

THE EASY GUIDE TO UNADDRESSED MAIL

THIS EBOOK WILL GUIDE YOU THROUGH
PLANNING, DESIGNING AND LODGING YOUR
NEXT UNADDRESSED MAIL OUT

Includes a
—FREE—
interactive
job checklist

THE 3 STEPS TO DISTRIBUTING UNADDRESSED MAIL

Distributing unaddressed mail is easier than you may think. You can choose to lodge the mail yourself, although this makes it a bit more complicated. **The best solution is to engage a mailing house.** Quickmail has over 20 years experience in the mailing and distribution industry and can assist you with all your communication needs. Find out more on our [website](#).

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WHAT IS UNADDRESSED MAIL OR LETTERBOX ADVERTISING?

Unaddressed mail is mail delivered through the Australia Post network that can **specifically target localities or postcodes**. It can include marketing material such as flyers, brochures, catalogues or unaddressed envelopes.

Unaddressed mail is the **lowest cost mail service** and can reach up to 10.9 million households and business delivery points throughout Australia. Using this service will allow your business to reach new customers that you don't have the address details of.

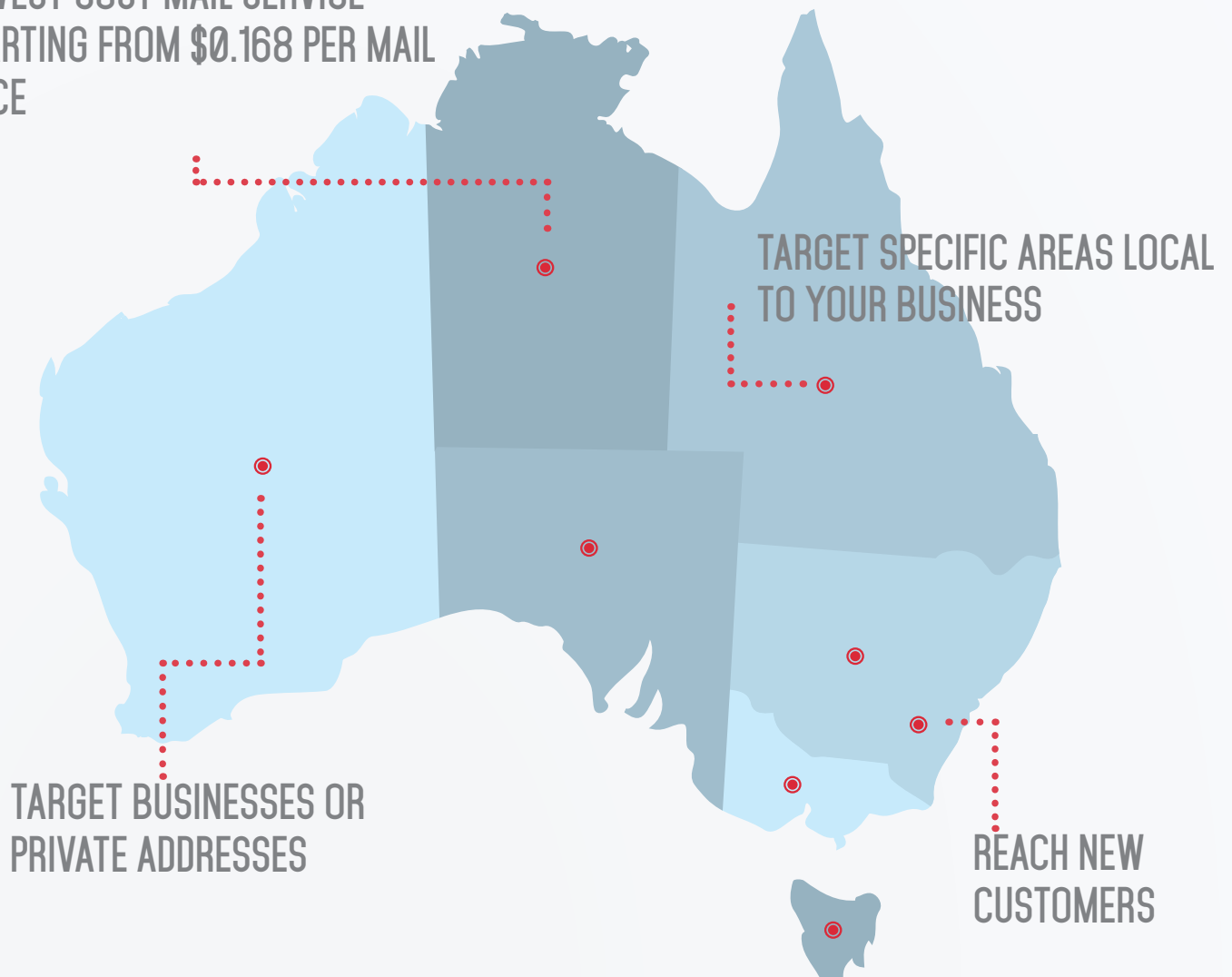
Unaddressed mail is a service offered by Australia Post and has some restrictions and lead time requirements.

*This e-book will guide you through the 3 steps of
distributing your next unaddressed mail out.*

WHY USE UNADDRESSED MAIL?

Unaddressed mail is the lowest cost mail service within the Australia Post network. With over 10.9 millions household and business delivery points throughout the country, unaddressed mail can reach a huge market of new customers.

LOWEST COST MAIL SERVICE
STARTING FROM \$0.168 PER MAIL
PIECE



STEP 1

DESIGNING YOUR MAIL PIECE

You need to make sure what you are sending complies with Australia Post standards. ***The size and weight of your mail piece will affect the price for sending each item.*** Its important to take these points into consideration when designing your mail piece.

Size & Weight

There are two size categories, small and large. Both attract different postage rates. If your mail piece is within the small letter category, make sure it weighs less than 100g. Otherwise it will be moved into the large letter category.

Large letters are required to have at least one fold. Any shape mail piece can be sent as an unaddressed mail piece however, all shapes other than rectangles need prior approval by Australia Post before lodgment.

Size Details	Small	Large
Maximum weight	100g	250g
Minimum size	88x138mm	-
Maximum size	130x240mm	260x360mm
Maximum thickness	5mm	20mm

Processing

Unaddressed mail is a very versatile form of mailing and is fairly unrestricted around how the mail piece is presented. This means brochures or catalogues can be plastic wrapped, in an envelope or just as they are.

Bundling

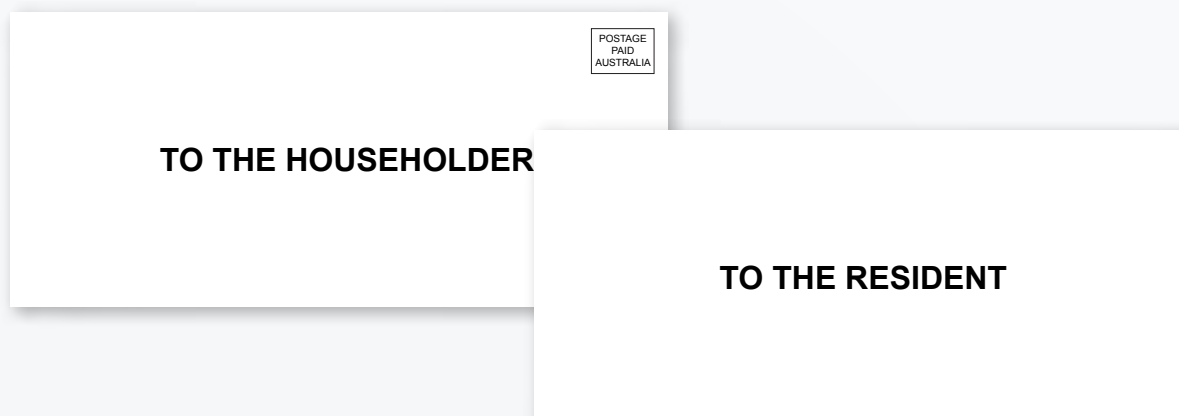
When lodging your mail pieces with Australia Post, items need to be bundled in packs of 50, 100 or 200. The number you choose will depended greatly on the size and weight of your mail piece. Your mailing house will be able to advise the best bundling solution for your print job.

Addressing

Unaddressed mail pieces can not have addresses or recipient names on them. However, they can feature text such as 'To The Householder' or 'To The Resident'. This can be printed straight onto the flyer or featured on the front of an envelope.

Postage paid imprints do not need to be included, however they can be if you would prefer.

Unaddressed mail does not include a return to sender service. This means that return addresses must not be included.



STEP 2 CHOOSING YOUR DISTRIBUTION AREA

The quantity of mail pieces that you will need printed will be determined by where and who you want to distribute to. There are various options you can choose from. This checklist will help you select the best option for your mail out.

Location

Targeting a specific location will give your business greater control over its advertising costs. You can choose locations by

- State
- Postcode
- Locality/Suburb

The boundaries of suburbs and postcodes can be slightly different depending on the area. The easiest way to decide which localities or postcodes to choose is to open Google Maps. Simply enter the suburb or postcode and the dashed red line will show the boundaries of that area. Australia Post delivery areas may differ slightly, however if you would like to know the exact boundaries please contact [Quickmail](#).

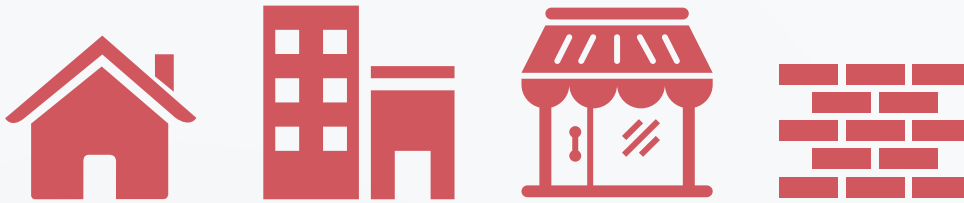
A list of localities and postcodes can be downloaded from the [Australia Post](#) website.

Australia Post also offers a delivery service named 'select'. This will allow you to target even more finely and choose only parts of postcodes or localities. This service attracts a higher cost than the regular service.

Delivery point type

Unaddressed mail can target the type of customer you want to reach. You can choose residential addresses, businesses or both. Below are all the different types of delivery points.

- Residential** - This will target households within the locality or postcode
- Businesses** - This will target only businesses with in the locality or postcode
- Counter** - This option is mostly for country areas and will place your mail piece on the counter at Australia Post outlets
- PO Boxes** - This option will be delivered only to Post Office boxes in the locality or postcode.



Exceptions

“No junk mail” stickers will prevent unaddressed mail being dropped into particular mail boxes. If your organisation is in the below the list, you can be exempt from this rule.

- Political Parties
- Local/State Government
- Charitable Bodies
- Educational Institutions
- Religious Groups

Quantity

After choosing which postcodes or localities you will target, provide your mailing house with this list. They will then provide you with the total number of delivery points within that area. This is what you will base how many mail pieces you will need to print.

Its always better to supply slightly more flyers than required – around 1.5% extra is sufficient. The Australia Post booking system will only allow modifications 7 days before the lodgment date. This means that if you don't have enough mail pieces, you will still have to pay postage on the items you couldn't send. Your mail house will lodge the exact amount and return the remaining number to you.

STEP 3

LODGING WITH AUSTRALIA POST

Pricing

The cost of lodging unaddressed mail is based on a per item rate, the size and weight of your mail piece and which state it is being delivered to. Below are the standard Australia Post unaddressed postage rates current at August 2014. Quickmail may be able to provide you with better rates depending on volume.

Size	Weight	Interstate - Regular	Interstate - Premium
Small	Up to 50g	\$0.168	\$0.210
	Over 50 - 100g	\$0.217	\$0.271
Large	Up to 50g	\$0.239	\$0.299
	Over 50 - 100g	\$0.300	\$0.375
	Over 100- 250g	\$0.374	\$0.467

Lead Time

Australia Post requires a certain lead time with all unaddressed mail lodgments. This should be kept in mind when planning an unaddressed mail out as printing and processing will need to be done prior.

There are two delivery timeframes available, regular and premium. Each have minimum booking and lodgment dates. Bookings can be made up to 3 months in advance.

Use the time table below to plan your next unaddressed mail out. Distribution date commences on the Monday and can arrive in mailboxes any time during the distribution week (Mon-Fri)

Regular Booking
Booking Date 14 days before distribution
Stock Required at Quickmail 9 days before distribution
Lodgment Date 7 Days before distribution
Distribution Date

Premium Booking
Booking Date 3 days before distribution
Stock Required at Quickmail 2 days before distribution
Lodgment Date 1 days before distribution
Distribution Date

Lodgment

If you have an Australia Post business account you are able to sort and lodge your own unaddressed mail. This requires specialist resources that are available from Australia Post. To find out more [click here](#).

Alternatively your mailhouse will already have existing infrastructure and processes to efficiently lodge your unaddressed mail for you.

Quickmail are one of the largest processors and lodgers of unaddressed mail and are experts in booking, preparing and lodging unaddressed mail. Contact one of our staff to [find out more](#).

Christmas Peak Period

All lodgment dates starting in December and finishing the week after Christmas will attract a surcharge. This charge changes from year to year however in 2013 it was 50% of the total lodgment price.

Have questions or need some advice ?

Quickmail have been in the mailing and distribution industries for over 20 years and we are experts. Our Perth mailing house can cater for any sized business and offers a complete communication solution. **We want your business to succeed and your communications to be simple.** Please turn over the page for our easy unaddressed mail checklist to help you plan and prepare your next mailout.

If you are thinking of planning an unaddressed mail out, or simply have a few questions, we are more than happy to help.

Contact our expert in everything mailing and communications, Iain MacKellar. He can be contacted on 08 9493 0477 or email imack@quickmail.com.au.

UNADDRESSED MAIL CHECKLIST

An easy to follow checklist for preparing & lodging unaddressed mail

Campaign Name: _____

Person Responsible: _____

Quickmail Contact: _____

Important Dates

Week of Distribution: Monday

Lodgment Date (7 days prior):

Stock to Quickmail (9 days prior):

Booking Date (14 days prior):

Description of mail piece: _____

Dimensions (HxW): _____

Thickness when folded: _____

Weight: _____

Mailing Size Category

Small (min 88 x 138mm, max 130 x 240mm)

Large (max 260 x 360mm)

Weight Size Category

Small

Up to 50 grams

51 - 100 grams

Large

Up to 50 grams

51 - 100 grams

101 - 150 grams

Processing

Envelope

Plastic Wrap

Unprotected

Postcodes or Localities List:

Delivery Point Type:

Residential

Business

Counter

PO Box Business

PO Box Residential

Delivery Total (provided by Quickmail)

Printing Total (plus 1.5%)

