

Royal Mail Group First Time User Incentive

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Background

(A) The Royal Mail Group First Time User Incentive (the **Incentive**) will award Postage Credits to a posting customer who has not advertised its products or services using mail before or at least not in the past twenty-four (24) months.

(B) We will award Postage Credits for Eligible Mail posted under the terms of the Incentive in accordance with the applicable Postage Credit Rates set out on our Website.

1. **Definitions.** Capitalised terms/expressions used in these Incentive Terms will have the meaning given to them in the Framework Terms, if they are not defined elsewhere in this application form.
2. **Incentive Postings:** Subject to the Framework Terms and the other terms below, we will award you Postage Credits for the first three (3) FTU Eligible Campaigns you do during the Incentive Period. There may be a number of separate postings within each FTU Eligible Campaign. “**FTU Eligible Campaign**” means an individual or series of advertising mail messages that share a single idea, offer or promotion which:
 - (a) use Eligible Services (and which are made in accordance with the relevant terms and conditions for such services);
 - (b) has a minimum posting volume of 10,000 addressed Letters and/or Large Letters;
 - (c) has only UK delivery addresses; and
 - (d) has a start and end posting date of no more than two (2) months apart.
3. **Eligibility Criteria:** You have not advertised using mail with Royal Mail or any third party for at least twenty four (24) months before the date of this application.
4. **Eligible Services:** Any service for Letters and/or Large Letters posted either with: (a) Royal Mail (whether directly or through a Mailing Agent and/or an Access Operator) using Royal Mail Mailmark® derived services, with the exception that non-machinable Letters such as poly-wrapped Letter items and any Large Letter items do not need to be posted using Royal Mail Mailmark®, which services are published on our website or (b) a Direct Delivery Provider.
5. **Application Period:** Only completed application forms we receive between 27 March 2017 and 31 December 2019 will be considered for participation in the Incentive.
6. **Incentive Period:** The 12 month period starting from the Start Date given in your approved application form.
7. **Changes to volumes:** If, after we have approved your application form, you wish to change you Expected Volume, such change must be agreed with us, otherwise, it will not apply.
8. **Postage Credit Rates:** The applicable Postage Credit Rates for this Incentive can be found on our Website. We will tell you if we change the Postage Credit Rates on 30 (thirty) Working Days’ notice.
9. **Postage Credit Calculation:** Royal Mail will calculate the amount of any Postage Credits to be awarded by applying the relevant Postage Credit Rate to the Actual Volume you post in the relevant FTU Eligible Campaign(s). Your “**Actual Volume**” means the actual volume of Eligible Mail items posted in an FTU Eligible Campaign, subject to a maximum amount equal to 110 per cent of your Expected Volume (as set out in the Royal Mail Approval section above).
10. **Liability:** In addition to (and without affecting) the other Framework Terms, our liability to you under or in connection with this Incentive will be limited to £10,000.