



26th November 2013

Royal Mail Wholesale

148 Old Street
London
EC1V 9HQ

Dear Customer,

Royal Mail Advertising Mail® Notice (2)

In our customer notice dated 25th October 2013, we reminded you that subscription magazines /publications/newsletters and membership magazines (e.g. where typically a subscription is taken out to become a member of a club or society or charity, trade journals, and magazines for professional bodies) are not eligible for the Advertising Mail discount and we asked you to stop sending them via the Advertising Mail services with immediate effect. We trust that you are taking all necessary actions to remove these types of magazines/publications/newsletters from your Advertising Mail posting declarations. As you are aware, subscription magazines/publications /newsletters and membership magazines are also not eligible for Responsible Mail discounts.

We value your business and want to be able to continue to offer our customers prices that are attractive. However, we need you to address the issues that have arisen with the mailing of subscription magazines and the like. Therefore, if you mail subscription magazines/publications /newsletters or membership magazines, please be aware of the policies below which could have a major impact on your business if we need to implement them.

If any Advertising Mail or Responsible Mail posting is found to contain subscription magazines/publications/newsletters or membership magazines:

1. We will immediately **suspend** your right to post Advertising Mail and Responsible Mail if any posting made on or after **Monday 9th December 2013** does not meet the relevant specifications. Such a suspension will apply to **all** postings made by you using the Advertising Mail and Responsible Mail services.
2. If we suspend your right to post Advertising Mail and Responsible Mail, we reserve our right to terminate the Advertising Mail and Responsible Mail schedules of your contract (on the basis that your posting has not met the relevant specifications). We may exercise this right if, within 30 days of the suspension of the relevant service, you are not able to provide us with adequate assurances that you have a process in place to prevent such types of magazines being posted as Advertising Mail or Responsible Mail in future.

Please note that we shall apply the suspension and the cessation of the suspension in the following manner:

1. On the day we find a non-compliant posting, DSACC shall inform your nominated Operational Contact of the suspension notice by email and attach a scanned image of the non-compliant

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- posting. You will be asked to stop uploading mailing items as Advertising Mail and Responsible Mail with immediate effect;
2. You will be asked to confirm the posting details of the non-compliant posting and we shall remove the relevant discount from that particular posting;
 3. The suspension will be applied to **all** posting made by you against Advertising Mail and Responsible Mail services from the day following the day we served notice;
 4. If you are unable to cease uploading to the product codes for the Advertising Mail and Responsible Mail services, we shall remove the Advertising Mail and Responsible Mail discounts from all your Advertising Mail and Responsible Mail Containers that were handed over to us and processed by us from the date of suspension until such time as the services have been re-instated;
 5. Please note that the retrospective removal of the discount will be reflected in your invoices via "J docket"; the suspension activity will **not** be reflected in the Client Report.
 6. To remove the suspension status from the Advertising Mail and Responsible Mail services, we require your nominated Commercial Contact to send us formal notice (in line with clause 10 of the Contract) that from a specific date in time, no further subscription magazines/publications/newsletters or membership magazines will be posted as Advertising Mail or Responsible Mail.

We sincerely hope that we do not have to take such action. Please do check all your Advertising Mail and Responsible Mail postings for compliance and contact us if you want to clarify anything.

Yours sincerely,



Jenny Ledger
Network Access Director
Royal Mail Wholesale