



# Mail Type Reference Guide

Effective 1 June 2015



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# Welcome

## The purpose of this guide?

The purpose of this guide is to help users assess the “communication purpose” of their business mail, as either promotional or transactional.

This information is required for some Australia Post bulk mail delivery services:

- Promo Post is available for organisations making individual lodgements of 4000 or more articles of promotional mail.
- Bulk mail lodgement documents (for PreSort and Clean Mail) also require identification of the “communication purpose”.

Classifying the “communication purpose” of mail as promotional or transactional can be open to interpretation and ambiguity. This guide seeks to list the various “mail types” and identify whether their “communication purpose” is promotional or transactional.

## How to use this guide

When completing PreSort or Clean Mail lodgement documentation or deciding if you are eligible to use Promo Post, use this guide to determine the “communication purpose” for the articles you are lodging.

1. Ascertain the “mail type” (for example; to send a brochure).
2. Locate the entry in the guide that corresponds to the “mail type” and check the “description”.
3. Listed at the far right is the “communication purpose” of the mailing, which is given as either promotional or transactional.

## If you have a question or it's not in this guide

Some “mail types” may not be listed in the guide or you may be unsure of the “communication purpose” of an article.

These articles can be referred to the Australia Post Mail Support Team, by emailing an image of your article to [mailpresentation@auspost.com.au](mailto:mailpresentation@auspost.com.au). You will receive a response to your query within two business days.

This guide will be updated to reflect any new additional “mail types”. For the most up to date version, please download the Mail Type Reference Guide at [auspost.com.au/bulkmail](https://auspost.com.au/bulkmail)

# Promo Post

Direct mail remains a highly effective channel for organisations to gain new customers or do more business with existing customers.

Promo Post is available for organisations making individual lodgements of at least 4000 addressed mail pieces that are 'promotional' in nature. Articles are prepared as PreSort but attract a lower rate than PreSort.

Use this guide to confirm that the "communication purpose" of the article you are sending is promotional and thus qualifies for Promo Post.

If your "mail type" is not listed in the guide, or you are unsure of the "communication purpose" of an article, either email an image of your article to [mailpresentation@auspost.com.au](mailto:mailpresentation@auspost.com.au) or lodge the articles using our PreSort Letters service.


Full details on how to use Promo Post are available at [auspost.com.au/promopost](https://auspost.com.au/promopost), or in the PreSort Letters service guide (8833700).

# The mail classification question

The mail classification question is found on bulk mail lodgement documentation for:

- PreSort Letters
- Clean Mail

PreSort Letters – Lodgement document



Do not include on this form items for External Territories lodgement. Refer to the External Territories – Supplementary Lodgement form (8838499). Important: See Privacy Notice in the PreSort Letters Terms and Conditions attached.

**Important:**  
One of these numbers must appear on all mail tags / labels with this lodgement.

Your lodgement number  Or Your job number

**Please note: To be eligible for PreSort Letters prices, a minimum of 500 barcoded articles is required. These items must:**

- be the same article size classification and weight range
- be sorted into trays and correctly labelled.
- not contain a mix of non-postable items, ie metered and postage paid

**Mail details**

What is the **main** purpose of this mailing? (tick one only)

**Promotional** (eg. advertising, offers, customer relationship material)
  **Transactional** (eg. statements, invoices, receipts)
  **Don't know**

Are these articles eligible for Charity Mail?

Yes
  No
  Charity Mail Approval No.
  A05  
 C05

What is the **main** purpose of this mailing? (tick one only)

**Promotional** (eg. advertising, offers, customer relationship material)
  **Transactional** (eg. statements, invoices, receipts)
  **Don't know**

**Customer's details**

Contact name  Telephone number

Department / section  Fax number

Email

Company / business name

Address

Postcode

**Payment / invoice details**

Are these mail costs to be charged to your Australia Post Charge Account?

No
  Yes
 Charge Account Number

Reference details for invoice

**Special services**

Do you require any special services (eg. Registered Post)?

No
  Yes
 Specify type

trays

**Total**

**Priority delivery** (C/M/C/L/C/L2)

	Number of articles		Total	Number of trays
	Same state	Other state		
• Direct trays	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Residue trays	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Unbarcoded trays	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Total</b>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Declaration**

**I hereby declare that:**

- I am the customer and / or authorised agent of the customer.
- I have read and agree to the PreSort Letters Terms and Conditions.
- All information contained on this document is to the best of my knowledge true and correct.
- I acknowledge that Australia Post will have accepted this lodgement for carriage only when this form is correctly received and stamped provided that Australia Post reserves the right to inspect the lodgement to ensure that the mailing details are correct and the terms and conditions have been complied with.
- Articles lodged under The Charity Mail Service contain contents originating from the approved charity.
- I certify that the address details contained within this lodgement, including the DPID contained within the 4-state barcode, are current against the latest version of the Postal Address File (PAF) and have been checked using a current version of AMAS certified software.

Signature (Customer or Agent)  Date

Name (block capitals please)

**Australia Post use only**

Received by  Time

FAP220/221/225 number  Final check performed by

• Original - Australia Post    • Duplicate - Customer copy

ABN 28 864 970 579    883114 • June 2014

# The “communication purpose”

## What is meant by the term “communication purpose”?

The “communication purpose” refers to the primary reason for the mailing or correspondence.

For business mail there are two broad “communication purpose” classifications: Promotional or Transactional.

### Promotional mail

Where the main purpose of a mailing is to promote the business, organisation or institution's goods, services or cause, the mailing is promotional.

- Brochure
- Flyer
- Pamphlet
- Loyalty correspondence
- Direct mail
- Application form
- Competition
- Fund raising
- Entry form
- Newsletter
- Invitation
- Coupon
- Voucher
- Offer
- Catalogue.

### Transactional mail

Where the main purpose of a mailing is to ‘facilitate transactions’ of a business, organisation or institution with its customers, suppliers, employees or supporters, the mailing is transactional.

- Invoices
- Statements
- Receipts
- Bills
- Overdue notices
- Contracts
- Employee payments
- Group certificates
- Account keeping card
- Membership renewal
- Change notification.

**Transactional articles that also contain a promotional message (sometimes referred as trans promotional) are classified as transactional. They do not qualify for Promo Post.**

Information and examples of promotional and transactional mailings can be found on the following pages. “Descriptions” and classifications of “communication purpose” are provided in Appendix A.

# Promotional mail

Promotional mail is any addressed mail that advertises goods or services, including the promotion of organisations, causes and /or customer relationships.

**To decide if a mailing is promotional, ask whether the main purpose is to stimulate activity of the business or organisation through:**

- Promoting the sale or use of products or services?

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- Promoting the organisation's cause?

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- Making an offer, invitation or promotional claim about the organisation's products, services or "cause"?

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**If the answer is "yes" to any of these questions, then the "communication purpose" is **promotional**.**

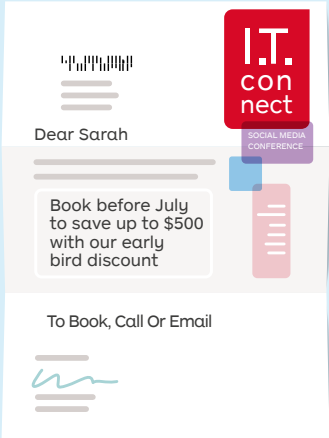
## **Examples of Promotional mail:**

- Advertising letters and brochures
- Subscription offers
- Special offers
- Charity donation solicitations\*
- Competitions
- Catalogues i.e. to encourage purchase goods
- Loyalty program information i.e. offers to a loyalty program members
- Invitation to an event (excluding appointment reminders).

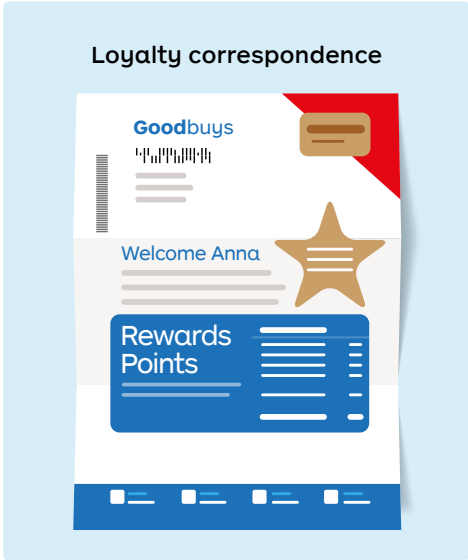
\*Charity donation solicitations may also qualify to be sent using the Charity Mail service. Charity Mail provides lower prices for mailings of barcode PreSort articles from income tax exempt organisations. A minimum of 300 barcoded articles per lodgement applies. Full details of the Charity Mail service can be found at [auspost.com.au/charitymail](https://auspost.com.au/charitymail)

# Promotional mail examples

Invitation to a conference



Loyalty correspondence



Competition entry

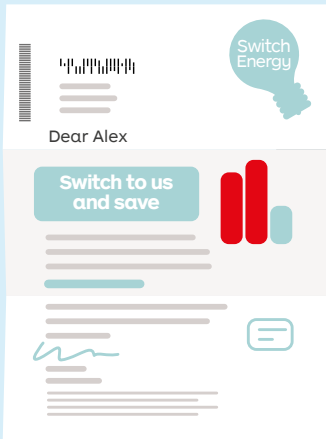


Offer to a former customer

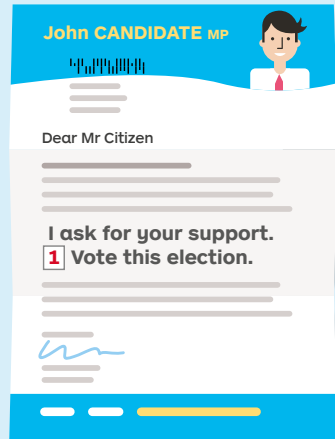




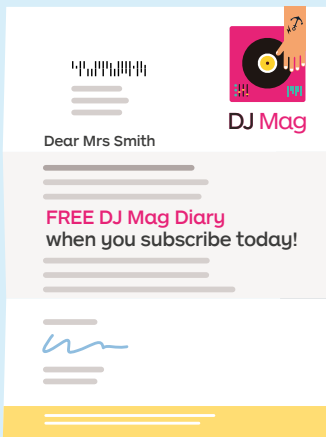
## Offer from a utility company



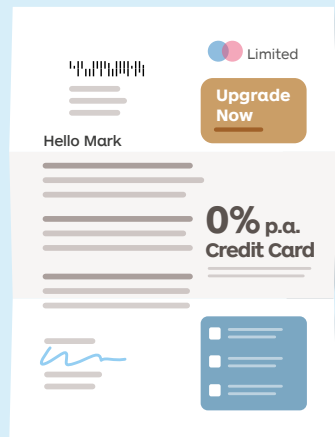
## Election / political advertising



## Magazine subscription offer



## Offer to upgrade credit limit





# Transactional mail

Transactional mail is any addressed mail that primarily relates to facilitating a transaction or contractual / legal agreement between the sending organisation and the receiver.

**To decide if a mailing is transactional, ask whether the main purpose is:**

- To convey financial information (e.g. invoices, statement or receipts)?
- Necessary for compliance standards?
- Information or updates about the current “operating relationship” between the sender and the receiver?

**If the answer is “yes” to any of these questions, then the “communication purpose” is **transactional**.**

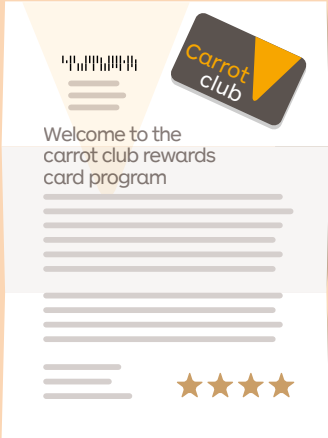
## **Examples of Transactional mail:**

- Bills / invoices / accounts i.e. anything seeking payment
- Statements i.e. anything that provides an update of money available or owed
- Payments and payment advices / receipts i.e. anything that is making a payment (e.g. Cheque or credit card)
- Periodical financial / business reports i.e. annual reports or business updates sent to shareholders.

**Transactional articles that also contain a promotional message (sometimes referred to as trans promotional) are classified as transactional. They do not qualify for Promo Post.**

# Transactional mail examples

Loyalty card



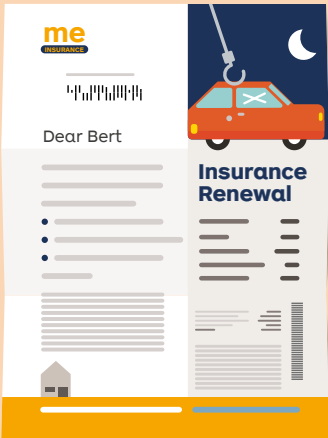
Electoral roll information



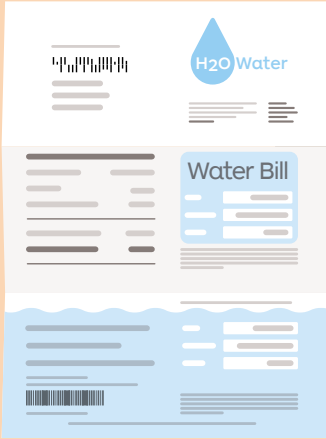
Notice of an annual meeting



Insurance renewal



### A bill from a service provider



### Product recall



### A financial statement



### A tax invoice / receipt

