

## Advertising Mail™ & Sustainable® Mail: DM message content guidance list

The list of mailing examples below is indicative and for guidance only. Each request to post Advertising Mail™ or Sustainable® Mail must be considered individually on its own merits to determine whether it can be considered to qualify. All mailing items must comprise a largely uniform message to all addressees with the purpose of promoting the sale or use of products or services, or to encourage contribution to, or support of, a cause.

***\*This list is not absolute or exhaustive and it is to be used as a guide only\****

<b>Examples of eligible mailings:</b>		<b>DM?</b>	<b>Reason</b>
1	A credit card company, store or retailer sending an offer of a new credit card	<b>yes</b>	Promoting the sale or use of products or services
2	A charity / society sending a reminder mailing to take out or renew the subscription	<b>yes</b>	Encourages contribution to, or support of, a cause
3	A mail order company sending its new or seasonal catalogue to an existing customer base.	<b>yes</b>	Promoting the sale or use of products or services
4	A mail order company sending its new or seasonal catalogue to a prospective customer base	<b>yes</b>	Promoting the sale or use of products or services
5	Customer satisfaction questionnaire which specifically captures information relating to a customer's experience of the product, service or cause with the aim of using such information to be more targeted when sending further information on such products or services.	<b>yes</b>	Promoting the use of a product or service
6	A travel company sending its new or seasonal holiday brochure to an existing customer base or prospective customer base.	<b>yes</b>	Promoting the sale or use of products or services
7	A travel company sending a holiday discount code to a customer who has previously used their services, or to a prospective customer to encourage purchase.	<b>yes</b>	Promoting the sale or use of products or services
8	Tickets with a uniform message (e.g. invite to a new car launch at a local dealership) being sent through the post - unrequested	<b>yes</b>	Promoting the sale of products or services
9	A charity or charitable trust sending a letter to its members to notify dates of future events	<b>yes</b>	Encourages support of a cause

10	A manufacturer/retail company sending a sample of its products or services with or without a voucher	<b>yes</b>	Promoting the sale or use of products or services
11	A fast food company sending discount vouchers for special deals off its meals	<b>yes</b>	Promoting the sale of products
12	A tourist board sending a booklet to a UK address promoting a particular place or region	<b>yes</b>	Promoting the sale or use of products or services
13	Invitation to an event (excluding appointments such as doctor / dentist / hospital, and ticket fulfilment) e.g. a DM piece with the message 'Come to York races'	<b>yes</b>	Promoting a product or service or support of a cause
14	Loyalty scheme providing the opportunity to take advantage of offers or redeem coupons, either in store or on line (this mailing may include details of an individual's number of loyalty points available for conversion)	<b>yes</b>	Promoting the sale or use of products or services
15	A customer magazine (not a membership magazine) forming part of a company's customer communication programme to encourage purchase, that is not paid for by the recipient or via subscription.	<b>yes</b>	Promoting the sale or use of products or services
16	Insurance renewal letter encouraging repeat purchase with the same company provided that the letter is not detailing the value of a previous or current insurance policy	<b>yes</b>	Promoting the sale of products/services
17	Insurance company sending letters to existing or prospective customers with quotes for cover, products or services provided that the letter is not detailing the value of a previous or current insurance policy	<b>yes</b>	Promoting the sale of products/services

<b>Examples of ineligible mailings:</b>		<b>DM?</b>	<b>Reason</b>
1	A bank or building society sending a financial statement which includes a leaflet advertising insurance or other financial services	<b>no</b>	Purpose is the statement (the ad/promotion is secondary, and would not be sent without the transactional part)
2	A utility bill with advertising enclosed or on the back of the letter, promoting other services	<b>no</b>	Purpose is the bill (the ad/promotion is secondary and would not be sent without the transactional part)
3	A business sending personalised documents such as a statement or a bill containing a level of personal detail	<b>no</b>	Purpose is fulfilment, or the transaction

	that is readily acceptable as proof of identity, e.g. to set up a bank account		(this is not ad/promotion)
4	Mailing from a utility firm to its customers with a uniform message communicating a price increase	no	Purpose is to give information on prices (this is not an ad/promotion)
5	Insurance documents, including e.g. a policy schedule that states a value specific to the individual's cover and/or contributions made, with or without promotional material	no	Purpose is the fulfilment of T&Cs (the promotional material is secondary and would not be sent without the transactional element)
6	A company sending an Annual Report to its shareholders	no	Purpose is providing information not primarily promotion
7	A weekly / regular membership, association or club magazine, bulletin or newsletter (including subscription magazines), which may contain some advertising and/or encourage support of a cause	no	There is an obligation to send, and/or the recipient has requested it or is expecting it as part of membership. (any advtg/promotion is secondary and would not be sent without the fulfilment)
8	A weekly / regular subscription for a trade press newspaper (inc membership newspapers) which may contain advertising	no	There is an obligation to send, and the recipient has requested it or is expecting it (the advtg/promotion is secondary and would not be sent without the fulfilment)
9	A business informing their customers of a change to the business's bank details	no	Purpose is providing information
10	Tickets (e.g. purchased by the customer for an event/holiday etc) being sent through the post on request	no	Purpose is fulfilment / transaction, not advtg or promotion
11	A school/college/society newsletter or bulletin (e.g. an 'alumni' magazine or newsletter)	no	Purpose is providing information not advtg or promotion
12	A wine-by-mail-order company sending wine ordered by a customer which contains leaflets advertising other services, possibly from different companies	no	Purpose is fulfilment (ad/promotion is secondary and would

			not be sent without the fulfilment of the purchase)
13	Company informing their customers of a change to their VAT rate	no	Purpose is not promotion, but providing information
14	Mailings of a 'public duty' nature with or without advertising. Examples might include swine flu, pollution of drinking water, a tax or car tax reminder, VAT change reminders	no	Purpose is the execution of a public service duty, not advtg or promotion
15	Account statements with advertising	no	Purpose is the statement / transactional. Promotion is secondary and would not be sent without transaction
16	A Consumer Survey / Product / Service questionnaire (not a Consumer Satisfaction exercise) which is specifically seeking to gather information on a range of products/services/habits/lifestyle for trend analysis/data collection purposes and is not looking to further promote products/services. Examples would be a referendum or a census.	no	Purpose is to seek information / data for data collection not advertising or promotion
17	Marketing Lifestyle Questionnaire	no	Purpose is to seek information (not promotion)
18	A tourist board sending a booklet overseas to promote a place, region or country	no	Ineligible due to overseas address
19	Uniform reminder, not a requirement to pay, from a tax office to submit a tax form	no	Purpose is the execution of a public service duty not promotion
20	Circular from a Local Council communicating waste collection days	no	Purpose is providing information not promotion
21	An AGM mailing informing shareholders of the AGM date and arrangements for the meeting	no	It is a legal requirement under the Companies Act for shareholders to be notified of the AGM.
22	A company or supplier sending out a membership card to a subscribed customer	no	The membership card has been sent as fulfilment to conclude the service that the subscriber has

			already responded to and purchased
23	A utility company explaining forthcoming changes to utility ownership. e.g. a water company detailing changes to the ownership and responsibility of sewage/water pipes	<b>no</b>	Purpose is to provide clarity of ownership and responsibility.