

adMail

Customer Guide



Contents



1.0	Service Overview	3
2.0	adMail Specifications	4
2.1	Data	4
2.1	Service Standard.....	4
2.1	Seed mailing items.....	4
3.0	Unroutables, under-volume bags/trays and non-compliant mailings.....	5
4.0	Presentation of mailing items.....	6
5.0	adMail in conjunction with greenPost.....	7
5.1	Whistl sortation software.....	7
6.0	FAQs	8

1.0

Service

Overview

In addition to the conditions and specifications set out in the Premier customer guide the following additional requirements apply to all adMail mailings.

The recession is having an adverse impact on advertising revenues and there is a requirement to develop innovation in the Direct Mail market segment. By reducing prices for Direct Mail we aim to demonstrate to customers our commitment to delivering value for money and to provide continued support to the existing Direct Mail market.

adMail is for addressed Direct Mail (DM) Letter and Large Letter mailing items comprising a largely uniform message with the purpose of promoting the sale or use of products or services or to encourage, contribute to or support a cause.

Each adMail daily posting must comprise at least 4,000 mailing items per service per day, and in the case of Access 70, at least 10,000 Mailing Items per day.

2.0 adMail Specifications

To qualify as adMail all items must:

- • *Be addressed Direct Mail Letter or Large Letter format mailing items;*
- • *Meet the requirements of the adMail schedule including data specification, service standard, indicia and seed mailing items - detailed below.*

The following characteristics are mandatory and must be met to qualify for the adMail service. You will be asked to complete an adMail checklist with your Account Manager to ensure you meet all of the requirements.

2.1 Data

The following data requirements are mandatory:

- • *A documented procedure must be in place and used to suppress customer and prospect data against consumer and business files (e.g. Mail Preference Service) and each address list for each adMail posting shall be run against these files 30 days or less before the posting is prepared.*
- • *An internal suppression file must be kept and maintained to ensure opt-outs are properly logged, and each campaign must be run against these files 30 days or less before the posting is prepared.*

2.2 Service Standard

The Access service standard from Inward Mail Centres aims to deliver or attempt to deliver adMail items on the next working day after handover to and acceptance by Royal Mail. A working day means any day, which is not a Sunday, bank holiday, public holiday or Royal Mail non-service day'

2.3 Seed mailing items

For each posting, the customer must provide Royal Mail and Whistl with a sample of the mailing item to be used prior to posting or include Royal Mail and Whistl as a seed in the posting to verify conformance to the adMail specification. The customer is required to provide a sample/seed that is an exact reproduction of the mailing items posted in terms of both envelopes used and contents enclosed for each adMail posting.

The samples/seeds must be sent to the following addresses:

RMW (followed by the customers 5 digit customer ID) PO Box 72662 London E1W 9LD	Whistl adMail Sample 1 Globeside Business Park Marlow Buckinghamshire SL7 1HY
--	--

Royal Mail and Whistl will check samples and seed items to ensure conformance to the adMail contents specification. As part of Royal Mail and Whistl ongoing audit requirements, customers will be required, on request, to notify Royal Mail and Whistl of the identity of their originating customers submitting samples/seeds and the relevant unique customer ID where a unique customer ID has been used.

In the event that samples or seed items have not been provided, Royal Mail and Whistl may take action as outlined in Section 15.

The mailing reference must appear on the Sample / Seed after the UCID sent to Royal Mail. It must also be included in your tnt.file under the 'job reference' field, and for Mailmark postings you will need to apply the mailing reference code to the e-manifest under the Batch Reference field, it can be up to 20 characters long and must read exactly the same on the Sample / Seed and in the tnt.file or e-manifest. If you as the Originating Postal Customer do not wish to participate in JIC (Joint Industry Committee) you have the option to 'Opt out'. You must ensure no Mail Reference is provided on the Sample / Seed.

- For non-mailmark users you will need to include the words 'OUT' within the job reference field in the tnt.file.
- For mailmark users you will need to denote '1' in the spar field of the emanifest

3.0

Unroutables, under-volume bags/trays and non-compliant mailings

Any unroutable, under-volume or non-compliant mailings as defined in the Premier customer guide and agreement that are posted under the adMail service will not be entitled to service discounts (if applicable) even if adMail specification has been met.

Conditions and charges for unroutable, under-volume and non-compliant mailings are detailed in the Premier customer guide and Premier contract.

4.0

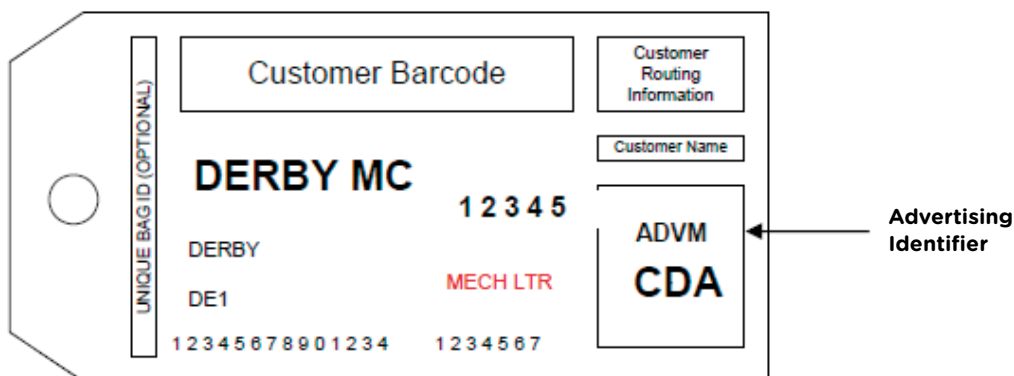
Presentation of mailing items

In addition to the presentational requirements set out in the Premier customer guide, the following additional presentational requirements apply to all adMail mailings:

- Each bag or tray that is used by the customer to hand over mailing items to Whistl must contain only adMail items. Mailing items that are not adMail may not be mixed in the same bag or tray
- Each bag or tray containing exclusively mailing items conforming to the adMail specification that is presented by the customer to Whistl must be labelled by the customer using the labels provided which clearly indicate that the contents are adMail.

The bag label must indicate 'ADVM' in the appropriate area as shown in the example below

Label Sample



5.0

adMail in conjunction with greenPost

5greenPost Letter and Large Letter postings may attract the adMail discount in addition to the relevant greenPost discount provided that the adMail specification for providing seed items is met. Please refer to the greenPost customer guide for full specification details.

Note: for each adMail posting, the customer must identify discretely each of the following service options:

- *adMail*
- *adMail + greenPost Entry*
- *adMail + greenPost Intermediate*

For greenPost entry and greenPost intermediate postings that are handed over claiming the adMail discount the customer must:

- *Use the Resp E or Resp I abbreviations, as applicable to the bag/tray label (see the greenPost user guide for greenPost labelling requirements)*
- *Provide a sample/seed for each posting*

5.1 Whistl sortation software

When the customer is sorting their data, they will be given the option to select whether the mailing is an adMail mailing and whether it is an adMail mailing in conjunction with greenPost. Here they will need to select whether it is entry or intermediate greenPost.

6.0

FAQs

Why is the adMail service only for Direct Mail?

Whistl is attempting to support the advertising medium through the use of mail. By reducing prices for DM, we aim to demonstrate to customers our commitment to delivering value for money and to provide continued support to the existing DM market.

adMail definitely doesn't apply to transactional mailings like statements and invoices.

Can adMail include transactional content?

No. The adMail service is for "pure" DM and would not apply to, for example, a bank statement with an element of advertising mail included in the mailing.

What are the customer benefits of using adMail?

Customers have the opportunity to benefit from lower prices and an increased return on their investment.



Whistl Ltd
Meridian House
Fieldhouse Lane
Marlow
Buckinghamshire
SL7 1TB
Tel 01628 816772
Email whistldelivers@whistl.co.uk

www.whistl.co.uk

whistl