

# Correct addressing

The address on every mail article is a direction to Australia Post. It should be complete, concise, and clearly written or printed so that Australia Post can process and deliver the article accurately and quickly.

## Why correct address?

For bulk mail services, Australia Post offers *lower postage rates* to customers who prepare and lodge articles in accordance with the bulk mail service conditions. One of these conditions is to correctly format the delivery address of each article to ensure that the addresses are compatible with Australia Post's automated letter sorting systems which can efficiently process articles.

To enable the letter sorting equipment to perform at high levels of efficiency all lines of the address should be formatted correctly and in a consistent manner. The established standards for each service outline the correct format and layout for addresses to be presented on articles, and are detailed in Table 1.

## Components of a standard correct address

With the exceptions of Unaddressed Mail and Reply Paid, the address on any postal article must be aligned left and is constructed from the following components:

**1** Australia Post  
**2** Attention of: Mr A. Sample  
**3** 321 Exhibition Street  
 MELBOURNE VIC 3000  
**4** **5** **6**

- 1 Name of Addressee:** First line of address: (*Essential*)  
For articles addressed to a person at a company or organisation, this is the company or organisation name. In Registered Post, you must not use an acronym or a codename, unless the address also contains a 'care of' named addressee in a subsequent line.
- 2 "Attention of" or other reference details:** Second and, if necessary, third line of the address (*Optional*).
- 3 Street address**
- 4 Locality name or the name of the office of delivery**
- 5 State or territory abbreviation**
- 6 The postcode**

When 'Australia', or any abbreviation of Australia appears in the address, it should be placed below this bottom line.

Articles for each bulk mail service are designed to follow specialised processing streams. For this reason correct addressing conditions vary between services. Full details are provided in each of the Service Guides.

TABLE 1

	Acquisition Mail	Clean Mail	PreSort/Charity Mail	Print Post	Impact Mail
Address lines must be aligned left	1	✓	1	1	✓
Fonts must be clearly readable	✓	✓	✓	✓	✓
Fixed-pitch fonts are recommended	–	✓	–	✓	✓
Proportional fonts (if used) are preferred to be 12 point in size	–	✓	–	✓	✓
Artistic or script fonts can be used	✓	✗	✓	✗	✓
Fonts are preferably 12 point in size	✓	✓	✓	✓	✓
Font characters must be 1.8–7.0mm high and 0.3–7.0mm wide. The ideal height is 2.0–4.0mm	–	✓	–	✓	–
Line spacing should be 1.0–2.5mm	–	✓	–	✓	–
Individual characters can touch or overlap	2	✗	2	✗	✓
Attributes such as <i>italics</i> , <b>bolding</b> , <b>shadowing</b> or <b>underlining</b> can be used	3	✗	3	✗	3
Dark inks such as black which clearly contrast against the background are preferred	✓	✓	✓	✓	✓
Red, orange and yellow inks can be used	✗	✗	✗	✗	✗
<b>Second last line:</b> Must contain the delivery address, ie the number and name of the street or thoroughfare or PO Box or Bag number	✓	✓	✓	✓	✓
<b>Bottom line:</b> Must contain in this order: locality, state abbreviation, postcode. In CAPITALS with no punctuation or underlining	4	✓	4	✓	5
<b>Bottom line:</b> Leave 1 or 2 spaces between locality, state abbreviation and postcode	–	✓	–	✓	–
<b>Additional address information</b> , eg business or person's name, must be above the last two lines of the address (not below, alongside or within these lines)	✓	✓	✓	✓	✓
<b>Window panel envelopes:</b> The entire address block must be clearly visible when presented for lodgement	✓	✓	✓	✓	✓
<b>Address labels</b> can be used, if straight and firmly affixed	✓	✓	✓	✓	✓

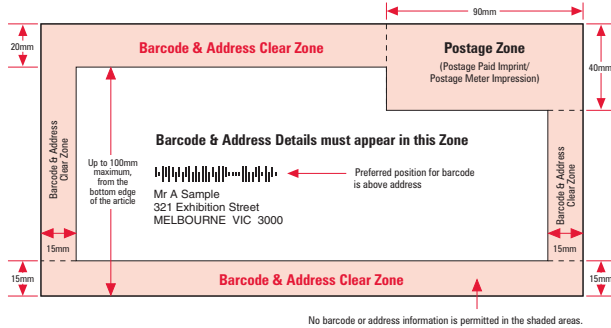
- 1 Excluding barcode placement.
- 2 It is strongly recommended that print characters do not overlap.
- 3 These attributes are permitted, but their use should be avoided.
- 4 Must contain the locality and postcode. The state abbreviation is recommended.
- 5 It is recommended that the locality, state abbreviation and postcode be printed on the same line. CAPITALS are strongly recommended.

# Fact Sheet – Correct addressing

## PreSort Letters

The zones on Small or Small Plus articles must be observed at all times (see diagram). For Medium and Large articles it is preferred that the zones are complied with, and full details are provided in the *PreSort Letters Service Guide*.

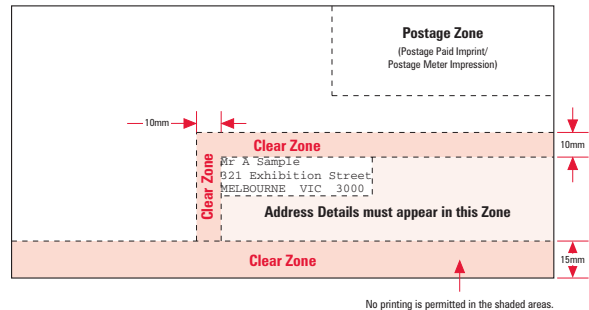
### ▼ PreSort Letters: Small articles layout



## Clean Mail

Clear zone areas are mandatory for Clean Mail articles. Full details are provided in the *Clean Mail Service Guide*.

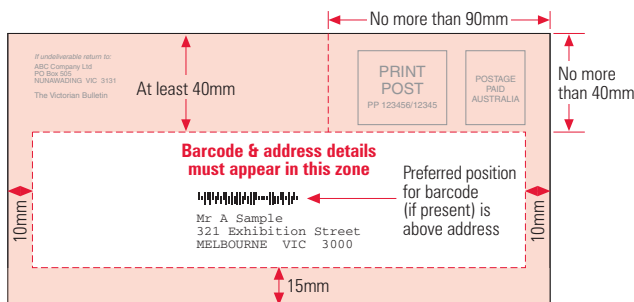
### ▼ Clean Mail: Small articles layout



## Print Post

The Address Zone must be observed for Residue and CBD Sort Division to avoid incurring a surcharge. This applies to Small articles (see diagram) and Large articles (full details are provided in the *Print Post Service Guide*).

### ▼ Print Post: Small articles layout



## Impact Mail

Ensure sufficient space in the Impact Mail design to clearly display the address details or affix a Return to Sender sticker. Full details are provided in the *Impact Mail Service Guide*.

### ▼ Impact Mail – an example article layout

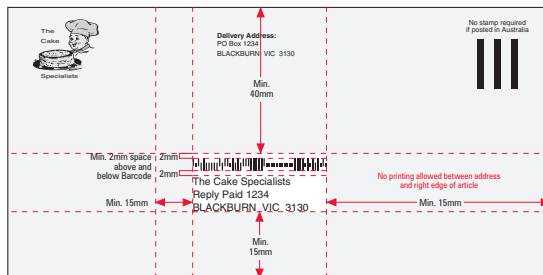


## Reply Paid

Because it is a response mechanism, the addressing on Reply Paid articles differs in structure from outbound mail. Australia Post will supply you with print ready artwork.

Full details are provided in the *Reply Paid Service Guide*.

### ▼ Reply Paid: article layout with customer logo



## Acquisition Mail

The zones must be observed at all times (see diagram). The AM Job ID number, and the mandatory return address must be used. Full details are provided in the *Acquisition Mail Service Guide*.

### ▼ Acquisition Mail: article layout

