Royal Mail

User Guide

Royal Mail Advertising Mail® Catalogue Option

April 2021

Royal Mail

Content

Introduction

Dear customer

Thank you for considering the Royal Mail Advertising Mail Catalogue Option.

We have compiled this product guide to help you get started. We focus on what makes the Catalogue Option distinct from Advertising Mail.

We do request that new customers take the time to become familiar with the main Advertising product. The key documents and web pages that will help you achieve this are detailed on the following page.

We have created a special definition of catalogues that qualify for this option. Please check carefully that your items meet the definition in Entry Criteria before you proceed.

Finally please note that Royal Mail will review the Catalogue Option after the first year. Please see the section on Availability.

If you are not sure at any stage whether your mailing fits the definition you can contact us on 020 7371 6957, or by email at helpline@royalmailtechnical.com

General Information

Terms and user guides

The Catalogue Option is a variant of our Advertising Mail product. Its requirements are identical to Advertising Mail terms except where specified in this document.

The following Royal Mail terms apply, in so far as they apply to Advertising Mail:

- Royal Mail General Terms and Conditions
- Marketing, Publishing and General Correspondence Specific Terms and Conditions
- Royal Mail Account Terms
- Printed Postage Impression (PPI) Terms and Conditions

These terms can be found at www.royalmail.com/terms-and-conditions.

Detailed advice on how to prepare and present Advertising Mail can be found in the User Guide to Marketing, Publishing and General Correspondence and associated documents in so far as they apply to Advertising Mail. The User Guide and associated documents can be found at www.royalmailtechnical.com.

If you are new to Advertising Mail then we recommend you take time to familiarise yourself with the terms and User Guide before using the Catalogue Option.

Availability

Customers wishing to use the Catalogue Option must apply to their usual Royal Mail contact or account manager, who will arrange for the option to be available on your Online Business Account (OBA). .

Entry Criteria

Key points:

Your mailing will qualify for the Catalogue Option if:

- The mailing meets the usual content rules for Advertising Mail and additionally ;

- the mailing primarily comprises a list of goods and/or services, together with a description, image and price;

- the goods and/or services are sold directly from the page at the prices listed;

- and editorial and other content is minimal.

If we do not consider that a mailing meets the eligibility criteria, we may adjust the product code – for example to a standard Advertising product code – and charge accordingly.

The table on the following page provides some examples of mailings that would be eligible for the Catalogue product, and also some that would not be successful.

Content Examples

Each request to use the Catalogue Option must be considered individually on its own merits to determine whether it can be considered to qualify. This list is not absolute or exhaustive and it is to be used as a guide only. If in doubt please contact your usual Royal Mail contact or helpline@royalmailtechnical.com

Example of Mailing	Eligible for Catalogue Option?	Explanation
A brochure in support of a new car launch.	No	Not a list of goods or services – the prices are illustrative ranges. Does not sell directly from the page but pushes to dealerships.
A mail order company sending its new or seasonal catalogue to an existing customer base.	Yes	List of goods or services and direct sell from the page.
A mail order company sending its new or seasonal catalogue to a prospective customer base	Yes	List of goods or services and direct sell from the page.
A mail order company sending a postcard with a discount code to a customer who has already received a catalogue.	No	Not a list of goods or services.
A travel company sending its new or seasonal holiday brochure to an existing or prospective customer base.	Yes	Provided the brochure is primarily a list of holidays and options with prices clearly displayed.
A tourist office promoting a holiday destination by mailing a brochure to an existing or prospective customer base.	No	The brochure is promoting a country or a region. It is not primarily a list of good and services.

Sample items

Customers who already send us samples for Advertising Mail will be familiar with options below. The requirements are unchanged for the Catalogue Option.

There are two options for you to fulfil the sampling process requirement:
Option 1;

- For each posting you must provide us with a sample of the item being posted at the same time as posting. You must provide a sample that is an exact reproduction of the items posted in terms of both envelopes used and contents enclosed for each Advertising Mail Catalogue Option posting. It is not necessary to supply a sample from each cell of a mailing
- You must ensure the correct sales order line is highlighted for the associated mailing sample on the accompanying confirmed sales order, as we will check samples to ensure they conform to the Advertising Mail specification
- Both the sample item and copy of Sales order should be forwarded to Royal Mail at the address below

Option 2;

- It is possible to send in a seed sample at the time of mailing by using the following process;
- Add the address below in your mailing database
- Insert the account payers account number along with a job reference number into the top line used for mailer defined information (line one of the address block)

With either option the items will be sent to;

Advertising Mail Content Control Team
Royal Mail
Mezzanine Floor
206 Whitechapel Road
LONDON
E1 1AA

Mail is the strongest medium for developing customer relationships; it makes them feel more valued

Options

Overview of Options:

Please note that some of our usual product options such as first class and second class are not available with the Catalogue Option. The table clarifies which options are available.

Options	Choices
Delivery Speed	Economy
Format	letter large letter
Machine-readability	not machine-readable
Sorting	High Sort
Sustainable	There is no Sustainable option at present

Volumes

- ➢ letters – minimum 4,000
- ➢ unless combined with International Business Mail Letters Country Sort High Volume when the overall total must be a minimum of 4,000
- ➢ large letters – minimum 1,000
- ➢ unless combined with International Business Mail Large Letters Country Sort High Volume when the overall total must be a minimum of 1,000. Please note, the format definitions for overseas items differ from those quoted in this guide.

Delivery speed choices

➢ Economy: we aim to deliver within six working days after the day of posting
➢ Economy deferred: we aim to deliver within six working days after a date stipulated by you, up to twenty eight days after posting

Format and weight:

➢ Although the maximum weight for a Letter is higher than usual at 150g, it is important to keep your item clearly within the maximum sizes. They are maximum limits so it's best for items to be slightly under the limits stated here.

	max mm	*max mm*	*max mm*	*max g*
Format	**Length**	**Width**	**Depth**	**Weight**
Letter	240	165	5	150
Large Letter	353	250	25	750
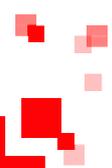
Getting Started

Request the option

Please request the Catalogue Option from your account handler or usual Royal Mail contact. You must be set up with the option in your Online Business Account before you can use it. It cannot be accessed from the usual Advertising High Sort product code.

Mail as usual

If you already use Advertising High Sort then the process is almost identical. Remember to use the correct product code when completing the Sales Order in the Online Business Account.

Send a sample

Send a sample item to our in a separate envelope or use the option to add us to your seed list.

Additional information on all products and specifications are available at;
www.royalmailtechnical.com   Helpline: 020 7371 6957

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