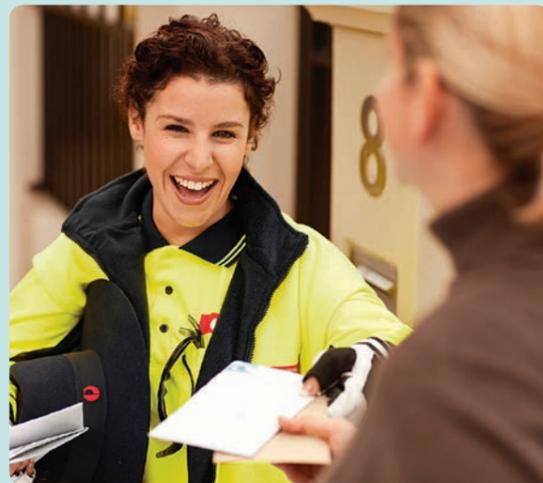# Bulk mail at a glance

Australia Post offers a variety of services for customers sending larger volumes of mail.

Usually, if you are sending at least 300 articles at a time then you may qualify for the lower prices available. The postage rate depends on the size of your articles, and the options you choose. This guide will help you choose the best service options for your mailing needs.

Once you have chosen a bulk mail service, you will need to obtain a service guide with all the information you need on conditions, preparing and lodging your articles.

Size categories

	Small	Small Plus	Large
Minimum size	88 × 138mm*	88 × 138mm*	—
Maximum size	130 × 240mm	162 × 240mm	260 × 360mm
Maximum thickness	5mm	5mm	20mm
Common examples	**C6:** 114 × 162mm **DL:** 110 × 220mm **DLE:** 114 × 225mm **DLX:** 120 × 235mm **Max:** 130 × 240mm	**C5:** 162 × 229mm	**B6 / C4:** 125 × 324mm **C4:** 229 × 324mm **B4:** 250 × 353mm

* The minimum size is also dependant on the shape of the article and the ratio of its length to width. 90 × 145mm for Reply Paid. Refer to the service guides for more information.

Services

Print Post

- **What can bulk mail services do for me?** Deliver approved regular publications, such as magazines or newsletters
- **What size articles can I send?** Small / Large
- **What weight articles can I send? Pricing steps (g):** Small: 125 / Large: 125, 175, 250, 300, 350, 400, 450, 500, 600, 700, 800, 900, 1kg
- **How fast is the delivery?** **Priority:** Same state metro - next day. **Regular:** Same state metro 2–3 days
- **What is the minimum volume of articles?** 100 articles
- **Do I need to print barcodes?** Not required (Recommended only)
- **Do I need to sort the articles?** Yes — Bundles or trays for each postcode
- **Do I need to apply to use this service?** Yes — Apply for a Print Post Publication Number
- **For detailed information:** Print Post service guide

PreSort Letters

- **What can bulk mail services do for me?** Deliver machine-addressed articles which are barcoded and sorted
- **What size articles can I send?** Small / Small Plus / Large
- **What weight articles can I send? Pricing steps (g):** Small: 125 / Small Plus: 125 / Large: 125, 250, 500
- **How fast is the delivery?** **Priority:** Same state metro - next day. **Regular:** Same state metro 2–3 days
- **What is the minimum volume of articles?** 300 barcoded articles
- **Do I need to print barcodes?** Yes — On at least 300 articles
- **Do I need to sort the articles?** Yes — Trays for each sort plan number
- **Do I need to apply to use this service?** Yes — Nominate your lodgement facility(s)
- **For detailed information:** PreSort Letters service guide

Promo Post

- **What can bulk mail services do for me?** Deliver small PreSort Letters articles that are of a promotional nature
- **What size articles can I send?** Small
- **What weight articles can I send? Pricing steps (g):** Small: 125
- **How fast is the delivery?** **Regular:** Same state metro 2–3 days
- **What is the minimum volume of articles?** 4,000 barcoded articles
- **Do I need to print barcodes?** Yes — On at least 4,000 articles
- **Do I need to sort the articles?** Yes — Trays for each sort plan number
- **Do I need to apply to use this service?** Yes — PreSort Letters application process applies
- **For detailed information:** PreSort Letters service guide

Charity Mail

- **What can bulk mail services do for me?** Deliver PreSort Letters articles at lower prices for approved charitable organisations
- **What size articles can I send?** Small / Large
- **What weight articles can I send? Pricing steps (g):** Small: 125 / Large: 125
- **How fast is the delivery?** **Priority** (Small articles only): Same state metro - next day. **Regular:** Same state metro 2–3 days
- **What is the minimum volume of articles?** 300 barcoded articles
- **Do I need to print barcodes?** Yes — On at least 300 articles
- **Do I need to sort the articles?** Yes — Trays for each sort plan number
- **Do I need to apply to use this service?** Yes — Apply for a Charity Mail Approval Number
- **For detailed information:** PreSort Letters service guide

Clean Mail

- **What can bulk mail services do for me?** Deliver machine-addressed smaller articles, without the need to barcode or sort them
- **What size articles can I send?** Small / Small Plus
- **What weight articles can I send? Pricing steps (g):** Small: 125 / Small Plus: 125
- **How fast is the delivery?** **Priority:** Same state metro - next day. **Regular:** Same state metro 2–3 days
- **What is the minimum volume of articles?** 300 articles
- **Do I need to print barcodes?** No
- **Do I need to sort the articles?** No
- **Do I need to apply to use this service?** No
- **For detailed information:** Clean Mail service guide

Acquisition Mail

- **What can bulk mail services do for me?** Deliver addressed (non-personalised) articles to reach prospects and acquire new customers
- **What size articles can I send?** Small / Small Plus
- **What weight articles can I send? Pricing steps (g):** Small: 125 / Small Plus: 125
- **How fast is the delivery?** **Regular:** Same state metro 2–3 days
- **What is the minimum volume of articles?** 30,000 articles and 60 per cent of the address data provided
- **Do I need to print barcodes?** Yes — To the maximum extent
- **Do I need to sort the articles?** Yes — Trays for each sort plan number
- **Do I need to apply to use this service?** Yes — Online registration
- **For detailed information:** Acquisition Mail service guide

Imprint / Metered

- **What can bulk mail services do for me?** Deliver imprinted or metered articles at a lower price than regular Full Rate mail, with no minimum volume
- **What size articles can I send?** Small / Large
- **What weight articles can I send? Pricing steps (g):** Small: 250 / Large: 125, 250, 500
- **How fast is the delivery?** **Priority:** Same state metro - next day. **Regular:** Same state metro 2–3 days
- **What is the minimum volume of articles?** No minimum
- **Do I need to print barcodes?** No
- **Do I need to sort the articles?** No
- **Do I need to apply to use this service?** No
- **For detailed information:** Letter products and services guide

Reply Paid

- **What can bulk mail services do for me?** Make it easy for your customers to respond
- **What size articles can I send?** Small / Large
- **What weight articles can I send? Pricing steps (g):** Small: 125 / Large: 125, 250, 500
- **How fast is the delivery?** **Priority** (PO Box/Bags only): Same state metro - next day. **Regular:** Same state metro 2–3 days
- **What is the minimum volume of articles?** No minimum
- **Do I need to print barcodes?** Yes (Preprinted)
- **Do I need to sort the articles?** No
- **Do I need to apply to use this service?** Yes — Apply for a Reply Paid Number
- **For detailed information:** Reply Paid service guide

Impact Mail

- **What can bulk mail services do for me?** Deliver creatively shaped articles – great for direct mail campaigns
- **What size articles can I send?** Small / Small Plus
- **What weight articles can I send? Pricing steps (g):** Small: 125 / Small Plus: 125
- **How fast is the delivery?** 1–7 days
- **What is the minimum volume of articles?** 300 articles
- **Do I need to print barcodes?** No
- **Do I need to sort the articles?** Yes — Trays for each postcode or sort plan number
- **Do I need to apply to use this service?** No. Non-paper articles should be submitted for testing
- **For detailed information:** Impact Mail service guide

Unaddressed Mail

- **What can bulk mail services do for me?** Deliver unaddressed leaflets, catalogues etc to all letterboxes in an area, at very low cost
- **What size articles can I send?** Small / Large
- **What weight articles can I send? Pricing steps (g):** Small: 50, 100 / Large: 50, 100, 250
- **How fast is the delivery?** Lodge up to seven days before your chosen delivery week
- **What is the minimum volume of articles?** One suburb, town, post-code, round or channel (Conditions apply)
- **Do I need to print barcodes?** No (Not addressed)
- **Do I need to sort the articles?** Yes — Prepare in trays and label as instructed by Australia Post
- **Do I need to apply to use this service?** Yes — Book at least two weeks before the delivery week
- **For detailed information:** Unaddressed Mail service guide

How does the cost per article compare? eg Small article, 125g