

**Royal Mail Advertising Mail Catalogue Option Specification**

**Introduction**

This Specification contains the requirements that must be adhered to by customers when participating in the Royal Mail Advertising Mail Catalogue Trial.

The Royal Mail Catalogue™ option ("**Catalogue**") is a variant of the Royal Mail Advertising Mail® service. Catalogue will be made available to customers on a trial basis until the end of March 2018 (the "**Trial**").

In order to participate in the Trial, customers must enter into an Advertising Mail Catalogue Trial Agreement with Royal Mail ("**Agreement**"). The Agreement, together with the Access Letters Contract, the Royal Mail Advertising Mail® terms and conditions (set out in Schedule 6 of the Access Letters Contract) and the Access Letters User Guide, provides the terms which the customer must adhere to when participating in the Trial. Any capitalised words used in this Specification that are not defined have the meanings given to them in the Access Letters Contract.

**Eligibility**

Mailing Items will be eligible for the Trial if Royal Mail determines that:

- (a) the content comprises a list of goods and/or services together with a description, image and price;
- (b) the content enables sales orders to be taken on such goods and/or services directly from the page at the prices listed; and
- (c) the editorial and other content of the mailing is minimal.

Further guidelines in respect of eligibility are set out in Annex 1 of this Specification.

**Service Sortation, Format and Weights**

The Trial is for items that are sorted to the Access 1400 selections. The maximum size dimensions and weights applicable to Mailing Items in the Trial are set out in the table below:

	<i>max mm</i>	<i>max mm</i>	<i>max mm</i>	<i>max g</i>	<i>Weight Band</i>
<b>Format</b>	<b>Length</b>	<b>Width</b>	<b>Depth</b>	<b>Weight</b>	
<b>Access 1400 Letter</b>	240	165	5	Up to 100	WB1
<b>Access 1400 Letter</b>	240	165	5	101 – 150	WB2
<b>Access 1400 Large Letter</b>	353	250	25	Up to 100	WB1
<b>Access 1400 Large Letter</b>	353	250	25	101 – 250	WB2
<b>Access 1400 Large Letter</b>	353	250	25	251 – 750	WB3

All Letter format items and Large Letter format items must be sorted into weight bands.

**Mixed Weight**

Mixed Weight is a presentation option for Large Letters and you may use this presentation option if you have signed a Mixed Weight Schedule.

Mixed Weight may not be used for handing over different formats in any one Container. The Service Standard and other Service criteria for Mixed Weight are as specified within the Access Letters User Guide.

Where all of the individual Letter or Large Letter weights in a Container comprise a mix of weight bands ('Mixed Weight') you must declare on the Manifest the total number of items by weight band and the Zone if applicable. The weight band indicators to be used on the Manifest are as follows:

- WB1 (weight band 1) - items weighing no more than 100g. All items falling within this weight band will be priced accordingly

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- WB2 (weight band 2) – Letter items weighing more than 100g up to 150g and Large Letter items weighing more than 100g and up to 250g. All items falling within this weight band will be priced based on the average weight of all the items falling within this weight band
- WB3 (weight band 3) – Large Letter items weighing more than 250g and up to 750g are priced in 1g increments using the average weight of all the items falling within this weight band.

Where all the weights in a Container fall within a single weight band the Mailing Items must be declared as such on the Manifest and will be priced accordingly.

For the Mixed Weight presentation there is a requirement to include an additional identifier (MW) on the Container CFL. This identifies to the accepting Inward Mail Centres that the Posting is Mixed Weight.

If your Mailing Items arrive in York Containers, there is also a requirement to include 'Mixed Weight' on the York cards.

### Product Codes

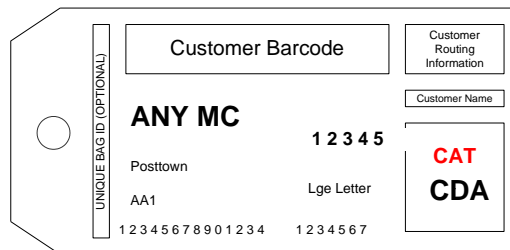
Customers will need to use new discrete products codes for all their Trial mailings. The product codes can be used for non-Mixed Weight and Mixed Weight mailings for both Letters and Large Letters. Royal Mail Wholesale will adapt DocketHub to enable these new weight bands to be used for both formats. A technical specification will be made available to customers who are participating in the Trial to enable them to add the new product codes and adjust their systems accordingly.

### Seeds/Samples

In accordance with the Royal Mail Advertising Mail® terms and conditions you must provide to us a seed/sample of your Mailing Items and you must ensure that the seed/sample has the same UCID number printed on the outside as has been used on the docket declaration.

### Container Labels

It is a requirement to identify the service level being presented on container labels. This must be indicated above the Customer Type in the Customer Indicator Box using the abbreviation 'CAT', see example below.



SCHEDULE A - ANNEX 1

ADVERTISING MAIL CATALOGUE: PRICING AND CONTENTS GUIDELINES

The table below provides some examples of mailings that would be eligible for the Trial. The list of mailing examples below is for guidance only. Each request to participate the Trial will be considered individually on its own merits to determine whether it qualifies for the Trial.

Example of Mailing	Eligible for Trial?	Explanation
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.
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.