



**Introducing the Advertising Mail Catalogue Option**  
**Date: 19 April 2018**

Dear Customer,

We are pleased to announce that from 20 August 2018 we are rolling out the Advertising Mail Catalogue service which we have been trialing since January 2016.

The Advertising Mail Catalogue service gives customers an opportunity to take advantage of five exclusive price points for both Letter and Large Letter formats which, in effect, reduce prices for catalogues between 100g – 150g.

Recent research conducted by our MarketReach team shows that 69% of online purchasers buy more than planned when shopping with a printed catalogue. Advertisers trialing the Advertising Mail Catalogue service say that it helps them to drive increased sales and improve their return on their catalogue investment by enabling them to add more inserts or pages at a lower price than the large letter 100–250g price.

**Timescales**

We notify you under clause 13.3.3 of the Access Letters Contract (“Contract”) that we are changing the Access Letters User Guide to include the specification for the Advertising Mail Catalogue service with effect from 20 August 2018. The specific changes are detailed in the attached User Guide Amendment Notice number 047.

This notice also constitutes notice for the purpose of paragraph 12.1 of Schedule 6: Royal Mail Advertising Mail® to change the Contract. The notice period allows for both the notice period under clause 13.3.3 of the Contract and the notice period under paragraph 12.1 of Schedule 6 to the Contract, to run concurrently (not cumulatively).

**Termination of Advertising Mail Catalogue Trial**

If you have entered into an Advertising Mail Catalogue Trial Agreement (“**Trial Agreement**”) with us we hereby give you notice pursuant to clause 6.1 of the Trial Agreement that we are terminating the trial and the Trial Agreement with effect from 20 August 2018. You may continue to use the service in accordance with the provisions of the Trial Agreement until this date.

**Access User Guide Amendment notice number 047 (UGA47): Advertising Mail Catalogue Option**

**Date: 19 April 2018**

We notify you under clause 13.3.3 and paragraph 12.1 of Schedule 6: Royal Mail Advertising Mail® of the Access Letters Contract that we are changing the Access Letters User Guide to introduce the specification for the Advertising Mail Catalogue service with effect from 20 August 2018. We are making the following changes per the red text:

**1. Amend Section 2.2: Access Services**

Format	Letters		Large Letters	Mail Sortation Required	Minimum Address and Postcode Accuracy Required
	0-100g	101-250g			
Weight Band	0-100g	101-250g	251-750g		
Service					
Access 1400	♦	♦		c.1529	90%
Access 70	♦	♦		c.86	90%
Access 70 OCR	♦	♦		c.86	90%
Access 70 Mailmark	♦	♦		c.86	90%
Responsible Mail (Entry)	♦	♦		sortation to any of the above services	90%
Responsible Mail (Intermediate)	♦	♦			95%
Advertising Mail*	♦	♦			90%
Business Mail		♦			90%
Poll Sort	♦			c.70,000	100%
General Large Letters**			♦	c.1529 or c.86	90%

\* Mailing Items posted as Catalogues under the Advertising Mail Service must follow the service specification at Section 2.8, Appendix N and Schedule 6: Royal Mail Advertising Mail® of the Access Letters Contract.

\*\* General Large Letters is the default Large Letter service used when none of the other Large Letter services have been chosen.

**2. Insert a new Section 2.8: Advertising Mail Catalogue option**

**2.8 Advertising Mail Catalogue option**

All Catalogues posted as Advertising Mail must meet the service specification as set out in Appendix N of this User Guide and Schedule 6: Royal Mail Advertising Mail® of the Access Letters Contract.

**3. Amend Section 6.11: Presenting Mixed Weight**

Mixed Weight is a presentation option for Large Letters only, unless you are posting Catalogues (in which case Appendix N will apply to those Catalogues). You may use this presentation option if you have signed a Mixed Weight Schedule and completed the implementation timeline with us successfully. Your Access Account Director will be able to advise of the timescales involved. Mixed Weight allows you to hand over Large Letters of different weight bands within a Container at an Inward Mail Centre.

Large Letters must be sorted by you to the Access 70 or Access 1400 Services. As is the case for all other Services, Mixed Weight may not be used for handing over different formats in any one Container.

You must test the upload of your Mixed Weight data via DocketHUB prior to your first Mixed Weight Daily Posting. The Service Standard and other Service criteria are as already specified within the main body and relevant Appendices of this User Guide.

#### **4. Insert Appendix N: Advertising Mail Catalogue specification**

We insert a new Appendix N as set out in Annex A to this notice.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Luisa Fulci'.

**Luisa Fulci**  
Regulated Products Director  
Consumer and Network Access

## ANNEX A

### Appendix N: Advertising Mail Catalogue specification

#### Introduction

This specification contains the requirements that must be adhered to by customers when posting Catalogues (as defined in the Eligibility section of this Appendix N below).

The Royal Mail Catalogue™ option is a variant of the Royal Mail Advertising Mail® service.

#### Eligibility

A Mailing Item will constitute a "Catalogue" if the Mailing Item is Advertising Mail and we determine that:

- (a) the Mailing Item comprises a list of goods and/or services together with a description, image and price;
- (b) the editorial and other content of the Mailing Item is minimal; and
- (c) the content of the Mailing Item enables sales orders to be taken on such goods and/or services (including auctioned goods and services) directly from the page at the prices listed.

#### Service Sortation, Format and Weights

The Catalogue option is for items that are sorted to the Access 1400 selections. The maximum size dimensions and weights applicable to Mailing Items that are Catalogues are set out in Figure 101 below:

	<i>max mm</i>	<i>max mm</i>	<i>max mm</i>	<i>max g</i>	<i>Weight Band</i>
<b>Format</b>	<b>Length</b>	<b>Width</b>	<b>Depth</b>	<b>Weight</b>	
<b>Access 1400 Letter</b>	240	165	5	Up to 100	WB1
<b>Access 1400 Letter</b>	240	165	5	101 – 150	WB2
<b>Access 1400 Large Letter</b>	353	250	25	Up to 100	WB1
<b>Access 1400 Large Letter</b>	353	250	25	101 – 250	WB2
<b>Access 1400 Large Letter</b>	353	250	25	251 – 750	WB3

*Fig. 101*

All Letter format items and Large Letter format items must be sorted into weight bands.

#### Mixed Weight

Mixed Weight is a presentation option for Large Letters and, for the purposes of the Catalogue option only, for Letters but only to the extent that the Letters constitute Catalogues. If you are posting Letters as Catalogues using Mixed Weight you must inform your Account Director in advance of commencing posting.

When declaring Catalogues as Mixed Weight on the Manifest, the weight band indicators to be used are those specified in Figure 101 of this Appendix N. For all other types of Mailing Items, you must declare the item weights using the weight bands detailed at Section 6.11 of this User Guide.

## Product Codes

You must use specific discrete products codes when declaring Catalogue mailings as specified in the Royal Mail Network Access: External Web Services technical specification that can be found at <https://www.royalmailwholesale.com/dockethub/>.

## Seeds/Samples

You must send us a seed/sample of your Catalogue mailing in line with the Advertising Mail terms and conditions of Schedule 6: Royal Mail Advertising Mail.

## Container Labels

It is a requirement to identify the bags and trays containing Advertising Mail Catalogue mailings. You must use the abbreviation 'CAT' and place it above the Customer Type in the Customer Indicator Box of the bag label or tray label. See example below.

Figure 102: Bag label for Advertising Mail Catalogue mailings:

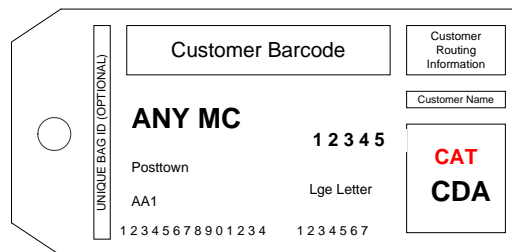


Figure 103: Tray label for Advertising Mail Catalogue mailings:

