

Royal Mail Group – Advertising Mail Christmas Incentive 2018

Incentive Terms

Background

- (A) The Royal Mail Advertising Mail Christmas Incentive (the **Incentive**) will award Postage Credits to a posting customer who posts Incremental Volumes of Eligible Items during the Incentive Period.
- (B) We will award Postage Credits for Eligible Items qualifying under the terms of the Incentive in accordance with the applicable Postage Credit Rates set out on our Website.
1. **Definitions.** Capitalised terms/expressions used in these Incentive Terms will have the meaning given to them in the Framework Terms, if they are not defined elsewhere in these Incentive Terms. The following terms/expressions will have the following meanings:
- (a) **Agreed Expected Incremental Volume** means the anticipated incremental number of Eligible Items that you expect you will send during the Incentive Period and as we may agree as part of the application process. We will notify you of your Agreed Expected Incremental Volume if we approve your application;
 - (b) **Eligible Service** means (i) Royal Mail's Advertising Mail Low Sort Economy Mailmark; and (ii) Royal Mail's Access Mailmark Advertising Mail; and
 - (c) **Incremental Volume** means those Eligible Items posted by you during the Incentive Period that exceed the number of Eligible Items that we accepted (as part of your application process) you would have posted anyway during the Incentive Period were you not to participate in this Incentive.
2. **Application Limitations:**
- 2.1 This Incentive is limited to an aggregate of fifteen million (15,000,000) Eligible Items (**Incentive Pot**). Applications for this Incentive will be accepted on a "first come, first served basis", such that once the Incentive Pot has been allocated to applicants, no new applications will be accepted.
- 2.2 We will not accept applications for Agreed Expected Incremental Volumes which exceed one million (1,000,000) Eligible Items.
3. **Incentive Postings:** Subject to the Framework Terms and the other terms below, we will award you Postage Credits for all Incremental Volume of Eligible Items that you post during the Incentive Period.
4. **Eligible Items:** Postage Credits will only be earned on Incremental Volume of Eligible Items. An Eligible Item means a Letter which:
- (a) is posted by you using the Eligible Service (and which are made in accordance with the relevant terms and conditions for such services);
 - (b) is posted by you in Trays in accordance with the requirements of your agreement relating to your use of Trays;
 - (c) is not a postcard or single piece mailer, unless such postcard or single piece mailer meets all of the specifications set out in the Annex to these Incentive Terms; and
 - (d) is not subject to any of our other incentive schemes (as determined by us).

5. **Eligibility Criteria:** In order to qualify for Postage Credits you must post Incremental Volume of at least forty thousand (40,000) Eligible Items during the Incentive Period.
6. **Postage Credit Limit:** You will not be entitled to Postage Credits on any Incremental Volume of Eligible Items in excess of your Agreed Expected Incremental Volume. Notwithstanding the Postage Credit Limit, we may decide (but do not have to) to award Postage Credits on up to 110% of your Agreed Expected Incremental Volume, where we consider it fair and reasonable to do so.
7. **Validation and Calculation of Postage Credits:** Subject to you meeting the Eligibility Criteria in paragraph 5 at the end of the Incentive Period, we will validate your Postage Credits entitlement by checking your Incremental Volume of Eligible Items during the Incentive Period equals or exceeds forty thousand (40,000) items. If we are satisfied (in our sole discretion) that you have met this and all of the other Eligibility Criteria, then we will calculate your Postage Credits by applying the applicable Postage Credit Rate(s) against your validated Incremental Volume of Eligible Items posted during the Incentive Period up to the Postage Credit Limit.
8. **Application Period:** only completed application forms we receive before 20 December 2018 will be considered for participation in the Incentive.
9. **Incentive Period:** the period between your Start Date and 28 December 2018. We will notify you of your Start Date if we approve your application form.
10. **Changes to volumes:** If, after we have approved your application form, you wish to change your Agreed Expected Incremental Volume, such change must be agreed with us, otherwise it will not apply.
11. **Postage Credit Rates:** The applicable Postage Credit Rates for this Incentive can be found on our Website.
12. **Liability:** In addition to (and without affecting) the other Framework Terms, our liability to you under or in connection with this Incentive will be limited to £10,000.
13. You warrant that:
 - (a) the Eligible Items you will send under the Incentive will be new, incremental mail volume and you will send it using the Eligible Services;
 - (b) the Eligible Items you declare as new incremental mail volume has not been, is not, and will not be, included in any other Royal Mail incentive, scheme or promotion;
 - (c) all Eligible Items shall comply with all relevant laws and regulations, including but not limited to the CAP Code as endorsed and administered by ASA and from time to time revised by them, and all other relevant codes under the general supervision of CAP and ASA;
 - (d) the Eligible Items will not include mailing volume switched into this Incentive from another postal operator or one of our other postal services or from a period outside the Incentive Period;
 - (e) the Eligible Items will not include mailing volume which is the result of switching between/among a company's divisions, business units, brands or sub-brands; and
 - (f) none of the Eligible Items is connected with the calling of a local, general or European election or referendum in the UK or other special event where it is unlikely that the mailing volume for the event would be sent annually.

Annex

Postcard and Single Piece Mailer Specifications

1. For a postcard or single piece mailer (each a **Mailer**) to qualify as an Eligible Item for this Incentive you must ensure that:
 - (a) it has been produced from a sheet of paper that is cut, folded twice and adhered on all sides to provide a rectangular finished Mailer in landscape orientation that has 2/3 Ply thickness (the 3 Ply being at the bottom of the Mailer); and
 - (b) it adheres to the following specifications:
 - (i) External dimensions – 210mm x 150mm (a manufacturing tolerance of ± 2 mm is permitted);
 - (ii) Paper Weight – 120 - 150 gsm;
 - (iii) Paper thickness – ≥ 0.18 mm;
 - (iv) Finish – Matt or Silk;
 - (v) the first fold creates an internal flap that is 66mm deep (a manufacturing tolerance of ± 2 mm is permitted), and the second fold forms another flap that covers the internal flap and ends 1mm short of the bottom (reference) edge; and
 - (vi) a permanent and continuous adhesive seal of 15mm width (a manufacturing tolerance of ± 2 mm is permitted) is applied on 3 sides of the Mailer; and
 - (c) it is flat and not curled when presented to us.
2. In addition to the requirements in paragraph 1 above, each of the following additional requirements must be met:
 - (a) the adhesive goes to the edge of the Mailer;
 - (b) the adhesive is ≤ 80 microns thick;
 - (c) the glue has not seeped onto the outside of the Mailer, and must not produce protruding mounds on the Mailer;
 - (d) the glue is not brittle, or designed to be easily broken;
 - (e) the peak peel adhesion strength of the glue must be ≥ 0.4 N; and
 - (f) the cure time for the glue must be sufficient to ensure that it has fully cured prior to posting.