

from 9th May 2011

2011 price guide

marketing and
bulk mail services



Royal Mail

Helping your business thrive

Find new customers, build stronger relationships and deliver more business

We're committed to helping businesses of all types and sizes thrive. We have a range of services to suit many business needs, from campaign planning to generating and fulfilling orders, managing returns and data.

We'll use our expertise to save you time and money – helping you focus on what you do best. Our services in this guide will help you make the right choice for your business, keeping your business costs low and customer satisfaction high.

This price guide is one of two separate brochures:

- Marketing and bulk mail services
- Delivery and collection services

You can download either of these guides at: www.royalmail.com/prices2011

We also have a full range of International services to send outbound mail from the UK and receive inbound mail from overseas, find out more at:

www.royalmail.com/internationalbusiness

Of course, if you have any questions about our prices or services, or need advice on which services may be best for your business, just call our Business Customer Helpline on: **08457 950 950** between 8.00am and 6.00pm – Monday to Friday.

This price guide replaces last year's – so now you no longer need your 2010 guide. When you throw it away you can be assured that it's made of 100% recyclable paper.



Although correct at the time this tariff guide was produced (March 2011), postal fees and other conditions are subject to revision from time to time and services may need to be added or withdrawn.

Up to date information may be obtained by visiting www.royalmail.com or by calling Royal Mail Sales on **08457 950 950**.

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Online Business Account

The best way to access services in this price guide is via a Royal Mail Online Business Account, which is our online ordering and invoicing system. It allows you to order mail services and manage your Royal Mail invoices quickly and simply in one place. For more information go to: www.royalmail.com/oba

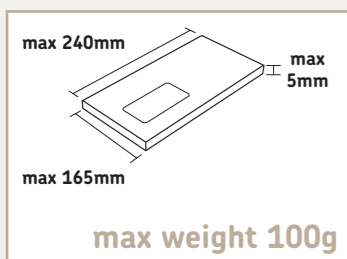
NB Orders made using paper posting cheques are subject to a minimum order value of £20 and a £1 handling fee per posting cheque. For more information go to: www.royalmail.com/minimumorder

Know your formats

Depending on the weight and measurements of your postal items, they will be defined as one of three main formats: 'Letter', 'Large Letter' or 'Packet'. Each of these formats carries a different cost – and the prices are shown throughout this brochure.

Letter format

Up to 100g
Up to 5mm thick



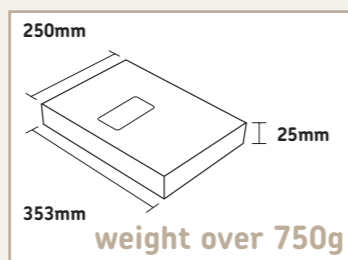
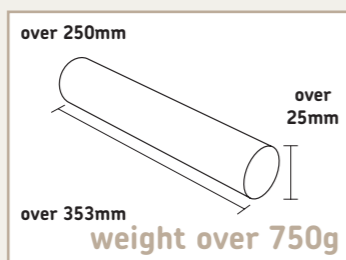
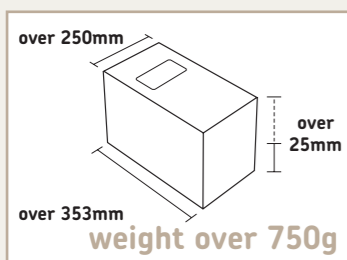
For example:

- Most letters
- Postcards
- Bills and statements
- Some brochures and catalogues
- Most greetings cards

Packet format

More than 353mm long or more than 250mm wide or more than 25mm thick. If one of the dimensions exceeds this, or the weight exceeds 750g, the item is classed as a Packet.

The maximum weight will depend on the service you choose.



Maximum dimensions for a Packet:

Rectangular: maximum = 610mm x 460mm x 460mm

Rolled: maximum length 900mm
maximum dimension of length plus twice diameter 1040mm

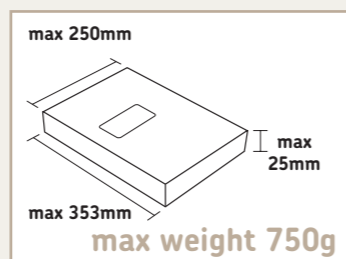
See the Standard Parcels services for items over these dimensions

For example:

- Most books
- VHS cassettes
- Parts and samples
- Most cylindrical packages

Large Letter format

Up to 750g
Up to 25mm thick



For example:

- Letters containing unfolded A4 paper
- Most brochures
- CDs
- DVDs
- Catalogues and company reports

Want to know more?

For more information on how to present your mail visit www.royalmail.com/size

Quantity/Volume Related Discounts

If you pay your postage via a Royal Mail Account, you could benefit from our quantity/volume related discounts.

If your daily mailing reaches the quantities shown in the table below, you'll automatically receive a discount on your postage.

Quantity/Volume Related Discounts: STL – ASTLL – Cleanmail					
	Quantity Discount Bands				
	Band 1	Band 2	Band 3	Band 4	Band 5
Letter	0-999	1,000-2,499	2,500-9,999	10,000-24,999	25,000+
Large Letter	0-249	250-749	750-1,999	2,000-4,999	5,000+
Packet	0-99	100-249	250-749	750-1,999	2,000+
Discounts	0%	1.5%	3.5%	5.5%	7.5%

STL = Standard Tariff Letters – see page 4

ASTLL = Automated Standard Tariff Large Letters – see page 20

Cleanmail and its variants Cleanmail Plus and Cleanmail Advance – see page 19

Quantity/Volume Related Discounts: Packetpost – Packetsort – Packetsort Plus					
	Quantity Discount Bands				
	Band 1	Band 2	Band 3	Band 4	Band 5
Large Letter	0-249	250-749	750-1,999	2,000-4,999	5,000+
Large Letter					
Format Discount	0%	1.5%	3.5%	5.5%	7.5%
Packet	0-99	100-249	250-749	750-1,999	2,000+
Packet					
Format Discount	0%	1.5%	3.5%	6.0%	8.0%

Packetpost and its variants Packetsort and Packetsort Plus – see page 6

Discounts awarded to customers paying for the applicable service via a Royal Mail Account only. Discount is applicable per sales order. All items must be mailed from the same site and be of the same format, class and service to qualify (e.g. you won't get the discount if you combine First Class with Second Class items, Letters with Packets).

NB Quantity/Volume Related Discounts are also available on Marketing Services, Mailsort and Walksort, with discounts shown on the relevant product pages.

First Class and Second Class

First Class – for cost-effective, next-day delivery

The right choice for your business if you:

- need reliable, good-value and next-day delivery (non-guaranteed)
- want the simplicity and convenience of a proven mail service
- are unable to sort your mail
- cannot make your mail machinable
- want to benefit from automatic quantity/volume related discounts – see page 3

Second Class – for cost-effective delivery within three days

The right choice for your business if you:

- don't require urgent delivery
- want to save money on postage
- want the simplicity and convenience of a proven mail service
- are unable to sort your mail
- cannot make your mail machinable
- want to benefit from automatic quantity/volume related discounts – see page 3

To find out more go to: www.royalmail.com/ppi

First Class Account		Second Class Account
Format & Weight		
Letter	Price	Price
0–100g	39p	28p
Large Letter		
0–100g	55p	44p
101–250g	79p	65p
251–500g	£1.10	90p
501–750g	£1.60	£1.30
Packet		
0–100g	£1.36	£1.14
101–250g	£1.69	£1.48
251–500g	£1.90	£1.59
501–750g	£2.36	£1.92
751–1000g	£2.86	£2.31
1001–1250g	£3.98	Not applicable, please note items heavier than 1000g cannot be sent Second Class
1251–1500g	£4.68	
1501–1750g	£5.37	
1751–2000g	£5.99	
2001–4000g	£7.83	
Each additional 2000g or part thereof	£2.67	

Prices in this table are exempt from VAT.

Special Delivery™ – fast, guaranteed* delivery by either 9.00am or 1.00pm the next working day including Saturday

The right choice for your business if you:

- need to deliver something before 9.00am or before 1.00pm
- need to track your items online and require an electronic signature to confirm delivery
- send valuable items, or require higher levels of compensation for loss or damage
- want a money-back guarantee* and peace of mind that a signature has been obtained on delivery

*On time delivery or your money back – restrictions apply – find out more at:

www.royalmail.com/specialdelivery

Special Delivery 9.00am				Special Delivery 9.00am with Saturday Guarantee*		
Weight	Compensation for loss or damage			Compensation for loss or damage		
Not over	Up to £50	Up to £1,000	Up to £2,500	Up to £50	Up to £1,000	Up to £2,500
100g	£12.02	£13.73	£16.43	£14.27	£15.98	£18.68
500g	£13.41	£15.12	£17.82	£15.66	£17.37	£20.07
1kg	£14.82	£16.53	£19.23	£17.07	£18.78	£21.48
2kg	£18.05	£19.76	£22.46	£20.30	£22.01	£24.71

Prices in this table exclude VAT, which is charged at the standard rate.

Special Delivery Next Day				Special Delivery Next Day with Saturday Guarantee*		
Weight	Compensation for loss or damage			Compensation for loss or damage		
Not over	Up to £500	Up to £1,000	Up to £2,500	Up to £500	Up to £1,000	Up to £2,500
100g	£5.26	£6.16	£8.01	£7.51	£8.41	£10.26
500g	£5.58	£6.48	£8.33	£7.83	£8.73	£10.58
1kg	£6.57	£7.47	£9.32	£8.82	£9.72	£11.57
2kg	£8.27	£9.18	£11.03	£10.52	£11.43	£13.28
10kg	£21.65	£22.55	£24.40	£23.90	£24.80	£26.65

Prices in this table exclude VAT, which is charged at the standard rate.

Special Delivery 9.00am and Next Day with Consequential loss

You can pay an additional amount to cover any consequential loss to you/your business in the unlikely event of the late or non arrival of your item. Prices start from an extra £1.75 (excluding VAT).

To find out more visit: www.royalmail.com/specialdelivery

We've developed a simple on-line tool to help you select the right packet delivery products from Special Delivery, Royal Mail Tracked, Royal Mail Packets and UK Goods Return with options to meet your specific needs. To see prices and get a quote go to: www.royalmail.com/choice

Royal Mail Tracked® – reassurance all the way with packet tracking from dispatch to delivery

The right choice for your business if you:

- send packets weighing up to 15kg
- want options for your speed of delivery, either next day or within 2-3 days
- want assurance of where your packets are and that they have been delivered successfully
- want to give your customers a range of delivery options to ensure they get their packet the first time delivery is attempted

To find out more go to: www.royalmail.com/tracked

Royal Mail Packets**Packetpost** – earn a discount by sending over 5,000 Large Letters or Packets per year

The right choice for your business if you:

- send large volumes of mail which we reward with lower postage prices
- send more than 5,000 items per year (Daily Rate) or 10,000 items per year (Flat Rate)
- want to save on fulfilment costs
- want free collection from your premises (for businesses that spend more than £15,000 per year with us)
- need to improve budgeting
- want the flexibility to choose when your items are delivered
- want to benefit from automatic quantity/volume related discounts – see page 3

To find out more go to: www.royalmail.com/packetpost

Packetsort – earn a discount by sending over 250 Large Letters or Packets per day

The right choice for your business if you:

- want all the benefits of Packetpost and want to make savings by carrying out some simple preparation
- can sort your mail up to eight selections by postcode
- send more than 250 items per day and, in total, over 5,000 items per year (Daily Rate) or 10,000 items per year (Flat Rate)
- want to benefit from automatic quantity/volume related discounts – see page 3

To find out more go to: www.royalmail.com/packetsort

Packetsort Plus – earn a further discount by sending over 1,000 Large Letters or Packets per posting

The right choice for your business if you:

- want all the benefits of Packetsort – and can send more items per day
- can sort your mail into nine or more selections by postcode
- send more than 1,000 Large Letters or Packets per day
- want to benefit from automatic quantity/volume related discounts – see page 3

To find out more go to: www.royalmail.com/packetsortplus

Royal Mail Packets

Format & Weight	Packetpost		Packetsort	
	First Class Price	Second Class Price	First Class Price	Second Class Price
Letter				
0-100g	n/a	n/a	n/a	n/a
Large Letter				
0-100g	54p	43.2p	51.8p	41.5p
101-250g	77.6p	63.8p	74.5p	61.2p
251-500g	108.1p	88.5p	103.8p	84.9p
501-750g	157.3p	127.8p	151.0p	122.7p
Packet				
0-100g	133.6p	111.4p	128.3p	106.9p
101-250g	166.0p	144.6p	159.4p	138.8p
251-500g	182.4p	144.6p	175.1p	138.8p
501-750g	213.6p	174.1p	205.1p	167.1p
751-1000g	250.8p	202.6p	240.8p	194.5p
1001-1250g	286.1p	227.8p	274.7p	218.7p
1251-1500g	325.3p	259.6p	312.3p	249.2p
1501-1750g	364.5p	291.4p	349.9p	279.7p
1751-2000g	403.8p	323.2p	387.6p	310.3p

Prices in this table are exempt from VAT.

To help you understand how you can benefit from Packetpost and Packetsort we have shown prices for formats and weights up to 2000g. To see all Packetpost and Packetsort prices, including those above 2000g please go to our website.

We've developed a simple on-line tool to help you select the right packet delivery products from Special Delivery, Royal Mail Tracked, Royal Mail Packets and UK Goods Return with options to meet your specific needs. To see prices and get a quote go to: www.royalmail.com/choice

UK Goods Return

Packetpost Returns – provide your customers with free returns

The right choice for your business if you:

- receive more than 2,000 items per year from customers, sent to a single address within the UK
- want to increase customer satisfaction
- need to improve budgeting
- want the flexibility to choose a First or Second Class Service

To find out more go to: www.royalmail.com/returns

UK Goods Return – Packetpost Returns

Weight	First Class Price	Second Class Price
0-100g	139.1p	116.9p
101-250g	171.5p	150.1p
251-500g	187.9p	150.1p
501-750g	219.1p	179.6p
751-1000g	256.3p	208.1p
1001-1250g	291.6p	233.3p
1251-1500g	330.8p	265.1p
1501-1750g	370.0p	296.9p
1751-2000g	409.3p	328.7p

Prices in this table are exempt from VAT.

Second Class Packetpost Returns items have a maximum weight limit of 5000g.

To help you understand how you can benefit from Packetpost Returns we have shown prices for weights up to 2000g. To see all Packetpost Returns prices, including those above 2000g please go to our website.

If you need a service that allows your customers to return valuable or urgent items to you at no cost to them – use Special Delivery™ with Response – see page 24.

Royal Mail Sameday® – nationwide, same-day courier service

The right choice for your business if you:

- need important packages delivered the same day
- want guaranteed* delivery 24/7 to 99.5% of all UK business addresses
- set up a Royal Mail Sameday contract or just use the service when you need it
- need to track your items online and require an electronic signature within seconds of the item being delivered

To find out more, get a quote or make a booking, go to: www.royalmail.com/sameday

*On time delivery or your money back.

Royal Mail Advertising Mail® – for mailings that only contain advertising material

The right choice for your business if you:

- want to use a powerful medium that is targeted, has a strong ROI and offers great cut-through in a changing media landscape
- are able to meet the data cleanliness requirements
- are only sending mailings that contain advertising material

To find out more go to: www.royalmail.com/advertisingmail

To help you understand how you can benefit from Advertising Mail we have shown prices for a selection of formats and entry levels overleaf. To see all Advertising Mail prices please go to our website.

Sustainable® Mail – be rewarded for making your mail more sustainable

The right choice for your business if you:

- want all the benefits of Advertising Mail and the additional discounts Sustainable Mail offers for making your mailings environmentally-friendly
- send mail of a largely uniform message to promote products, services or a cause
- send at least 4,000 Letters (2,000 if the entire mailing is within the same postcode area) or 1,000 Large Letter format items
- send Letter and Large Letter format mail
- can post using an Online Business Account
- can meet the guidelines set out in the Entry and/or Intermediate level Sustainable Mail specifications

To find out more go to: www.royalmail.com/sustainablemail

To help you understand how you can benefit from Sustainable Mail we have shown prices for a selection of formats and entry levels overleaf. To see all Sustainable Mail prices please go to our website.

If you can't prepare your mail to make it machinable or pre-sort your entire mailing – you can still make savings with our quantity/volume related discounts – see page 3

Advertising Mail Letters

Delivery Speed	Product Type	Number of items per day				
		0-19,999	20,000-39,999	40,000-79,999	80,000-119,999	120,000+
		Price	Price	Price	Price	Price
First Class						
	70 CBC	31.3p	30.8p	30.0p	29.6p	29.3p
	70 OCR	31.4p	30.8p	30.1p	29.7p	29.4p
	120 CBC	31.5p	31.0p	30.2p	29.8p	29.5p
	120 OCR	31.6p	31.0p	30.3p	29.9p	29.6p
	1400 Direct	36.0p	35.6p	35.0p	34.5p	34.3p
	1400 Residue	37.6p	37.6p	37.6p	37.6p	37.6p
Second Class						
	70 CBC	19.6p	19.3p	18.8p	18.5p	18.3p
	70 OCR	19.7p	19.3p	18.8p	18.6p	18.4p
	120 CBC	19.8p	19.4p	18.9p	18.6p	18.5p
	120 OCR	19.8p	19.4p	18.9p	18.7p	18.5p
	1400 Direct	22.4p	22.1p	21.8p	21.4p	21.3p
	1400 Residue	23.4p	23.4p	23.4p	23.4p	23.4p
Within 7 working days						
	70 CBC	17.4p	17.1p	16.7p	16.5p	16.3p
	70 OCR	17.5p	17.2p	16.7p	16.5p	16.3p
	120 CBC	17.6p	17.2p	16.8p	16.6p	16.4p
	120 OCR	17.6p	17.3p	16.9p	16.6p	16.5p
	1400 Direct	19.2p	18.9p	18.5p	18.3p	18.1p
	1400 Residue	20.0p	20.0p	20.0p	20.0p	20.0p

Prices in this table are exempt from VAT.

Advertising Mail Large Letters

Delivery Speed & Product Type	Weight	Number of items per day				
		0-9,999	10,000-19,999	20,000-39,999	40,000-59,999	60,000+
		Price	Price	Price	Price	Price
First Class						
1400 Direct	0-100g	42.8p	42.3p	41.6p	40.9p	40.6p
	100g-250g	47.5p	47.0p	46.2p	45.4p	45.1p
1400 Residue	0-100g	45.2p	45.2p	45.2p	45.2p	45.2p
	100g-250g	50.2p	50.2p	50.2p	50.2p	50.2p
Second Class						
1400 Direct	0-100g	29.0p	28.7p	28.2p	27.7p	27.5p
	100g-250g	37.2p	36.8p	36.2p	35.5p	35.3p
1400 Residue	0-100g	30.6p	30.6p	30.6p	30.6p	30.6p
	100g-250g	39.3p	39.3p	39.3p	39.3p	39.3p
Within 7 working days						
1400 Direct	0-100g	25.0p	24.6p	24.0p	23.7p	23.5p
	100g-250g	31.6p	31.1p	30.4p	30.0p	29.7p
1400 Residue	0-100g	26.4p	26.4p	26.4p	26.4p	26.4p
	100g-250g	33.4p	33.4p	33.4p	33.4p	33.4p

Prices in this table are exempt from VAT.

For Large Letter prices between 251g-750g and all Packet format prices – please go to our website: www.mailsorttechnical.com

Sustainable Mail Letters							
Delivery Speed	Product Type	Number of items per day					
		0-19,999	20,000-39,999	40,000-79,999	80,000-119,999	120,000+	
		Price	Price	Price	Price	Price	
First Class	Entry Level	70 CBC	30.8p	30.2p	29.5p	29.1p	28.8p
		70 OCR	30.9p	30.3p	29.6p	29.2p	28.9p
		120 CBC	31.0p	30.4p	29.7p	29.3p	29.0p
		120 OCR	31.1p	30.5p	29.7p	29.4p	29.1p
		1400 Direct	35.4p	35.0p	34.5p	33.9p	33.7p
		1400 Residue	37.0p	37.0p	37.0p	37.0p	37.0p
Intermediate		70 CBC	30.1p	29.6p	28.8p	28.5p	28.2p
		70 OCR	30.2p	29.6p	28.9p	28.5p	28.2p
		120 CBC	30.3p	29.7p	29.0p	28.6p	28.3p
		120 OCR	30.4p	29.8p	29.1p	28.7p	28.4p
		1400 Direct	34.6p	34.3p	33.7p	33.1p	32.9p
		1400 Residue	36.2p	36.2p	36.2p	36.2p	36.2p
Second Class							
Entry Level		70 CBC	19.3p	18.9p	18.5p	18.2p	18.0p
		70 OCR	19.3p	19.0p	18.5p	18.3p	18.1p
		120 CBC	19.4p	19.1p	18.6p	18.3p	18.1p
		120 OCR	19.5p	19.1p	18.6p	18.4p	18.2p
		1400 Direct	22.0p	21.8p	21.4p	21.0p	20.9p
		1400 Residue	23.0p	23.0p	23.0p	23.0p	23.0p
Intermediate		70 CBC	18.9p	18.5p	18.0p	17.8p	17.6p
		70 OCR	18.9p	18.6p	18.1p	17.8p	17.7p
		120 CBC	19.0p	18.6p	18.2p	17.9p	17.7p
		120 sort OCR	19.0p	18.7p	18.2p	18.0p	17.8p
		1400 Direct	21.5p	21.3p	20.9p	20.6p	20.4p
		1400 Residue	22.5p	22.5p	22.5p	22.5p	22.5p

Prices in this table are exempt from VAT.

Sustainable Mail Letters							
Delivery Speed	Product Type	Number of items per day					
		0-19,999	20,000-39,999	40,000-79,999	80,000-119,999	120,000+	
		Price	Price	Price	Price	Price	
Within 7 working days	Entry Level	70 CBC	17.1p	16.8p	16.4p	16.2p	16.0p
		70 OCR	17.2p	16.9p	16.5p	16.2p	16.1p
		120 CBC	17.3p	16.9p	16.5p	16.3p	16.2p
		120 OCR	17.3p	17.0p	16.6p	16.4p	16.2p
		1400 Direct	18.9p	18.6p	18.1p	17.9p	17.8p
		1400 Residue	19.7p	19.7p	19.7p	19.7p	19.7p
Intermediate		70 CBC	16.8p	16.5p	16.0p	15.8p	15.7p
		70 OCR	16.8p	16.5p	16.1p	15.9p	15.7p
		120 CBC	16.9p	16.6p	16.2p	16.0p	15.8p
		120 OCR	16.9p	16.6p	16.2p	16.0p	15.8p
		1400 Direct	18.5p	18.1p	17.7p	17.5p	17.4p
		1400 Residue	19.3p	19.3p	19.3p	19.3p	19.3p

Prices in this table are exempt from VAT.

Sustainable Mail Large Letters						
Delivery Speed & Product Type	Weight	Number of items per day				
		0-9,999	10,000-19,999	20,000-39,999	40,000-59,999	60,000+
First Class		Price	Price	Price	Price	Price
Entry Level						
1400 Direct	0-100g	42.3p	41.8p	41.1p	40.4p	40.1p
	100g-250g	47.1p	46.5p	45.7p	44.9p	44.7p
1400 Residue	0-100g	44.6p	44.6p	44.6p	44.6p	44.6p
	100g-250g	49.7p	49.7p	49.7p	49.7p	49.7p
Intermediate						
1400 Direct	0-100g	41.4p	41.0p	40.3p	39.6p	39.3p
	100g-250g	46.3p	45.8p	45.0p	44.3p	44.0p
1400 Residue	0-100g	43.8p	43.8p	43.8p	43.8p	43.8p
	100g-250g	48.9p	48.9p	48.9p	48.9p	48.9p
Second Class						
Entry Level						
1400 Direct	0-100g	28.6p	28.3p	27.8p	27.3p	27.2p
	100g-250g	36.8p	36.4p	35.8p	35.2p	35.0p
1400 Residue	0-100g	30.2p	30.2p	30.2p	30.2p	30.2p
	100g-250g	38.9p	38.9p	38.9p	38.9p	38.9p
Intermediate						
1400 Direct	0-100g	28.1p	27.8p	27.3p	26.8p	26.7p
	100g-250g	36.3p	35.9p	35.3p	34.6p	34.4p
1400 Residue	0-100g	29.7p	29.7p	29.7p	29.7p	29.7p
	100g-250g	38.3p	38.3p	38.3p	38.3p	38.3p
Within 7 working days						
Entry Level						
1400 Direct	0-100g	24.7p	24.3p	23.7p	23.4p	23.2p
	100g-250g	31.3p	30.8p	30.0p	29.7p	29.4p
1400 Residue	0-100g	26.1p	26.1p	26.1p	26.1p	26.1p
	100g-250g	33.0p	33.0p	33.0p	33.0p	33.0p
Intermediate						
1400 Direct	0-100g	24.2p	23.8p	23.3p	23.0p	22.8p
	100g-250g	30.8p	30.3p	29.6p	29.2p	29.0p
1400 Residue	0-100g	25.6p	25.6p	25.6p	25.6p	25.6p
	100g-250g	32.5p	32.5p	32.5p	32.5p	32.5p

Prices in this table are exempt from VAT.

For Large Letter prices between 251g-750g and all Packet format prices – please go to our website:
www.mailsorttechnical.com

mailmedia® – cutting the mailing cost of promotional campaigns by combining outbound mailing and response costs in one service

The right choice for your business if you:

- send promotional mail such as brochures, catalogues and customer surveys that invite customers to respond by mail
- can sort or otherwise prepare your mail depending on which of the three service options you choose

To find out more go to: www.royalmail.com/mailmedia

Advertising Mail Light – improve your campaign results by adding a teaser or reminder

The right choice for your business if you:

- want to increase response rates
- recognise that an additional teaser or reminder could deliver greater value
- have a total campaign mailing over 40,000 items
- mail items that can be read by our sorting machines

To find out more go to: www.royalmail.com/advertisinglight

NB From 9th May Advertising Mail Light is the new name for Mail Sort Light.

Big Book – on-time delivery of heavy items such as catalogues and brochures

The right choice for your business if you:

- mail 12,000 or more items in one go
- mail items weighing between 751g and 1,500g each up to B4 (353 x 250mm) in size and no more than 25mm in depth
- can flex the item through 180° (bend it double) without breaking the seal (polywrapped)

To find out more go to: www.royalmail.com/bigbook

Royal Mail Heavyweight – for considerable savings on high volume, heavyweight mailings

The right choice for your business if you:

- want to improve first-time delivery results for bulky items
- mail 12,000 or more items in one go
- are sending items between 751g and 3kg each up to B4 (353x250mm) size Packet format
- know when you'll be mailing – so you can book up to 12 months in advance
- would like free collection from your premises (for UK mainland customers)

To find out more go to: www.royalmail.com/royalmailheavyweight

If you can't prepare your mail to make it machinable or pre-sort your entire mailing – you can still make savings with our quantity/volume related discounts – see page 3

Royal Mail Door to Door® – total UK coverage for your unaddressed “door drop” material

The right choice for your business if you:

- use unaddressed, “door drop” promotional material as part of your marketing activity, either on its own or as part of an integrated campaign, for example, by following up national or regional advertising
- need unbeatable coverage combined with excellent value. Door to Door gives you access to over 27 million homes – that’s every address registered to receive mail in the UK
- want to target new customers in your chosen area or manage the responses from your Door to Door campaign
- need help in printing your leaflets

To find out more, get a quote or make a booking, visit: www.royalmail.com/doortodoor

NB All Door to Door prices effective from 4th April 2011. Prices reviewed September 2011.

Door to Door						
	Band A	Band B	Band C	Band D	Band E	Average
	Price	Price	Price	Price	Price	Price
Up to 20g and not over 5mm thick (price per 1,000)						
<25k	£60.00	£60.00	£60.00	£60.00	£60.00	£60.00
25,000-100,000	£52.47	£52.47	£52.47	£52.47	£52.47	£52.47
100,001-200,000	£48.14	£48.14	£48.14	£48.14	£48.14	£48.14
200,001-500,000	£39.78	£42.31	£43.69	£44.84	£45.99	£43.32
500,001-1m	£38.60	£41.06	£42.40	£43.51	£44.63	£42.04
1,000,001-2m	£37.44	£39.82	£41.12	£42.20	£43.28	£40.77
2,000,001-4m	£36.04	£38.33	£39.58	£40.62	£41.66	£39.25
4,000,001-6m	£34.87	£37.09	£38.29	£39.30	£40.31	£37.97
6,000,001-10m	£33.93	£36.09	£37.27	£38.25	£39.23	£36.95
>10m	£33.42	£35.55	£36.71	£37.67	£38.64	£36.40
>20g-35g and not over 5mm thick (price per 1,000)						
<25k	£64.20	£64.20	£64.20	£64.20	£64.20	£64.20
25,000-100,000	£56.14	£56.14	£56.14	£56.14	£56.14	£56.14
100,001-200,000	£51.51	£51.51	£51.51	£51.51	£51.51	£51.51
200,001-500,000	£42.57	£45.27	£46.75	£47.98	£49.21	£46.36
500,001-1m	£41.31	£43.93	£45.37	£46.56	£47.75	£44.98
1,000,001-2m	£40.06	£42.60	£43.99	£45.15	£46.31	£43.62
2,000,001-4m	£38.56	£41.01	£42.35	£43.46	£44.58	£41.99
4,000,001-6m	£37.31	£39.68	£40.98	£42.05	£43.13	£40.63
6,000,001-10m	£36.31	£38.62	£39.88	£40.93	£41.98	£39.54
>10m	£35.76	£38.04	£39.28	£40.31	£41.34	£38.95

Prices in this table exclude VAT, which is charged at the standard rate.
Subject to a minimum charge of £500 plus VAT.

Door to Door						
	Band A	Band B	Band C	Band D	Band E	Average
	Price	Price	Price	Price	Price	Price
>35g-60g (price per 1,000)						
<25k	£84.00	£84.00	£84.00	£84.00	£84.00	£84.00
25,000-100,000	£73.46	£73.46	£73.46	£73.46	£73.46	£73.46
100,001-200,000	£67.40	£67.40	£67.40	£67.40	£67.40	£67.40
200,001-500,000	£55.69	£59.24	£61.17	£62.78	£64.39	£60.65
500,001-1m	£54.05	£57.48	£59.36	£60.92	£62.48	£58.86
1,000,001-2m	£52.41	£55.74	£57.56	£59.08	£60.59	£57.08
2,000,001-4m	£50.45	£53.66	£55.41	£56.87	£58.32	£54.94
4,000,001-6m	£48.82	£51.92	£53.61	£55.02	£56.43	£53.16
6,000,001-10m	£47.51	£50.53	£52.18	£53.55	£54.92	£51.74
>10m	£46.79	£49.77	£51.39	£52.74	£54.10	£50.96
>60g-80g (price per 1,000)						
<25k	£90.00	£90.00	£90.00	£90.00	£90.00	£90.00
25,000-100,000	£78.71	£78.71	£78.71	£78.71	£78.71	£78.71
100,001-200,000	£72.21	£72.21	£72.21	£72.21	£72.21	£72.21
200,001-500,000	£59.67	£63.47	£65.54	£67.26	£68.99	£64.99
500,001-1m	£57.91	£61.59	£63.60	£65.27	£66.95	£63.06
1,000,001-2m	£56.16	£59.73	£61.67	£63.30	£64.92	£61.16
2,000,001-4m	£54.05	£57.49	£59.37	£60.93	£62.49	£58.87
4,000,001-6m	£52.30	£55.63	£57.44	£58.95	£60.47	£56.96
6,000,001-10m	£50.90	£54.14	£55.90	£57.37	£58.85	£55.43
>10m	£50.14	£53.32	£55.06	£56.51	£57.96	£54.60
>80g-100g (price per 1,000)						
<25k	£102.00	£102.00	£102.00	£102.00	£102.00	£102.00
25,000-100,000	£89.20	£89.20	£89.20	£89.20	£89.20	£89.20
100,001-200,000	£81.84	£81.84	£81.84	£81.84	£81.84	£81.84
200,001-500,000	£67.63	£71.93	£74.27	£76.23	£78.18	£73.65
500,001-1m	£65.63	£69.80	£72.08	£73.97	£75.87	£71.47
1,000,001-2m	£63.64	£67.69	£69.90	£71.74	£73.58	£69.31
2,000,001-4m	£61.26	£65.16	£67.28	£69.05	£70.82	£66.71
4,000,001-6m	£59.28	£63.04	£65.10	£66.81	£68.53	£64.55
6,000,001-10m	£57.69	£61.36	£63.36	£65.02	£66.69	£62.82
>10m	£56.82	£60.43	£62.40	£64.05	£65.69	£61.88

Prices in this table exclude VAT, which is charged at the standard rate.
Subject to a minimum charge of £500 plus VAT.

NB Bands A-E reflect geographic sector.

Offers and Incentives

Door to Door Late Sales Offer

Get your message to more people at a reduced price. This applies to last minute bookings made either three or four weeks before the distribution date, subject to terms.

Flat rate offer

All Volumes	0-20g*	Over 20g-35g*	Over 35g-60g	Over 60g-80g	Over 80g-100g
	£40.00	£42.80	£56.00	£60.00	£68.00

Prices in this table exclude VAT, which is charged at the standard rate.

*And not over 5mm thick.

Subject to minimum charge of £500 plus VAT.

Door to Door New User Offer

If you're new to our Door to Door service or haven't used the service in the last 18 months you could take advantage of our introductory offer.

Flat rate offer

Quantity	0-20g*	Over 20g-35g*	Over 35g-60g	Over 60g-80g	Over 80g-100g
	Price per 1,000	Price per 1,000	Price per 1,000	Price per 1,000	Price per 1,000
<25,000	£52.80	£56.50	£73.92	£79.20	£89.76
25,000-100,000	£46.17	£49.40	£64.64	£69.26	£78.49
100,001-200,000	£42.36	£45.33	£59.30	£63.54	£72.01
>200,000	£39.00	£41.73	£54.60	£58.50	£66.30

Prices in this table exclude VAT, which is charged at the standard rate.

*And not over 5mm thick.

Subject to minimum charge of £500 plus VAT.

If either of these Door to Door offers apply to you, call us on **01865 796981** to discuss the incentives and prices available to you.

Direct Mail First Time User Offer

If you haven't used Direct Mail to advertise for at least 24 months or more we're offering savings by way of a postage credit, of up to 25% on selected services.

We want to help you find out how Direct Mail can work for you, so we are offering a 25% postage credit on your first mailing, a 20% postage credit on your second mailing and a 15% postage credit on your third mailing.

These savings are on top of our existing prices and applicable discounts.

Find out more at: www.royalmail.com/ftu

Cleanmail® – earn a discount by making your mail machinable

The right choice for your business if you:

- send at least 500 items per class, per mailing and per site/location
- mail items that meet our Letter format requirements (see page 2)
- want to make savings by carrying out some simple preparation
- can ensure that items are addressed with Optical Character Recognition (OCR) font or typefaces or feature a Customer Barcode (CBC)
- ensure that at least 90% of items are fully addressed with correct postcodes
- want to benefit from automatic quantity/volume related discounts – see page 3

Cleanmail® Plus – earn a further discount for greater address accuracy

The right choice for your business if you:

- want all the benefits of Cleanmail and can ensure that at least 95% of items are fully addressed with correct postcodes
- want to benefit from automatic quantity/volume related discounts – see page 3

To find out more go to: www.royalmail.com/cleanmail

Cleanmail® Advance – earn a discount by ensuring your mail can be read by our sorting machines

The right choice for your business if you:

- can't sort your own mail or address your mail using OCR or CBC to use Cleanmail or Cleanmail Plus
- are able to print a licence number that we provide onto each item so that our sorting machines can read the addresses
- want to mail straight away without having to go through an up-front accreditation process
- want to benefit from automatic quantity/volume related discounts – see page 3

To find out more go to: www.royalmail.com/cleanmailadvance

Cleanmail – Cleanmail Plus – Cleanmail Advance

Delivery Speed	Product Type	Number of items per day				
		500-999	1,000-2,499	2,500-9,999	10,000-24,999	25,000+
First Class		Price	Price	Price	Price	Price
	Cleanmail OCR	36.1p	35.6p	34.8p	34.1p	33.4p
	Cleanmail CBC	36.0p	35.5p	34.7p	34.0p	33.3p
	Cleanmail Plus OCR	34.9p	34.4p	33.7p	33.0p	32.3p
	Cleanmail Plus CBC	34.8p	34.3p	33.6p	32.9p	32.2p
	Cleanmail Advance	34.8p	34.3p	33.6p	32.9p	32.2p
Second Class						
	Cleanmail OCR	24.5p	24.1p	23.6p	23.2p	22.7p
	Cleanmail CBC	24.4p	24.0p	23.5p	23.1p	22.6p
	Cleanmail Plus OCR	23.7p	23.3p	22.9p	22.4p	21.9p
	Cleanmail Plus CBC	23.6p	23.2p	22.8p	22.3p	21.8p
	Cleanmail Advance	23.6p	23.2p	22.8p	22.3p	21.8p

Prices in this table are exempt from VAT.

Automated Standard Tariff Large Letters – earn a discount by sending over 250 Large Letters, even if you can't sort your own mail

The right choice for your business if you:

- send at least 250 Large Letter items per class, per posting, per site, in the UK
- mail items that meet our Large Letter format requirements:
 - weigh between 50g and 750g
 - 229mm to 324mm in length
 - 1mm to 10mm in depth
 - 162mm to 229mm in width
- mail either First or Second Class
- can ensure that all items have visible and legible addresses and have 95% full and accurate addresses and postcodes
- want to post straight away without having to go through an upfront accreditation process
- want to benefit from automatic quantity/volume related discounts – see page 3

To find out more go to: www.royalmail.com/astll

Automated Standard Tariff Large Letters						
Delivery Speed	Weight	Number of items per day				
		0-249*	250-749	750-1,999	2,000-4,999	5,000+
		Price	Price	Price	Price	Price
First Class						
	50-100g	46.2p	45.5p	44.6p	43.7p	42.7p
	101-250g	66.4p	65.4p	64.1p	62.7p	61.4p
	251-500g	92.4p	91.0p	89.2p	87.3p	85.5p
	501-750g	134.4p	132.4p	129.7p	127.0p	124.3p
Second Class						
	50-100g	37.0p	36.4p	35.7p	35.0p	34.2p
	101-250g	54.6p	53.8p	52.7p	51.6p	50.5p
	251-500g	75.6p	74.5p	73.0p	71.4p	69.9p
	501-750g	109.2p	107.6p	105.4p	103.2p	101.0p

Prices in this table are exempt from VAT.
*Cannot use this service sending less than 250 items.

Mailsort® – earn a combination of discounts by sending large quantities of mail already sorted – with the option of making your mail machinable or not

The right choice for your business if you:

- want a range of three delivery speeds
 - Mailsort 1 for delivery the next working day
 - Mailsort 2 for delivery within three working days
 - Mailsort 3 for delivery within seven working days
- can make your Letter format mail machinable and can ensure sorting and preparation requirements are achieved
 - Mailsort® 70 (OCR or CBC) – max weight 100g – minimum of 20,000 items
 - Mailsort® 120 (OCR or CBC) – max weight 100g – minimum of 4,000 items
 - Mailsort® 700 (CBC) – max weight 100g – minimum of 10,000 items
- are able to pre-sort your mail to an advanced level but cannot make your mail machinable
 - Mailsort® 1400 – max weight 2kg – minimum of number of items dependant on format: 4,000 Letters (2,000 if the entire mailing is within the same postcode area) or 1,000 Large Letters or A3 Packets in a single posting in the UK

To find out more go to: www.royalmail.com/discounts

To help you understand how you can benefit from Mailsort we have shown prices for a selection of formats and entry levels overleaf. To see all Mailsort prices please go to our website.

NB OCR is Optical Character Recognition font or typefaces. CBC is a customer-applied barcode

Walksort® – make savings by sorting your mail for our deliveries

The right choice for your business if you:

- send at least 4,000 Letters (2,000 if the entire mailing is within the same postcode area) or 1,000 Large Letters or A3 Packets in a single posting in the UK
- mail items weighing no more than 750g
- want to earn our maximum discount by carrying out some extensive preparation
- can sort your mail into selections based on our individual delivery rounds (full details can be obtained from the Walksort® Database)
- can provide all items fully addressed, including postcodes
- want the flexibility to choose when your items are delivered

To find out more go to: www.royalmail.com/walksort

To help you understand how you can benefit from Walksort we have shown prices for a selection of formats and entry levels overleaf. To see all Walksort prices please go to our website.

If you can't prepare your mail to make it machinable or pre-sort your entire mailing – you can still make savings with our quantity/volume related discounts – see page 3

Mailsort & Walksort Letters						
Delivery Speed	Product Type	Number of items per day				
		0-19,999	20,000-39,999	40,000-79,999	80,000-119,999	120,000+
First Class		Price	Price	Price	Price	Price
Mailsort	70 CBC	31.3p	30.8p	30.0p	29.6p	29.3p
	70 OCR	31.4p	30.8p	30.1p	29.7p	29.4p
	120 CBC	31.5p	31.0p	30.2p	29.8p	29.5p
	120 OCR	31.6p	31.0p	30.3p	29.9p	29.6p
	1400 Direct	36.0p	35.6p	35.0p	34.5p	34.3p
	1400 Residue	37.6p	37.6p	37.6p	37.6p	37.6p
Walksort	Walksort	27.3p	27.3p	27.3p	27.3p	27.3p
Second Class						
Mailsort	70 CBC	21.8p	21.4p	20.8p	20.6p	20.3p
	70 OCR	21.8p	21.4p	20.9p	20.6p	20.4p
	120 CBC	21.9p	21.5p	21.0p	20.7p	20.5p
	120 OCR	22.0p	21.6p	21.0p	20.7p	20.5p
	1400 Direct	25.6p	25.3p	24.9p	24.4p	24.3p
	1400 Residue	26.7p	26.7p	26.7p	26.7p	26.7p
Walksort	Walksort	20.7p	20.7p	20.7p	20.7p	20.7p
Within 7 working Days						
Mailsort	70 sort CBC	19.4p	19.0p	18.6p	18.3p	18.1p
	70 sort OCR	19.4p	19.1p	18.6p	18.4p	18.2p
	120 sort CBC	19.7p	19.3p	18.9p	18.6p	18.4p
	120 sort OCR	19.8p	19.4p	18.9p	18.7p	18.5p
	1400 Direct	21.4p	21.0p	20.6p	20.3p	20.1p
	1400 Residue	22.3p	22.3p	22.3p	22.3p	22.3p

Prices in this table are exempt from VAT.

Mailsort & Walksort Large Letters						
Delivery Speed & Product Type	Weight	Number of items per day				
		0-9,999	10,000-19,999	20,000-39,999	40,000-59,999	60,000+
First Class		Price	Price	Price	Price	Price
Mailsort						
1400 Direct	0-100g	42.8p	42.3p	41.6p	40.9p	40.6p
	101-250g	47.5p	47.0p	46.2p	45.4p	45.1p
1400 Residue	0-100g	45.2p	45.2p	45.2p	45.2p	45.2p
	101-250g	50.2p	50.2p	50.2p	50.2p	50.2p
Walksort	0-100g	32.9p	32.9p	32.9p	32.9p	32.9p
	101-250g	36.6p	36.6p	36.6p	36.6p	36.6p
Second Class						
Mailsort						
1400 Direct	0-100g	30.7p	30.4p	29.8p	29.3p	29.2p
	101-250g	39.3p	38.9p	38.2p	37.6p	37.3p
1400 Residue	0-100g	32.4p	32.4p	32.4p	32.4p	32.4p
	101-250g	41.5p	41.5p	41.5p	41.5p	41.5p
Walksort	0-100g	27.7p	27.7p	27.7p	27.7p	27.7p
	101-250g	35.5p	35.5p	35.5p	35.5p	35.5p
Within 7 working Days						
Mailsort						
1400 Direct	0-100g	27.1p	26.6p	26.0p	25.7p	25.4p
	101-250g	34.1p	33.5p	32.7p	32.4p	32.1p
1400 Residue	0-100g	28.6p	28.6p	28.6p	28.6p	28.6p
	101-250g	36.0p	36.0p	36.0p	36.0p	36.0p

Prices in this table are exempt from VAT.

NB Walksort items cannot be used with our seven day service

For Large Letter prices between 251g-750g and all Packet format prices – please go to our website: www.mailsorttechnical.com

UK Licence Fee

To use any of our Response Services, you'll need to sign up for the appropriate annual licence. Once you've signed up you'll only pay postage for the replies you receive.

Service	Annual Licence Fee
Business Reply Plus, Freepost Plus, Business Reply Standard and Freepost Standard	£80.20
Freepost NAME	£194.75
Special Delivery with Response	£100.00

Prices in this table are exempt from VAT.

Special Delivery™ with Response – the safest way to encourage your customers to respond

The right choice for your business if you:

- need a service that allows your customers to return valuable or urgent items to you and at no cost to them
- want the security and speed of Special Delivery™ Next Day
- need the flexibility to have items of all sizes and weights returned to you
- want to be able to track the progress of the item online

To find out more go to: www.royalmail.com/responseservices

Business Reply Plus – our best value way to increase response rates from your business customers

The right choice for your business if you:

- want to make it free and easy for your customers to respond
- communicate with businesses
- want a response device branded for a professional image
- recognise that more two-way customer communication can lead to more business
- can ensure your response items are prepaid and Letter format size (see page 2)
- can pre-print your response item to ensure that it is machinable
- want a choice of First or Second Class responses

To find out more go to: www.royalmail.com/responseservices

Freepost Plus – a cost-effective way to increase response rates from your consumer mailings

The right choice for your business if you:

- want to make it free and easy for your customers to respond
- recognise that more two-way customer communication can lead to more business
- want a range of response device design options such as a separate card, an envelope or a tear-off card
- can ensure your response items are prepaid and Letter format size (see page 2)
- can pre-print your response item to ensure that it is machinable
- want a choice of First or Second Class responses

To find out more go to: www.royalmail.com/responseservices

Business Reply Plus & Freepost Plus		
	First Class	Second Class
Format & Weight	Price	Price
Letter 0-100g	37.5p	26.5p

Prices in this table are exempt from VAT.

NB Only Letter format item can be sent using Business Reply Plus and Freepost Plus

Business Reply Standard – our flexible, creative way to increase response rates

The right choice for your business if you:

- want to make it free and easy for your customers to respond with a pre-printed response
- want to tailor the shape and size of response devices and increase creativity
- need to use a reply item that is larger than our standard Letter format (see page 2)

Freepost Standard – a simple and flexible way to encourage a response

The right choice for your business if you:

- want to make it free and easy for your customers to respond
- want to tailor the shape and size of response devices and increase creativity
- want to give your customers the opportunity to handwrite a response

Freepost NAME – our simplest way for your customers to respond

The right choice for your business if you:

- want to make it free and easy for your customers to respond
- want to build awareness with a simple, highly memorable address that can be used in advertising
- want to enable your customers to handwrite a response without writing an address

To find out more go to: www.royalmail.com/responseservices

	Business Reply Standard & Freepost Standard		Freepost NAME
Format & Weight	First Class	Second Class	First Class
Letter	Price	Price	Price
0-100g	42.5p	31.5p	49p
Large Letter			
0-100g	58.5p	47.5p	65p
101-250g	82.5p	68.5p	89p
251-500g	113.5p	93.5p	120p
501-750g	163.5p	133.5p	170p
Packet			
0-100g	139.5p	117.5p	146p
101-250g	172.5p	151.5p	179p
251-500g	193.5p	162.5p	200p
501-750g	239.5p	195.5p	246p
751-1000g	289.5p	234.5p	296p
1001-1250g	401.5p	n/a	408p
1251-1500g	471.5p	n/a	478p
1501-1750g	540.5p	n/a	547p
1751-2000g	602.5p	n/a	609p
2001-4000g	786.5p	n/a	876p
Each additional 2000g or part thereof	267p	n/a	267p

Prices in this table are exempt from VAT.

Presstream® – on-time delivery for publishers

The right choice for your business if you:

- publish magazines, newsletters, periodicals or journals
- distribute a minimum of 1,000 Large Letters, Packets or A3 Packets at least twice a year
- have publications that contain at least one-sixth editorial content, weigh less than 2kg and are of a consistent shape, size and weight
- can sort your mail
- want a choice of next day delivery or delivery within three working days

NB We offer a Presstream Premium service which enables customers to have later access to our network up to 1.00am with a same day delivery aim (available for Delivery Office Collections only)

To find out more go to: www.royalmail.com/presstream

Presstream/Walksort – make further savings by sorting your mail for our deliveries

The right choice for your business if you:

- want all the benefits of Presstream and additional discounts sorting to our Walksort standard

Presstream Large Letters						
Delivery Speed & Product Type	Weight	Number of items per day				
		0-9,999	10,000-19,999	20,000-39,999	40,000-59,999	60,000+
First Class		Price	Price	Price	Price	Price
Large Letter						
Direct	0-100g	39.4p	39.0p	38.3p	37.7p	37.4p
	101-250g	42.6p	42.2p	41.4p	40.7p	40.5p
Residue	0-100g	41.6p	41.6p	41.6p	41.6p	41.6p
	101-250g	45.0p	45.0p	45.0p	45.0p	45.0p
Second Class						
Large Letter						
Direct	0-100g	28.6p	28.2p	27.8p	27.3p	27.1p
	101-250g	36.0p	35.6p	34.9p	34.3p	34.1p
Residue	0-100g	30.2p	30.2p	30.2p	30.2p	30.2p
	101-250g	38.0p	38.0p	38.0p	38.0p	38.0p

Prices in this table are exempt from VAT.

To help you understand how you can benefit from Presstream we have shown prices for a selection of formats and entry levels overleaf.

To see all Presstream prices including Large Letter prices between 251g-750g and all Packet format prices – please go to our website: www.royalmail.com/presstream

