

## REQUIREMENT



## ADDITIONAL EVIDENCE REQUIRED AND GUIDANCE

### 1. General

**Is this Direct Mail (DM)?** Advertising Mail is for addressed items comprising a largely uniform message with the purpose of promoting the sale or use of products or services or to encourage, contribute to or support a cause. All mailings are considered individually on their own merits to determine if they qualify for advertising mail. Please refer to the 'Advertising & Responsible Mail Content Guide' for guidance on types of mailings that do and do not qualify.

**Are the Mailing Items Letter or Large Letter format?** All Mailing Items to qualify as Advertising Mail must be addressed Direct Mail Letter or Large Letter format mailing items.

#### Are there sufficient items to qualify?

Each Advertising Mail Daily Posting must comprise of at least 4,000 Mailing Items per service per day. **The 4,000 item minimum applies whether the items are Letter or Large Letter format**

### 2. Data

**Are at least 90% of Mailing Items fully and accurately addressed and Postcoded in accordance with Royal Mail's Postcode Address File (PAF®)?**

**Have the MPS, including MPS Deceased, lists been run against any cold data in this mailing to ensure any matches were suppressed within 30 days of the mail being delivered to the recipient?**

In instances where data is not from a consent based file a documented procedure must be in place and used to suppress customer and prospect data against the Mailing Preference Service (MPS), including MPS Deceased, and every address list for each Advertising Mail® posting must be run against these files 30 days or less before the Mailing item that uses the data is delivered to the recipient.

**Has the data been run against an internal suppression file within 30 days of the mail being delivered to the recipient?** An internal suppression file must be kept and maintained to ensure opt-outs are properly logged, and each campaign must be run against these files 30 days or less before the Mailing Item that uses the data is delivered to the recipient.



Seeds/samples received will be accepted as evidence



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The Delivery Group Docket Hub will be used to verify item quantity.



Computer planning reports will be accepted as evidence.



A signed copy of each customer's data process map (detailing timescales, suppression process etc.) on this will be accepted as evidence. This may be signed by their customer, or their customers' supplier who may complete the process on their customers' behalf.



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### 3. UCIDs

**Has the mailing been uploaded against an appropriate Client/Sub-Client UCID?** All mailings must be assigned to a UCID that pertains consistently to the Originating/Advertising Client for the use of audit purposes when the data is uploaded to The Delivery Group Docket Hub and not any other third party (e.g. mailing houses, data processing companies etc.). Please contact your Delivery Group Account Manager or email [ucid@thedeliverygroup.co.uk](mailto:ucid@thedeliverygroup.co.uk) if you are unsure of this process. Please note: The UCID and Originating/Advertising customer will be sent to Royal Mail for Advertising Mail audit purposes.



The Delivery Group Docket Hub will be used to verify

### 4. JIC

**Has the applicable opt In/Out action been chosen for The JIC Initiative?** For all Advertising Mail Services, the JIC Opt In/Out option must be chosen for each upload. please contact your account manager or email [JIC@thedeliverygroup.co.uk](mailto:JIC@thedeliverygroup.co.uk) if you are unsure of this process. Please note: If the Opt In option is chosen, the Industry Input Data relating to the mailing will be shared with MARB and in turn the Independent Marketing Specialists who will publish and circulate the data.



The Delivery Group Docket Hub will be used to verify

### 5. Seeds

**Have the applicable Seed items been added to the data with the correct UCID and Mailing Reference (where applicable) printed on these seed items?** All advertising mailings must contain 2 seeds to the address' below, please refer to the 'adding seeds' document on instructions for this process.



Seeds/samples received will be accepted as evidence

Client Services UCID  
UCID  
Mailing Reference

Royal Mail Sample  
Mailing Reference

The Delivery Group  
Calver Road  
Winwick Quay  
Warrington  
WA2 8UD

PO Box 72662  
London  
E1W 9LD

Royal Mail Wholesale

### 6. Proofs

**Have proofs be sent upfront for content verification?** You must email a sample of the mailing to [advertising@thedeliverygroup.co.uk](mailto:advertising@thedeliverygroup.co.uk) prior to mailing stating The Delivery Group Docket Hub job reference.



Proofs received will be accepted as evidence

*The Delivery Group reserve the right to remove the advertising discount at any time before or after the mailing has been sent if it is found to be non-compliant or any of the above procedures have not been adhered to.*