



# DIRECTMAIL

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delivering more custom for  
*your business*



GUIDE TO DIRECT MAIL SERVICES

# The power of post


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Every person in Ireland is bombarded with thousands of marketing messages every day. From the moment they wake, they're being sold to. On the back of cereal boxes, on the radio and in the morning papers, businesses clamour for people's attention. When they leave home the bombardment escalates. Billboards, shopping trolleys, taxi backs and even adverts on rubbish bins all fight for their share of pocket. At

home, when it's finally time to relax in front of the TV, the onslaught continues with synchronised ad breaks on channels offering little or no escape.

In all, hundreds of different mediums compete for our attention but only one is anticipated, personal and, above all, measurably effective. That's the power of the post. Use it to grow your business.

The **power** of post



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personal and,  
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of the post.

# Time to be more direct

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## So what exactly is Direct Mail?

Simply put, it's mail involving the delivery of promotional material to an individual person or household.

The fact is we look forward to what comes through our mailbox. We feel a tingle of anticipation as we reach to see what the postperson has delivered. It has a personal relevance and this is what sets Direct Mail apart.

## The more important question is; what can Direct Mail do for your business?

Direct mail's power to increase sales is proven. It can help build new customer relationships and protect old ones. It's one of the most effective ways to grow customer loyalty and maximise customer value. It allows your communications to not only be more targeted but, by refining offers based on customer preference, your communication can be more relevant too. What's more, because Direct Mail is both measurable and economical, you can test and refine your offers with small audiences until you get them just right.



Direct Mail's power  
to increase sales  
is proven.

# Let the results speak for themselves

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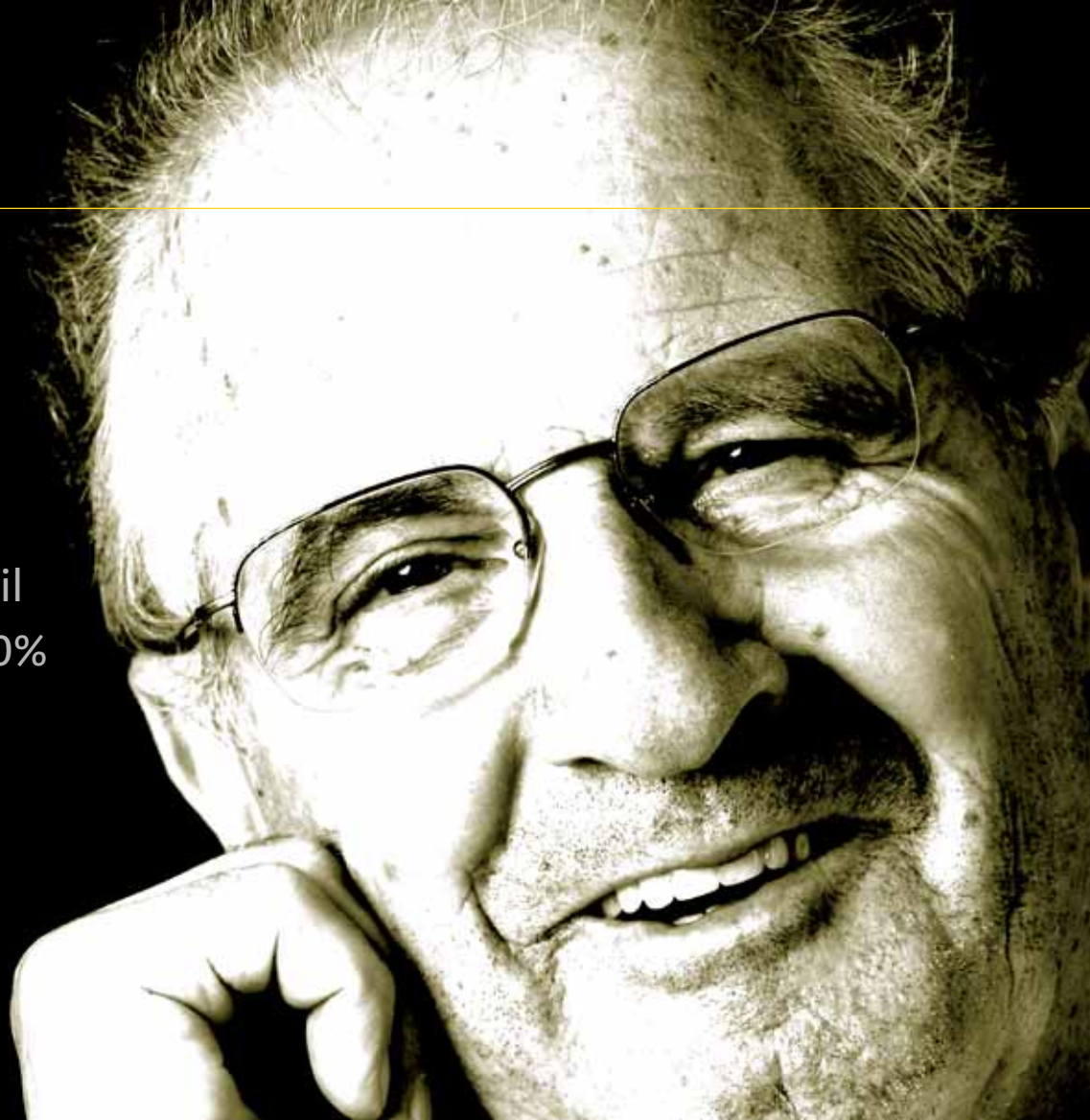
Direct Mail's power to increase sales and grow business has been proven time after time because every Direct Mail campaign is 100% measurable. When the results are in, you can quickly see what customers like and what they don't like. With the

benefit of foresight, you can change your offer and try again for even better results. As soon as those positive sales figures roll in, you know you've got a winner.

- 87%** of Direct Mail received is interacted with.
- 89%** of mail is deemed relevant by the recipient.
- 71%** of Direct Mail sent to 'Occupier' is considered relevant to them.
- 35%** of customers who receive addressed Direct Mail will keep the material for future reference.

\*Study - "Sixth Sense of Business" TNS mrbi, May 2007

Every Direct Mail  
campaign is 100%  
measurable.



# Putting Direct Mail to work for your business

Even if you've never used Direct Mail, creating a successful campaign needn't be hard. These simple rules and a little common sense will get you well on your way.

## Set clear goals

Before you mail anything you need to decide what you want to achieve. Are you trying to drive traffic, increase sales or build customer loyalty? The more focused you are, the more successful you will be.

## Stay on budget

A Direct Mail campaign can cost anything from a few hundred euro to a few hundred thousand euro. You'll

need to pay for compiling, buying or renting a mailing list. You'll also have design, print and postage costs. But it needn't cost the earth. If you plan well in advance, set a budget and stick to it, then you'll see a better return on your investment.

## Be targeted

Carefully identify potential customers and target them appropriately. The more targeted you are, the better your sales results will be.

### Be personal

Direct Mail gives you the opportunity to address potential customers by name. Grab it! A little personalisation makes your communication more relevant to the recipient and as a result they'll be more inclined to purchase. Even if you don't have their name, but are targeting people in a specific area, use what you know about the area to make your message more relevant to your audience.

### Be creative

Whether you choose to mail a simple postcard or a mega catalogue, a generous dollop of creativity can make all the difference. Consider different sizes, shapes and even

textures. Anything you can do to give your piece more impact will help boost your response rate.

### Keep it simple

Too many messages can confuse the recipient. A clear well expressed offer is ultimately a shortcut to increased sales. If prices have been cut then say so. If you're launching a new product or service make the benefits clear. If your offer is for a limited time then say it loud. Above all, make it easy for the recipient to respond. Don't be afraid of repeating phone numbers or return addresses. As a guru of Direct Marketing once said 'Tell them, tell them again, then tell them what you've told them again'.

**For more details, insights and great tips on how to make Direct Mail really work for your business visit [www.anpost.ie](http://www.anpost.ie)**

# Our Services - PostAim

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An Post have a range of products and services to help make your Direct Marketing campaigns a success and ensure you get the best value whenever you mail in bulk. Here's how to make them work for your business.

## PostAim

PostAim is for addressed mail only and is the most direct route to the consumer you're targeting. Whether you want to keep in touch with existing customers or deliver a special offer to new ones, PostAim lets you to do it for less. The lighter your item is, the less you'll pay and the more you send, the greater your savings. Simply follow the guidelines overleaf and if your mailing weighs over 10 grams, it qualifies.

## PostAim Light

As the name suggests, PostAim light enables you to

get great discounts for lighter items. Anything that weighs less than 10 grams could qualify.

## Use PostAim or PostAim light to:

- Attract new customers to your business.
- Keep in touch with your customers.
- Launch new products or services.
- Fundraise.
- Build your brand and develop public relations.
- Open doors for your sales force.
- Clean up your database (when return address in ROI).
- Boost customer loyalty.
- Deliver reminders or invitations.

**To take advantage of discounted rates simply follow the guidelines on the following pages. If you have any queries don't hesitate to call 1850 262 362.**

...keep in touch  
with existing  
customers or  
deliver a special  
offer to new ones



# PostAim Guidelines

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## How to arrange for PostAim delivery

- Ensure you follow An Post's size guidelines.
- Ensure your items are presorted according to An Post's requirements.
- Simply complete the application form at the back of this brochure and prior to final production send it with a sample of the proposed piece to: Business Desk, An Post, GPO, Freepost, Dublin 1.
- A response is usually given within 2 working days, and, once approved, the PostAim items will be delivered over a 13 working-day period from the date they are posted.

- PostAim-specific mail bags, ties and bag labels must be used with a PostAim mailing. These are available from: Business Desk, PostAim, An Post GPO, Dublin 1 or by calling 1850 262 362.

**Please note, to qualify as a PostAim Direct Mailing the items must be unsolicited by the addressee.**

### An Post's pre-sorting requirements

- There are two standard levels of pre-sorting: Pre-sort 2 and Pre-sort 3.
- Pre-sort 2: on mailings of 2,001-10,000.
- Pre-sort 3: on mailings greater than 10,000.
- Pre-sorted bundles must be delivered for posting 3 working days before the delivery period begins.
- Pre-sorted bundles should not exceed 50 items.

The **power** of postaim  
and postaim light

# PostAim Guidelines

## Size guidelines

### Letter/postcard:

- No larger than C5 in size  
(i.e. half the size of an A4 sheet)
- Also known as POP  
(Post Office Preferred)
- Dimensions:  
Min 140mm (L) x 90mm (H) x 0.18mm (D);  
Max 235mm (L) x 162mm (H) x 5mm (D)

### Large Envelope:

- Items up to C4 in size  
(i.e. the size of an envelope containing flat A4 sheets)
- Also known as a "flat" item
- Dimensions:  
Min 140mm (L) x 90mm (H) x 0.18mm (D);  
Max 400mm (L) x 300mm (H) x 25 mm (D)

## Size guidelines

### Packet:

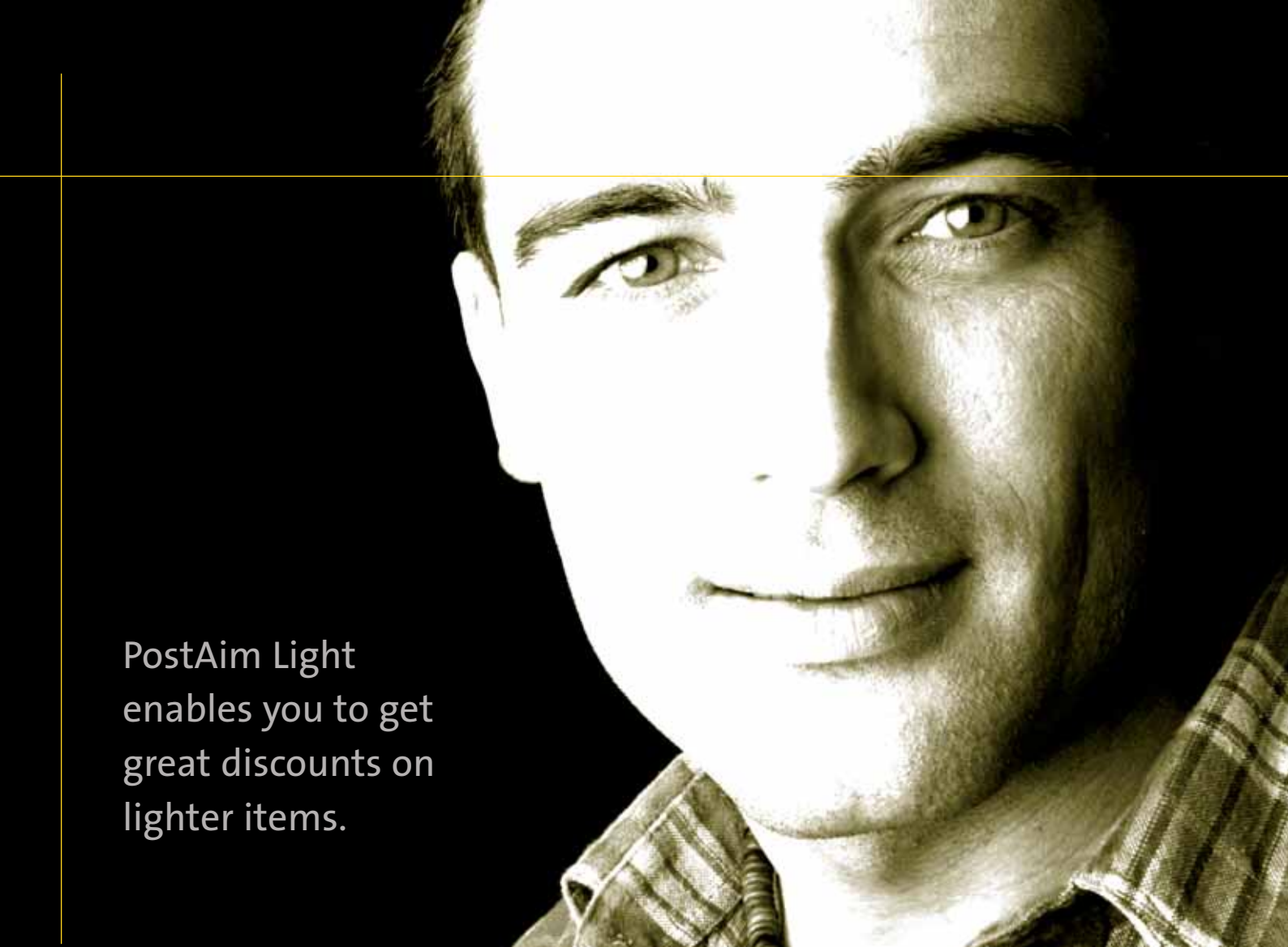
- Caters for three dimensional items like boxes, tubes and envelopes which exceed the limits of a Large Envelope.
- Dimensions: The Minimum dimensions are 100mm (L) x 70mm (H) x 25mm (D). The maximum dimensions for a package is a combined length, height and depth of 900 mm (no dimension exceeding 600 mm).
- In tube form the maximum dimensions (the length plus twice the diameter) must not be greater than 1,040mm, with no dimension exceeding 900mm.

# PostAim Guidelines

## PostAim Pricing

Weight	Price per item*			
	2k-75k	75k-250k	250k-500k	> 500k
0-10g Light	€0.34	€0.32	€0.31	€0.30
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	€1.86	€1.86	€1.86	€1.86
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	€1.86	€1.86	€1.86	€1.86
101-250g Large Envelope	€0.99	€0.95	€0.93	€0.93
101-250g Packet	€2.40	€2.40	€2.40	€2.40
251-500g Large Envelope	€1.27	€1.22	€1.19	€1.19
251-500g Packet	€3.40	€3.40	€3.40	€3.40
501-1kg Large Envelope	€1.69	€1.60	€1.56	€1.56
501-1kg Packet	€5.46	€5.46	€5.46	€5.46

\*A further half cent or cent discount is available for PostAim mailings including a Business Response Mechanism. See Business Response section for more details.



PostAim Light  
enables you to get  
great discounts on  
lighter items.

# Our Services - Publicity Post

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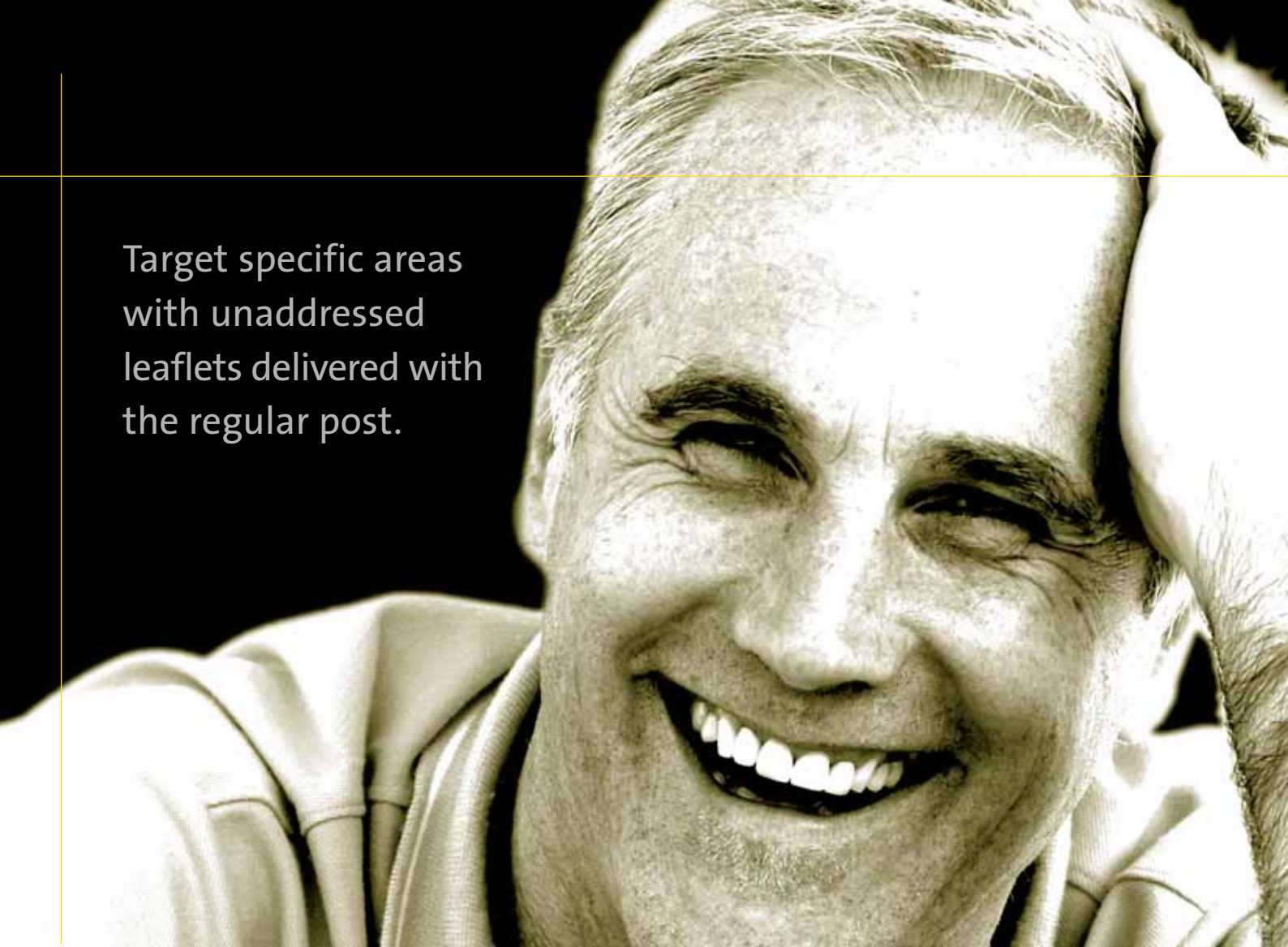
When you need to target a specific area rather than a specific person you need Publicity Post. An Post have delivery zones all over the country. You simply pick the zone or zones that cover the area that you have targeted and your communication is delivered with the ordinary post, unaddressed. Whether you want to reach every house in your local estates or every house in the country, Publicity Post can do it for you.

## Use Publicity Post to:

- Deliver leaflets, letters, brochures or product samples.
- Launch a new business in any area.
- Build your own marketing database.
- Generate more business.
- Build your brand.

**To take advantage of Publicity Post, simply follow the guidelines on the following pages. If you have any queries, please call 1850 262 362.**

Target specific areas  
with unaddressed  
leaflets delivered with  
the regular post.



# Publicity Post Guidelines

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Start by choosing the Publicity Post zone you are interested in. You'll find details of all zones at [www.anpost.ie](http://www.anpost.ie). Follow the guidelines below then complete and return the enclosed form and hand over your leaflets to An Post. But give yourself plenty of time. Demand is high and Publicity Post deliveries are strictly limited.

## What size should your item be?

Items must fall within the following dimensions:

- Size: Min: 100mm x 70mm, Max: 240mm x 162mm
- Thickness: Max: 10mm

Return your form and items to An Post, and we'll take over from there.

## Why is Publicity Post good for you and your business?

- Allows you to target every address in the country.
- Is delivered with the ordinary post.
- Builds your own marketing database.
- Targets specific areas.

## Publicity Post packing instructions

- Items must be prepared in secure bundles of 100.
- Bundles must be packed in boxes of 1,000, not exceeding 10kgms per box.
- All boxes of Publicity Post must be labelled on their sides with details of your mailing. Please contact us for further details.
- An Post cannot accept items that do not have these labels clearly displayed on the outer side of your boxes.

Rates shown are for each 1,000 items sent and are inclusive of VAT.

Weight not over	Up to 25,000 items	Up to 200,000 items	Up to 500,000 items	500,000+ items
20g	€104.00	€94.00	€83.00	€78.00
50g	€120.00	€114.00	€104.00	€88.00
75g	€125.00	€120.00	€114.00	€99.00
100g	€151.00	€135.00	€120.00	€109.00

The special urban rates below are available for mailings of more than 25,000 items in Dublin, Cork, Galway, Limerick and Waterford city areas.

Weight not over	25,000+ items
20g	€83.00
50g	€109.00
75g	€120.00
100g	€135.00

# Our Services - Business Response

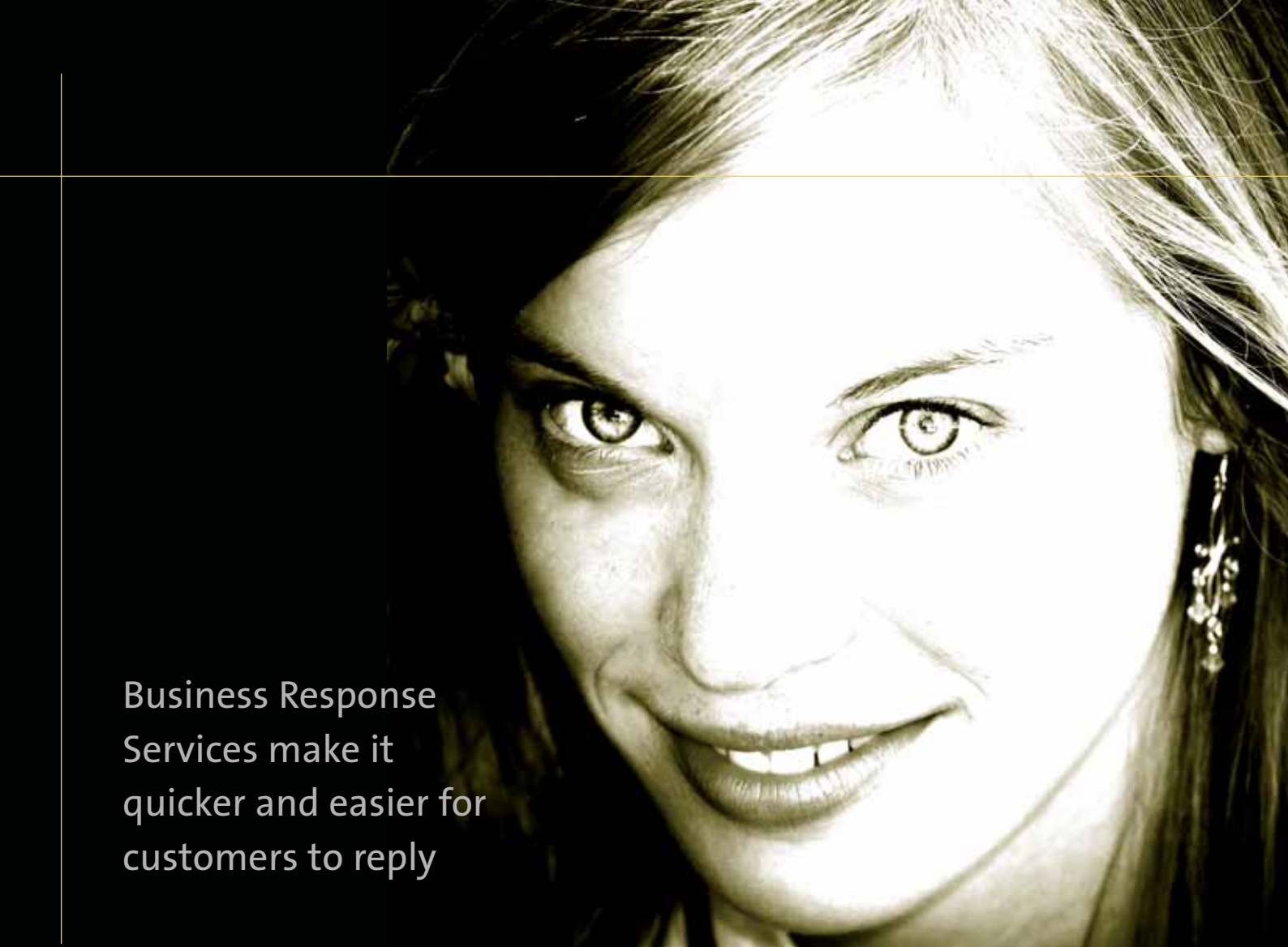
The easier you make it for a potential customer to respond to a piece of Direct Mail the more success you'll have. When it's at no cost to a potential customer it's even better. An Post's Business Response Services do just that. You can choose to insert a pre-paid reply envelope with your mailing, have a tear-off self-sealing reply section or simply set up a freepost address. Whatever you choose, Business Response Services make it quicker and easier for customers to reply, and that means more sales and an improved cash flow for your business.

## A great deal for you and your customer.

We're so confident that being able to reply at no cost is something customers love, we've got an incentive for you to try it!

All PostAim mailings including a prepaid Business Response envelope receive a further discount of one cent per item mailed. Those including a return envelope without prepaid postage are entitled to a half cent discount per item mailed.

Weight not over	Letter/Postcard	Large Envelope	Packet
50g	€0.54	€0.95	€2.10
100g	€0.54	€0.95	€2.10
250g		€1.30	€2.60
500g		€1.85	€3.70
1kg		€2.85	€5.70
1.5kg			€7.25
2kg			€7.25



Business Response  
Services make it  
quicker and easier for  
customers to reply

# Put the power of the post to work for your business.

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**For further information**

**Visit: [www.anpost.ie](http://www.anpost.ie)**

**Callsave: 1850 262 362**

**Write to:  
Business Desk  
An Post  
GPO  
Freepost  
Dublin 1**