

# Acquisition Mail

Acquisition Mail is a non-personalised addressed bulk mail delivery service. It allows customers to geographically target an addressed mail campaign to residential address points in specific postcodes, suburbs (localities) or Census Collection Districts (CCDs).

## Why use Acquisition Mail?

Companies can use Acquisition Mail to reach more prospects and acquire them as new customers. Through Acquisition Mail, Australia Post supplies residential street addresses for nominated geographic regions. Companies can ensure their mail campaign only reaches prospective customers as they have the ability to remove existing customer addresses from their mailing.

## What qualifies for Acquisition Mail?

- a minimum of 30,000 articles must be lodged in total
- a minimum saturation of 60% is required (ie at least 60% of the addresses supplied for your target area must be mailed to)
- the maximum number of progressive lodgements is three (3). These can be made over a maximum period of six (6) weeks. All lodgements must be made within 3 months of data supply date
- the content of the article must be acquisition in nature
- Australia Post's return address must be used on all articles.
- a PDF or physical sample of the intended article must be provided to Australia Post for approval prior to lodgement.

## How to apply

Customers need to register to use the Acquisition Mail service before Australia Post can provide the address data file for their targeted regions.

Registration is online via:  
[www.auspost.com.au/acquisitionmail](http://www.auspost.com.au/acquisitionmail)



Within two business days of submitting the registration, Australia Post will email the Acquisition Mail data file.

## What can be posted ?

- Acquisition Mail is available for *Small* and *Small Plus* size categories.
- Articles can weigh up to 125 grams.
- Articles can be either in envelopes or postcards, and they can also be plastic wrapped.
- All articles in a lodgement must be the same size category and weight.

	Small	Small Plus
<b>Max weight</b>	125g	125g
<b>Min size</b>	88 x 138mm	88 x 138mm
<b>Max size</b>	130 x 240mm	162 x 240mm
<b>Max thickness</b>	5mm	5mm
<b>Shape</b>	Oblong <sup>†</sup>	Oblong <sup>†</sup>
<b>Common examples</b>	DL (110 x 220mm) C6 (114 x 162mm)	C5 (162 x 229mm)

<sup>†</sup> Oblong: deviating from a square by being elongated in one direction. It is preferred that the length is at least 1.2 times the width. Articles with a length less than 1.2 times the width may be accepted subject to satisfactory test results – see page 2.

## Delivery standards

Acquisition Mail is delivered Monday to Friday with letters and other mail. *Off Peak Delivery* is used, which allows Australia Post to deliver letters up to an additional three business days beyond regular mail. The delivery standards for off peak delivery are as follows (in business days).

For delivery	Same State	Other State
Within metropolitan areas of capital cities or within the same city or town and environs	1–4 days	—
Between metropolitan areas of capital cities	—	2–5 days
Between metropolitan areas of capital cities and country locations	2–5 days	3–6 days
Between country locations	2–5 days	4–7 days

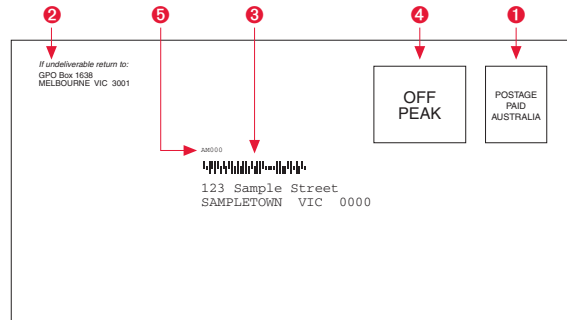
# Fact Sheet – Acquisition Mail

## Correct addressing requirements and barcoding

To qualify, customers need to pay particular attention to addressing and barcoding. Detailed information on correct addressing and printing the 4-state barcodes can be found in the *Acquisition Mail Service Guide* (8839559).

Articles need the addressed side to be printed with:

- 1 the Postage Paid Imprint (unless a postage meter is used)
- 2 the mandatory return address  
"GPO Box 1638 MELBOURNE VIC 3001"
- 3 a barcode, and a delivery address that adhere to the correct addressing conditions
- 4 the Off Peak Indicator
- 5 the Acquisition Mail Job ID Number above the delivery address block or above the return address.



## Sort categories

Customers have the choice to presort their articles according to the following categories:

Sort category	Description
Barcode Direct Trays	Barcoded articles in separate trays according to the Barcode Sort Plan of postcode ranges which can be found at <a href="http://www.auspost.com.au/sortplans">www.auspost.com.au/sortplans</a>  Plastic wrapping is allowed.  The minimum quantity is 300 articles (or 4kg of article weight excluding the tray) per postcode range. Remaining articles become 'Residue'.
Barcode Residue Trays	Where there are insufficient barcoded articles to make a Barcode Direct Tray
Unbarcoded Residue Trays	For articles that cannot be barcoded

All articles must be placed into correctly labelled Australia Post letter trays. Both trays and labels are supplied by Australia Post.

## How can I be sure an article is acceptable?

It is a condition of the service that customers provide a PDF or physical sample of the intended article to the Acquisition Mail Administrator to ensure that it is compliant with content requirements.

Customers who are concerned that their articles may not satisfy all service requirements can request a preliminary test prior to lodgement:

Australia Post  
Attn Manager Customer Connections  
GPO BOX 1777  
MELBOURNE VIC 3001

## Acquisition Mail prices

Size category	Sort category			
	Barcode Direct Tray		Barcode Residue Tray	Unbarcoded Residue Tray
	Same State	Other State		
Small	28.0¢	30.0¢	43.2¢	46.5¢
Small Plus	39.0¢	41.0¢	60.8¢	72.0¢

All prices effective 15 September 2008 and are in cents per article. All prices are GST inclusive.

## Payment Options

Payment for the service can only be made by Australia Post Charge Account, or by using a postage meter. Payment by cash or credit card will not be accepted.

To apply for an Australia Post charge account, please call 13 11 18.



## Want to know more?

If you would like more information about Acquisition Mail or other Australia Post products and services, please call 13 11 18.

Alternatively, refer to the *Acquisition Mail Service Guide* (8839559), email [am@auspost.com.au](mailto:am@auspost.com.au), visit the internet – [www.auspost.com.au/acquisitionmail](http://www.auspost.com.au/acquisitionmail) or ask the friendly staff at your local Australia Post outlet.