Letterbox advertising

Connect with more people in more places

Australia Post

Letterbox advertising using Australia Post's Unaddressed Mail service is a simple and effective way to send catalogues, flyers and other promotional material. Whether you want to reach people all over Australia, or target businesses or residents in your local area, we can help you maximise your campaign results.

With Australia Post's Unaddressed Mail you get reach, cut-through and reliability.

Reach

Australia Post can help you reach more Australians than with any other advertising channel. Australia Post can give you access to up to:

12.7 million or **9.3 million**

letterboxes for community notices††   letterboxes for other advertising††

including the advantages of:

• Metropolitan, regional and rural addresses
• Secure apartment blocks and high rise buildings
• Post Office Boxes

Cut-through

Being delivered with regular addressed mail means your catalogues and flyers are more likely to be taken into the house and read.

Reliability

Delivery by Australia Post's trusted network means you can be assured your letterbox advertising is being delivered exactly as you specified. Address data is based on fact, not assumptions, and is updated regularly. This helps you to reduce advertising wastage, by printing only the quantities you need.

Unaddressed Mail is ideal for sending a range of material, including:

• Envelopes, cards and postcards
• Catalogues, flyers and brochures
• Samples and coupons
• Wrapped or folded items

Articles can weigh up to 100 grams. All batches of material sent must be within the same size and weight category.

	Small	Large
Maximum Weight	Up to 100g	Up to 100g
Minimum Size	88 x 138mm	-
Maximum Size	130 x 240mm	260 x 360mm
Maximum Thickness	5mm	20mm
Shape	Rectangular	Rectangular
Common examples	DL (110 x 220mm) C6 (114 x 162mm)	C5 (162 x 229mm) B5 (176 x 250mm) B6/C4 (125 x 324mm) C4 (229 x 324mm) B4 (250 x 353mm)

Articles outside the above specifications require approval by Australia Post prior to booking and delivery.

Please note that Australia Post does not arrange the printing of your mail articles. A printer or mail house can do this for you. If you need help in finding one, contact one of our Bulk Mail Partners. They can also arrange the preparation and lodgement of your mail.

Pricing guidelines

Prices for sending letterbox advertising with Australia Post are based on the size, weight, destination, quantity of articles and service type. Current pricing is available on our website.

If you are sending large volumes of letterbox advertising, or political information, you may be eligible for a special rate. Speak to your Account Manager, or call **1300 223 571**.

Connecting is as easy as 1,2 3

All it takes is 3 steps and you are on your way to reaching more people in more places – with one of the most effective forms of advertising.

1. Planning your booking	2. Preparing your articles	3. Lodging your articles
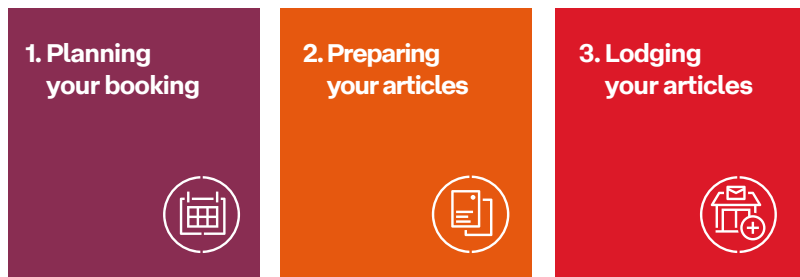
🗓 Planning your booking

Now that you're ready to get started, there are a few things you need to know when planning your booking.

Booking and lodgement time frames

In order to meet your required delivery date, you will need to plan the timing of your booking and lodgement and check that there is delivery capacity^ available for your booking. If capacity is unavailable, you can select an alternative date or proceed with a partial delivery for the available areas and make a second booking for the remaining areas.

^Users of the Unaddressed Mail Online Booking System will have visibility of delivery capacity immediately. If booking directly with our Customer Services Team, they will contact you with other options if a selected area has reached capacity.

The following timetable examples will help you plan booking and lodgement times:

If you need to get your communication into market quicker, the premium service provides shorter booking and lodgement time frames.

Premium booking

Business days before required delivery	
Make booking*	**3 days**
Lodge articles - by 12 noon (for delivery within state)+	**1 day**
Required delivery#	

S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Standard booking

Business days before required delivery	
Make booking*	**10 days**
Lodge articles (for delivery interstate)	**7 days**
Lodge articles (for delivery within state)	**5 days**
Required delivery#	

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

†† As at 1/6/2025 Australia Post has access to 12.7m delivery points nationally including 3.4m delivery points that bear the message "No Advertising Material", or similar. These additional 3.4m delivery points can only be accessed for community notices, where delivery is accepted by law. For addresses that accept advertising, Australia Post can provide access to 9.3m letterboxes (including business addresses).

* Bookings can be made up to 90 days in advance.

\# Required delivery is between Monday – Friday, excluding public holidays.

+ Premium service is only available for delivery within the state of lodgement.

The above time frames are standard. Heavy articles or large lodgements may have longer lodgement and delivery times.

Targeting

You can choose the target area for your mailing by either postcode, suburb (locality), or state. Australia Post will then determine the postal round(s) that best fit your selection. You then need to determine whether you want to deliver to residential or business addresses (or even both).

Alternatively, you can use our online tool Campaign Targeter to select a target area for your mailing. Areas can be selected via suburb, postcode, radius, federal or state electorate or local government area – or you can draw your catchment area. Australia Post will deliver to street, roadside, Post Office Boxes and over the counter address types. You can choose to remove a specific address type or customise your booking.

Make booking

You can make bookings directly via our UM Online Booking Tool. You'll need to register to do this by completing a Registration Form and emailing it to ums@auspost.com.au

Or you can book with our Customer Services team by completing the online booking form and sending it to ums@auspost.com.au

The team will then process your booking. Once confirmed you will be sent the following documents:

• Booking Confirmation Advice

• Mail Preparation Advice

• Label files for bundles and trays

• Mail Lodgement Documents.

Your Booking Confirmation Advice will specify how many addresses there are for your target area, which will help you determine the print quantity. The documents above will be required for the next steps of preparation and lodgement.

Booking checklist

Before you complete the booking form make sure you know:

- ✓ Your article specifications, including dimensions, weight and thickness.
- ✓ Your target area and address types.
- ✓ Where you would like to lodge your articles.
- ✓ Your delivery date.
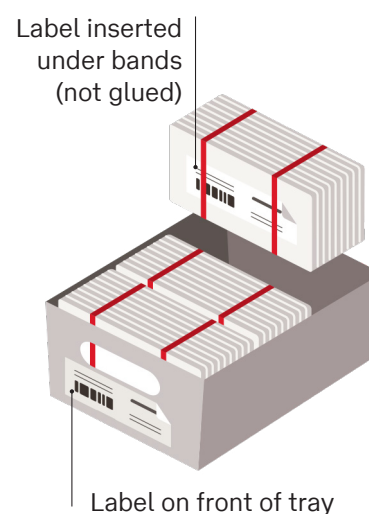
Preparing your articles

It's time to prepare your printed articles ready for lodgement.

Label and bundle

All articles must be bundled and labelled. Label files are provided in a PDF format. Ensure labels are firmly fixed on the front of each tray* and front bundle. Each bundle should be secured with two vertical bands in quantities of 50 or 100 articles. Check the Mail Preparation Advice for more details.

Sort

Sort your articles into bundles and trays based on the delivery office as advised in the Mail Preparation Advice. Trays can be obtained at no cost from your nominated lodgement office.

Label inserted under bands (not glued)

Label on front of tray

Lodging your articles

It's now time to lodge your articles, ready for delivery.

Lodge

Ensure you lodge your articles on the specified lodgement date at the Australia Post location shown on your Booking Confirmation Advice. Remember to provide:
• Booking Confirmation Advice
• Mail Preparation Advice
• Mail Lodgement Documents
• A sample of the article.

Pay

Simply pay when you lodge your articles. Your payment options include:
• Australia Post business credit account
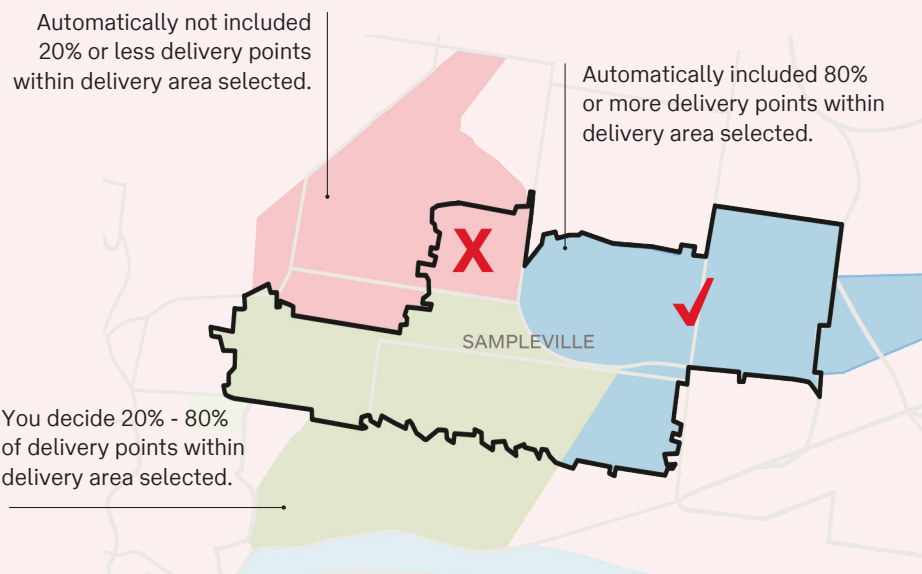• Cash, credit or debit card.

Opening a business credit account

To make things even easier, you can apply for an Australia Post business credit account prior to lodgement. Further information is available here.

* This is the standard preparation requirement unless otherwise advised.

Frequently asked questions

Can I send my letterbox advertising material to every letterbox in Australia?	Articles cannot be delivered to points displaying stickers or signs bearing the words 'No Advertising Material' or other similar wording, unless they are community notices and their delivery is permitted by law. Community notices are those lodged by or under the authority of Local, State or Federal Governments or their agencies, political organisations, religious or educational institutions, or charitable bodies.
What's the 80/20 rule?	Australia Post deliver mail via postal rounds. The 80/20 rule determines which postal rounds and delivery points will be included in your postcode or suburb (locality) booking. Australia Post will determine which postal rounds best fit within the selected area. Some of these rounds may cross into other nearby localities or postcodes. **In this example the customer has chosen to target the suburb Sampleville.**
Can Australia Post print and prepare my articles?	No, you'll need to arrange the printing and preparation of your articles. Printers and mailhouses can do this for you. Articles need to be prepared according to <u>Australia Post's Unaddressed Mail Service Guide</u> and the Mail Preparation Advice provided when a booking is made. This essentially means, articles will need to be bundled, placed in trays and labelled. For large lodgements ULDs (Unit Load Devices) will also need to be used.
Does Australia Post check article content before delivery?	Australia Post does not proactively review article content. It is your responsibility to ensure all material complies with State and Federal laws and regulations and that the articles do not contain anything which is discriminatory, defamatory or offensive.

Some helpful references are also available at <u>auspost.com.au/unaddressedmail</u>

For further information on planning, preparing and lodging your letterbox advertising, please refer to the website and download the Unaddressed Mail Service Guide, speak to your Australia Post Account Manager, or call **1300 223 571**.

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