



# Letterbox advertising

Connecting is as easy as 1, 2, 3.

# Thank you for choosing to use Australia Post's Unaddressed Mail to distribute your letterbox advertising.

All it takes is 3 steps and you are on your way to reaching more people in more places – with one of the most effective forms of advertising.



**1. Planning your booking**



**2. Preparing your articles**



**3. Lodging your articles**



## Planning your booking

Now that you're ready to get started, there are a few things you need to know when planning your booking.

### Booking and lodgement time frames

In order to meet your required delivery date, you will need to plan the timing of your booking and lodgement and check that there is delivery capacity<sup>^</sup> available for your booking. If capacity is unavailable, you can select an alternative date or proceed with a partial delivery for the available areas and make a second booking for the remaining areas.

<sup>^</sup>Users of the Unaddressed Mail Online Booking System will have visibility of delivery capacity immediately. If booking directly with our Customer Services Team, they will contact you with other options if a selected area has reached capacity.

The following timetable examples will help you plan booking and lodgement times:

#### Standard booking

Business days before required delivery	
Make booking*	<b>10 days</b>
Lodge articles (for delivery interstate)	<b>7 days</b>
Lodge articles (for delivery within state)	<b>5 days</b>
Required delivery <sup>#</sup>	

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

If you need to get your communication into market quicker, the premium service provides shorter booking and lodgement time frames.

#### Premium booking

Business days before required delivery						
Make booking*				<b>3 days</b>		
Lodge articles - by 12 noon (for delivery within state) <sup>+</sup>				<b>1 day</b>		
Required delivery <sup>#</sup>						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

\* Bookings can be made up to 90 days in advance.

<sup>#</sup> Required delivery is between Monday – Friday, excluding public holidays.

<sup>+</sup> Premium service is only available for delivery within the state of lodgement.

The above time frames are standard. Heavy articles or large lodgements may have longer lodgement and delivery times.



## Targeting

You can choose the target area for your mailing by either postcode, suburb (locality), or state. Australia Post will then determine the postal round(s) that best fit your selection. You then need to determine whether you want to deliver to residential or business addresses (or even both).

Alternatively, you can use our [online tool Campaign Targeter](#) to select a target area for your mailing. Areas can be selected via suburb, postcode, radius, federal or state electorate or local government area – or you can draw your catchment area. Australia Post will deliver to street, roadside, Post Office Boxes and over the counter address types. You can choose to remove a specific address type or customise your booking.

## Make booking

You can make bookings directly via our [UM Online Booking Tool](#). You'll need to register to do this by completing a [Registration Form](#) and emailing it to [ums@auspost.com.au](mailto:ums@auspost.com.au)

Or you can book with our Customer Services team by completing the [online booking form](#) and sending it to [ums@auspost.com.au](mailto:ums@auspost.com.au)

The team will then process your booking. Once confirmed you will be sent the following documents:

- Booking Confirmation Advice
- Mail Preparation Advice
- Label files for bundles and trays
- Mail Lodgement Documents.

Your Booking Confirmation Advice will specify how many addresses there are for your target area, which will help you determine the print quantity. The documents above will be required for the next steps of preparation and lodgement.

## Booking checklist

Before you complete the booking form make sure you know:

- ✓ Your article specifications, including dimensions, weight and thickness.
- ✓ Your target area and address types.
- ✓ Where you would like to lodge your articles.
- ✓ Your delivery date.





## Preparing your articles

Now that you've made your booking, it's time to prepare your printed articles ready for lodgement.

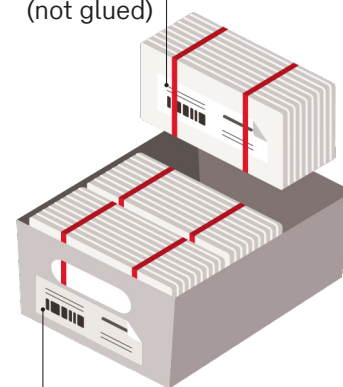
### Label and bundle

All articles must be bundled and labelled. Label files are provided in a PDF format. Ensure labels are firmly fixed on the front of each tray\* and front bundle. Each bundle should be secured with two vertical bands in quantities of 50 or 100 articles. Check the Mail Preparation Advice for more details.

### Sort

Sort your articles into bundles and trays based on the delivery office as advised in the Mail Preparation Advice. Trays can be obtained at no cost from your nominated lodgement office.

Label inserted  
under bands  
(not glued)



Label on front of tray

## Lodging your articles

It's now time to lodge your articles, ready for delivery.

### Lodge

Ensure you lodge your articles on the specified lodgement date at the Australia Post location shown on your Booking Confirmation Advice. Remember to provide:

- Booking Confirmation Advice
- Mail Preparation Advice
- Mail Lodgement Documents
- A sample of the article.

### Pay

Simply pay when you lodge your articles. Your payment options include:

- Australia Post business credit account
- Cash, credit or debit card.

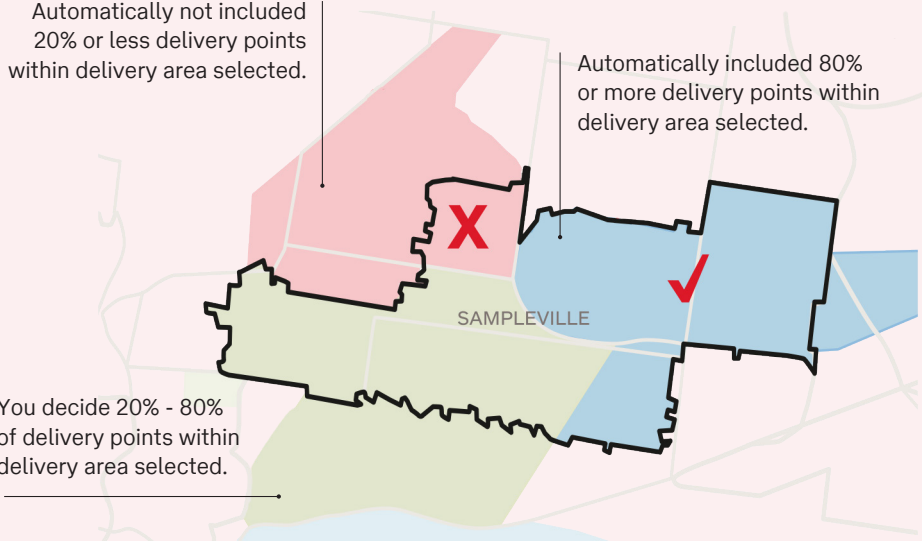
### Opening a business credit account

To make things even easier, you can apply for an Australia Post business credit account prior to lodgement by completing and submitting the application form available [here](#).

\* This is the standard preparation requirement unless otherwise advised.



## Frequently asked questions

<p><b>Can I send my letterbox advertising material to every letterbox in Australia?</b></p>	<p>Articles cannot be delivered to points displaying stickers or signs bearing the words ‘No Advertising Material’ or other similar wording, unless they are community notices and their delivery is permitted by law.</p> <p>Community notices are those lodged by or under the authority of Local, State or Federal Governments or their agencies, political organisations, religious or educational institutions, or charitable bodies.</p>
<p><b>What’s the 80/20 rule?</b></p>	<p>Australia Post deliver mail via postal rounds. The 80/20 rule determines which postal rounds and delivery points will be included in your postcode or suburb (locality) booking. Australia Post will determine which postal rounds best fit within the selected area. Some of these rounds may cross into other nearby localities or postcodes.</p> <p><b>In this example the customer has chosen to target the suburb Sampleville.</b></p> <ul style="list-style-type: none"> <li>— Nominated suburb (locality)</li> <li>■ Postal round – 80% or more delivery points</li> <li>■ Postal round – 20% or less delivery points</li> <li>■ Postal round – 20-80% of delivery points</li> </ul> 
<p><b>Why has Australia Post introduced delivery capacity settings?</b></p>	<p>These assist our operational teams so we can better balance bookings and deliveries.</p>
<p><b>Do I have to prepare my articles for lodgement?</b></p>	<p>Yes, articles need to be prepared according to Australia Post’s <u><a href="#">Unaddressed Mail Service Guide</a></u> and the Mail Preparation Advice provided when a booking is made.</p> <p>This essentially means, articles will need to be bundled, placed in trays and labelled. For large lodgements ULDs (Unit Load Devices) will also need to be used.</p>
<p><b>Does Australia Post check article content before delivery?</b></p>	<p>Australia Post does not proactively review article content. It is your responsibility to ensure all material complies with State and Federal laws and regulations and that the articles do not contain anything which is discriminatory, defamatory or offensive.</p>



Some helpful references are also available at [auspost.com.au/unaddressedmail](https://auspost.com.au/unaddressedmail)

For further information on planning, preparing and lodging your letterbox advertising, please download the [Unaddressed Mail Service Guide](#), speak to your Australia Post Account Manager, or call **1300 223 571**.