopes and satchels (including Express Post), Courier service, packaging
- Mail Redirection and Mail Holding services, Data and marketing solutions, stationery and office supplies.

To apply, download and complete the *Business Credit Account Application* (8833097) from the Australia Post website or pick one up from your local Australia Post Business Hub or Post Office.

## Payment by EFTPOS (debit and credit cards)

Australia Post accepts payment for postage by EFTPOS if the office of lodgement has correctly working EFTPOS equipment.

## Postage meters

You can use postage meters to pay for any of the bulk mail services except for Unaddressed Mail, Domestic letter with tracking Imprint and Registered Post Imprint.

Postage meters are simple to use and enable you to purchase and print postage at any time, without leaving your office, and an added benefit is that Australia Post offers a 2.5 per cent rebate of the reset value of every postage meter reset. This means, for example, if you reset for \$1,000 worth of postage you will only be charged \$975.



When lodging larger volumes of metered mail for the Print Post, PreSort Letters, Charity Mail, Clean Mail or Full Rate services please complete a *Meter lodgement document* (8838236) and present it with your articles.

## Payment by cheque

From 1 May 2023 cheques, bank cheques and bank drafts are no longer accepted for payment of postage.

## Use only one payment method per lodgement

The payment for an entire lodgement needs to be made using one payment method only – for example; don't use a postage meter for half of the articles and an Account for the rest.



## For more information

Please contact your Australia Post representative or email us for more information about bulk mail and details about special conditions.

 [business@auspost.com.au](mailto:business@auspost.com.au)

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