

Reply Paid

Reply Paid is an effective way for you to increase responses to your communications. By enclosing an approved Reply Paid envelope with your mail-out, your customers can respond quickly, easily and with minimum fuss.

What is Reply Paid?

- A Reply Paid number and address is a marketing tool for businesses to encourage responses.
- Reply Paid is postage free for your respondents.
- You only pay for the replies you receive.
- Reply Paid is commonly used with pre-printed envelopes inserted with a direct mail campaign.

Benefits of Reply Paid

- Simple for customers to respond in their own time.
- It provides an easy response mechanism.
- Your customer pays no postage, adding a further incentive to reply.

Services

Reply Paid letters (domestic)

A Reply Paid letter/article may consist of an envelope, postcard, coupon or self mailer (and similar items) and may be in response to a media campaign, mail-out or publication. Reply Paid letters can be small or large and sent within Australia.

Reply Paid International letters (IRP)

Reply Paid International (IRP) Letters allow you to extend your marketing campaign to the rest of the world and still offer respondents a no cost response mechanism. The International service is only available for Small articles up to 50 grams.

Reply Paid parcels

The Reply Paid parcel service applies only within Australia.

Conditions apply – see the Reply Paid Service Guide available on-line at auspost.com.au.

Reply Paid article sizes

Small letter and large letter envelopes and postcards (domestic)

A small letter conforms to the limits shown in the following table. Any article with any measurement outside these limits is not a small letter – it is either a large letter or parcel and attracts the appropriate postage charge (bulk letter sizes are different).

Please refer to the Reply Paid Service Guide for further article sizes.



	Domestic		International
	Small	Large	Small
Addressing method	Preprinted or hand-written	Preprinted or hand-written	Preprinted only
Max weight	250g	500g	50g
Min size	90 x 145mm	—	88 x 138mm
Maxsize	130 x 240mm	260 x 360mm	120 x 235mm
Max thickness	5mm	20mm	5mm
Shape	Oblong [†]	Rectangular	Rectangular

[†] Small letters should be oblong in shape (not square) and should have a ratio greater than 1.414 (length divided by height). Small letters with a ratio of less than 1.414 will be charged as non-barcoded Reply Paid letters.

Reply Paid International

A Reply Paid International article may be a postcard or an Air Mail letter envelope, subject to the dimensions shown in the table.

Parcels

Parcel Post and Express Post parcels vary in size. Generally, articles not fitting within the size ranges previously listed could be considered a parcel.

Fact Sheet – Reply Paid

Reply Paid pricing

Charge account

An Australia Post head office Business Credit Account is required in order to operate the Reply Paid service (statements are issued on a monthly basis).

Fees

Reply Paid letters annual fee

The annual fee applies to every Reply Paid number issued (excluding parcels and international).

For example: If a customer has five (5) Reply Paid numbers:

$$\$65.00 \times 5 = \$325.00 \text{ pa}$$

The annual fee will be automatically billed to your Business Credit Account on the anniversary date of commencement.

Reply Paid International application fee

The application fee for Reply Paid International is to be paid when you lodge your application for the service. The application and cheque should be sent to the address listed on the Reply Paid application form.

Prices

Effective from 28 June 2010.

Reply Paid letters annual fee

Annual fee (per Reply Paid number, non-refundable) \$65.00*.

Small letters

- Barcoded 43¢ per article.
- Non-barcoded (Not correctly formatted, hand addressed) 65¢ per article.

Large letters

- Up to 125g – \$1.30 per article.
- Over 125 up to 250g – \$1.90 per article.
- Over 250 up to 500g – \$3.10 per article.

*The annual fee is not applicable to Reply Paid parcels or Reply Paid International.

Reply Paid parcels

- Parcels 10¢ per item plus postage rate for parcel size.

Reply Paid International

- Application fee \$65.00.
- Response fee \$2.60 per article.

Note: An additional charge will apply for articles that contravene addressing and formatting standards.

Want to know more?

If you would like more information about Reply Paid or other Australia Post products and services, please call 13 11 18 or ask the friendly staff at your local Australia Post outlet.