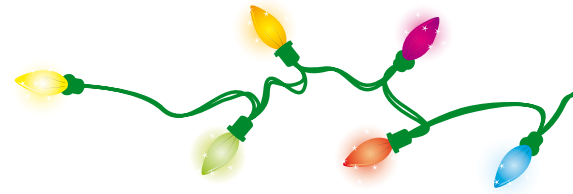


# Here's a bright business idea

Your guide to PostAim's December delivery

Mail Media Unit



## Light up your sales this Christmas...

Want to increase sales without expensive advertising? Spend less and get more from your marketing budget with Direct Mail - *more sales, more savings, more impressive returns on investment.*

PostAim, our discount direct mail service, is the best way to speak directly to the people you want to reach. It's ideal for addressed mailings that attract new customers, launch new products, fundraise and open doors for your sales force – anything that markets your business and meets An Post's PostAim requirements.

So why not send your brochures and offers to your customers by mail this year and watch your sales sparkle?

## And save up to 45%\*!

PostAim gives you huge discounts on your direct mail postage, and the more you send the more you save. By saving up to 45%\* on postage, you can be sure of a better return on investment!

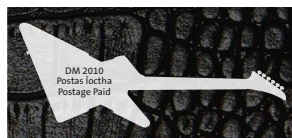
\*(C5 mailings over 500k items, less than 50g with a prepaid BRE).



## PostAim delivers real stand out

Want to really make an impression? The creative possibilities of PostAim are endless. There are no real restrictions when it comes to design, shape, colour or texture of your envelope or packet. You can even personalise the normal Ceadúnas into something with more stand out. By creating something more eye-catching, you can ensure more customers will read your mail.

Postage Paid Postas lochta	Baile Átha Cliath
DM	CEADÚNAS



## Posting Dates

**Final day for delivery before Christmas –  
12 noon Wednesday 8th December**

To ensure delivery on or before 24th December, your campaign **MUST** be with us by 12 noon on **Wednesday 8th December 2010**. Mailings received before this date will reach their destination within 13 working days after posting.

## PostAim Checklist

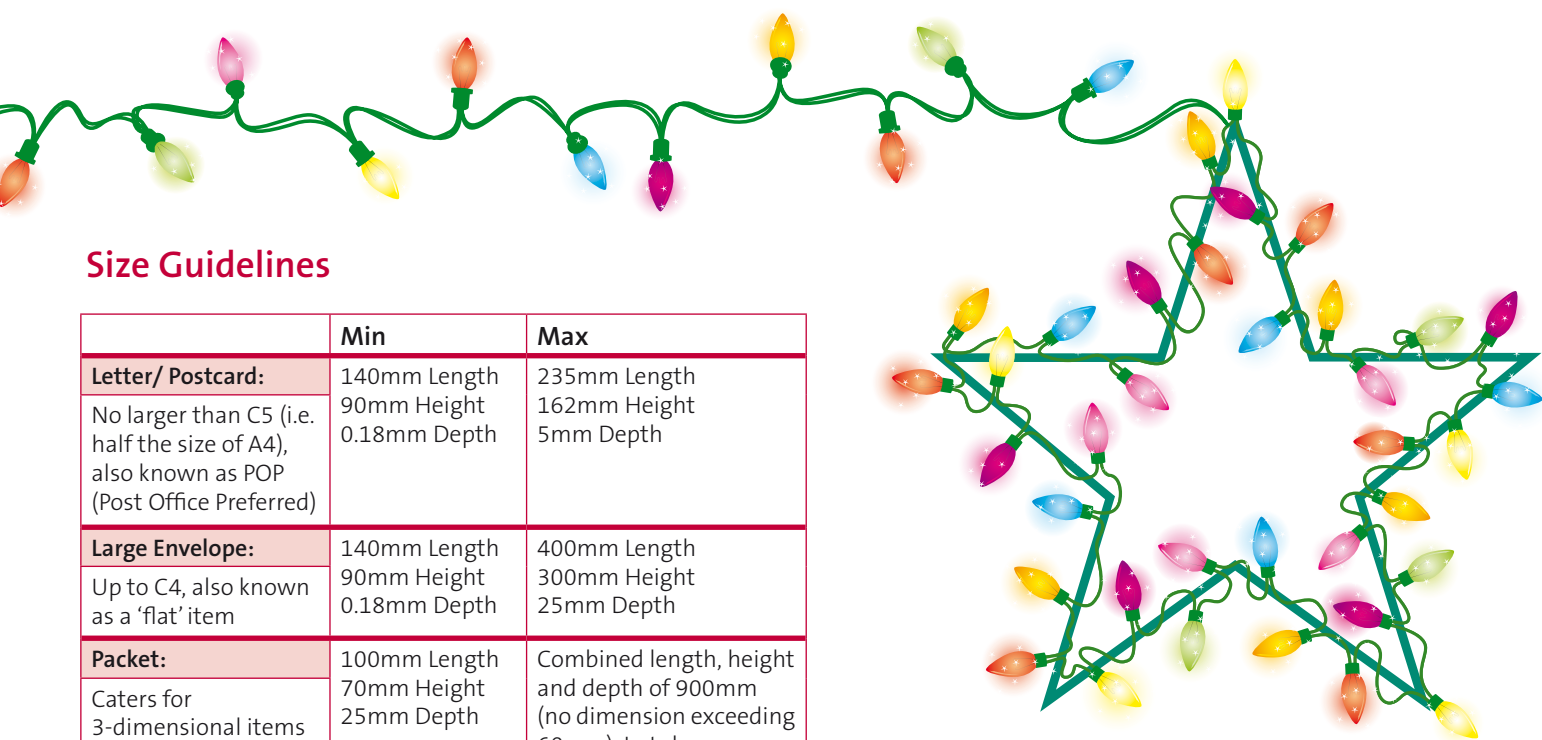
**To get the most out of PostAim and take advantage of discounts, ensure your mailing:**

- ✓ Includes a return address in the top left-hand corner of the envelope
- ✓ Is correctly sorted to An Post requirements
- ✓ Is correctly bundled
- ✓ Is correctly bagged and tagged
- ✓ Has fully-completed labels
- ✓ Provides the Mailing Schedule to the Direct Mail team within 24hrs of presentation date, in Excel format.

**Please note:** An Post will check your mail once it arrives at the mail centre to confirm it meets PostAim requirements. If it doesn't, you won't qualify for PostAim rates.

## Here to help

To find out more about PostAim, our experienced Direct Mail Team can answer all your questions. They can also take you through the process step by step. Call the team on **1850 21 16 32**, email **mail.media@anpost.ie** or visit **www.anpost.ie/postaim**.



## Size Guidelines

	Min	Max
<b>Letter/ Postcard:</b>	140mm Length 90mm Height 0.18mm Depth	235mm Length 162mm Height 5mm Depth
<b>Large Envelope:</b>	140mm Length 90mm Height 0.18mm Depth	400mm Length 300mm Height 25mm Depth
<b>Packet:</b>	100mm Length 70mm Height 25mm Depth	Combined length, height and depth of 900mm (no dimension exceeding 60mm). In tube form, the maximum dimensions (the length plus twice the diameter) must not be greater than 1040mm, with no dimension exceeding 900mm



Do more.

## PostAim Christmas Date Matrix

Your essential guide to PostAim at Christmas

Present your campaign to An Post before 12 noon on:	And your campaign will be delivered on or before:
Monday 29 November	Wednesday 15 December
Tuesday 30 November	Thursday 16 December
Wednesday 1 December	Friday 17 December
Thursday 2 December	Monday 20 December
Friday 3 December	Tuesday 21 December
Monday 6 December	Wednesday 22 December
Tuesday 7 December	Thursday 23 December
<b>Wednesday 8 December</b>	<b>Friday 24 December</b>
Thursday 9 December	Thursday 30 December
Friday 10 December	Thursday 30 December
Monday 13 December	Thursday 30 December
Tuesday 14 December	Thursday 30 December
Wednesday 15 December	Friday 31 December
Thursday 16 December	Tuesday 4 January
Friday 17 December	Tuesday 4 January

Present your campaign to An Post before 12 noon on:	And your campaign will be delivered on or before:
Monday 20 December	Wednesday 5 January
Tuesday 21 December	Thursday 6 January
Wednesday 22 December	Friday 7 January
Thursday 23 December	Monday 10 January
Friday 24 December	Tuesday 11 January
Monday 27 December	Wednesday 12 January
Tuesday 28 December	Thursday 13 January
Wednesday 29 December	Friday 14 January
Thursday 30 December	Monday 17 January
Friday 31 December	Tuesday 18 January
Monday 3 January	Wednesday 19 January
Tuesday 4 January	Thursday 20 January
Wednesday 5 January	Friday 21 January
Thursday 6 January	Monday 24 January
Friday 7 January	Tuesday 25 January

Standard 13-working day process and delivery service promise.

## Price Guide

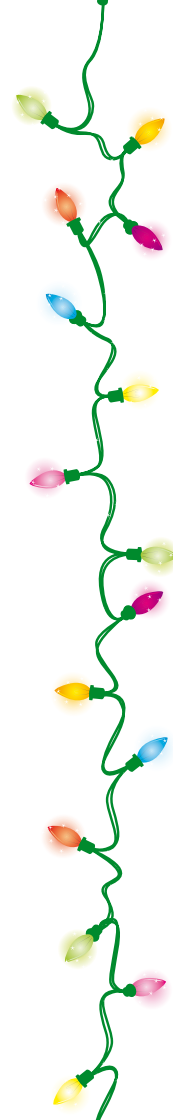
As of January 2010

Weight	2k-75k	75k-250k	250k-500k	>500k
0-10g Light	€0.36	€0.34	€0.32	€0.31
0-50g Letter/Postcard	€0.36	€0.34	€0.32	€0.31
0-50g Large Envelope	€0.63	€0.61	€0.59	€0.59
0-50g Packet	€1.96	€1.96	€1.96	€1.96
51-100g Letter/Postcard	€0.42	€0.40	€0.38	€0.37
51-100g Large Envelope	€0.69	€0.65	€0.63	€0.63
51-100g Packet	€1.96	€1.96	€1.96	€1.96
101-250g Large Envelope	€1.04	€1.00	€0.98	€0.98
101-250g Packet	€2.50	€2.50	€2.50	€2.50
251-500g Large Envelope	€1.32	€1.27	€1.24	€1.24
251-500g Packet	€3.55	€3.55	€3.55	€3.55
501-1kg Large Envelope	€1.84	€1.75	€1.71	€1.71
501-1kg Packet	€5.76	€5.76	€5.76	€5.76

**Make it easy for customers to respond, and get an extra discount on your mailing:**

- Include a Prepaid Business Reply or Freepost envelope and receive an extra 1c discount per item
- Include an unpaid reply envelope and receive an extra 0.5c discount per item

To find out more about how Direct Mail can brighten your December sales this year, call our team on **1850 21 16 32**, email **mail.media@anpost.ie** or visit **www.anpost.ie/postaim**



# Mail Media Unit



Do more.