

# Acquisition Mail

Acquisition Mail is an Australia Post service for the delivery of addressed (non-personalised) bulk mail. It allows you 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?

You 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. You can ensure your mail campaign only reaches prospective customers by removing existing customer addresses from your 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 three 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

You need to register to use the Acquisition Mail service before Australia Post can provide the address file for the targeted regions. Registration is online via: [auspost.com.au/acquisitionmail](http://auspost.com.au/acquisitionmail)



Within two business days of completing the registration, Australia Post will email you the Acquisition Mail data file complete with pre-populated lodgement document(s).



## 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 envelopes or postcards. Plastic wrapping is acceptable for article lodged in Direct trays only.
- All articles in a lodgement must be within the same size category.

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

† 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.

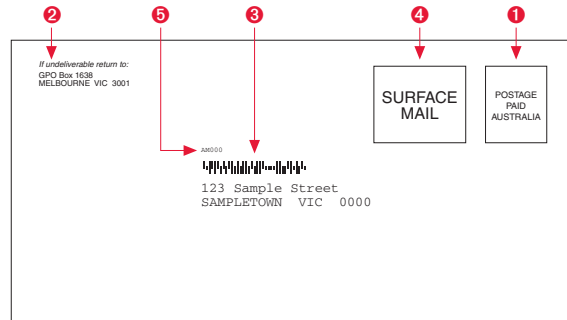
# Fact Sheet – Acquisition Mail

## Correct addressing requirements and barcoding

You 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 observes correct addressing conditions
- 4 the Surface Mail Indicator
- 5 the Acquisition Mail Job ID Number above the delivery address block or above the return address.



## Sort categories

You have the choice to sort articles into three sort categories. Regardless of the category, all articles must be placed into correctly labelled Australia Post letter trays.

Both trays and labels can be supplied by Australia Post.

Sort category	Description
Direct trays	Barcoded articles in separate trays according to the Barcode Sort Plan of postcode ranges which can be found at <a href="http://auspost.com.au/sortplans">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'.
Residue trays	Where there are insufficient barcoded articles to make a Direct tray
Unbarcoded trays	For articles that cannot be barcoded

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

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

If you are concerned that your articles may not satisfy all service requirements you can request a preliminary test prior to lodgement:

Australia Post  
Attn AM Administrator  
Business Letter Services  
GPO Box 1777  
MELBOURNE VIC 3001

## Delivery standards

Acquisition Mail is delivered Monday to Friday with letters and other mail. *Surface Mail* (formerly Off Peak) delivery is used, which is based on surface / road transport and provides delivery within a two day window.

## Acquisition Mail prices

Size category	Sort category			
	Direct tray		Residue tray	Residue tray
	Same state	Other state		
Small	31.0¢	33.0¢	50.6¢	53.5¢
Small Plus	43.0¢	45.0¢	68.8¢	84.0¢

All prices effective 4 July 2011 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 – [auspost.com.au/acquisitionmail](http://auspost.com.au/acquisitionmail) or ask the friendly staff at your local Australia Post retail outlet.