



Advertising Mail Guide

REQUIREMENT	✓	ADDITIONAL EVIDENCE REQUIRED AND GUIDANCE
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1. General

Is this Direct Mail (DM)? Advertising Mail is for addressed items comprising a largely uniform message with the purpose of promoting the sale or use of products or services or to encourage, contribute to or support a cause. All mailings are considered individually on their own merits to determine if they qualify for advertising mail. Please refer to the 'Advertising & Responsible Mail Content Guide' for guidance on types of mailings that do and do not qualify.



Seeds/samples received will be accepted as evidence

Are the Mailing Items Letter or Large Letter format? All Mailing Items to qualify as Advertising Mail must be addressed Direct Mail Letter or Large Letter format mailing items.



Seeds/samples received will be accepted as evidence

Are there sufficient items to qualify?
Each Advertising Mail Daily Posting must comprise of at least 4,000 Mailing Items per service per day. **The 4,000 item minimum applies whether the items are Letter or Large Letter format**



Secured Mail Docket Hub will be used to verify item quantity.

2. Data

Are at least 90% of Mailing Items fully and accurately addressed and Postcoded in accordance with Royal Mail's Postcode Address File (PAF®)?



Computer planning reports will be accepted as evidence.

Have the MPS, including MPS Deceased, lists been run against any cold data in this mailing to ensure any matches were suppressed within 30 days of the mail being delivered to the recipient?

In instances where data is not from a consent based file a documented procedure must be in place and used to suppress customer and prospect data against the Mailing Preference Service (MPS), including MPS Deceased, and every address list for each Advertising Mail® posting must be run against these files 30 days or less before the Mailing item that uses the data is delivered to the recipient.



A signed copy of each customer's data process map (detailing timescales, suppression process etc) on this will be accepted as evidence. This may be signed by their customer, or their customers' supplier who may complete the process on their customers' behalf.

Has the data been run against an internal suppression file within 30 days of the mail being delivered to the recipient? An internal suppression file must be kept and maintained to ensure opt-outs are properly logged, and each campaign must be run against these files 30 days or less before the Mailing Item that uses the data is delivered to the recipient.





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3. UCIDs

Has the mailing been uploaded against an appropriate Client/Sub-Client UCID? All mailings must be assigned to a UCID that pertains consistently to the Originating/Advertising Client for the use of audit purposes when the data is uploaded to Secured Mail Docket Hub and not any other third party (e.g. mailing houses, data processing companies etc.). Please contact your Secured Mail Account Manager or email ucid@securedmail.co.uk if you are unsure of this process. Please note: The UCID and Originating/Advertising customer will be sent to Royal Mail for Advertising Mail audit purposes.



Secured Mail Docket Hub will be used to verify

4. JIC

Has the applicable opt In/Out action been chosen for The JIC Initiative? For all Advertising Mail Services, the JIC Opt In/Out option must be chosen for each upload. please contact your account manager or email JIC@securedmail.co.uk if you are unsure of this process. Please note: If the Opt In option is chosen, the Industry Input Data relating to the mailing will be shared with MARB and in turn the Independent Marketing Specialists who will publish and circulate the data.



Secured Mail Docket Hub will be used to verify

5. Seeds

Have the applicable Seed items been added to the data with the correct UCID and Mailing Reference (where applicable) printed on these seed items? All advertising mailings must contain 2 seeds to the address' below, please refer to the 'adding seeds' document on instructions for this process.



Seeds/samples received will be accepted as evidence

Client Services UCID
Mailing Reference
Secured Mail
Calver Road
Winwick Quay
Warrington
WA2 8UD

Royal Mail Sample UCID
Mailing Reference
Royal Mail Wholesale
PO Box 72662
London
E1W 9LD

6. Proofs

Have proofs be sent upfront for content verification? You must email a sample of the mailing to advertising@securedmail.co.uk prior to mailing stating the Secured Mail Docket Hub job reference.



Proofs received will be accepted as evidence

Secured Mail reserve the right to remove the advertising discount at any time before or after the mailing has been sent if it is found to be non-compliant or any of the above procedures have not been adhered to.

Secured Mail
Calver Road
Winwick Quay
Warrington, WA2 8UD

t: +44 (0)330 05 35 900
e: enquiries@securedmail.co.uk
www.securedmail.co.uk

