

CONDITION 7 NOTIFICATION:

Enhancements and changes to Royal Mail's Response Services Terms & Conditions and specification

The following document outlines the changes and enhancements that will be made to the Response Services Specification as notified to you formally, under Condition 7 of Royal Mail's Licence. On 6th April 2010 Royal Mail will introduce the enclosed enhancements and clarifications to the specification for Response Services products list below.

- Response Plus
- Response Standard (new style alpha licences only RRRR-RRRR-RRRR)
- Mailmedia with Response Plus
- Postal Voting returns - (Response elements only. Where the Postal Voting specification has specific requirements e.g. reduced font range, purple flash; these will remain the same and not be superseded by this review)

The following document (Response Services User Guide April 10), will replace the existing specification (Getting it Right Aug 09) on 6th April 2010. Please note this draft is a guide for content only, the finished guide will be presented in a user friendly format, some wording may change but the material content will not.

Response Services User Guide - design for mailing effectiveness

Whichever Royal Mail Response Service you choose, you need to ensure your reply items meet our design criteria. That's the single best way to ensure that Royal Mail processes your responses speedily and efficiently. These guidelines will help you to get the design of your mail items right every time. You'll be pleased to find there's freedom for you to customise items with your own text and graphics.

<p>Response Plus for efficiency If you've decided to use Response Plus for your reply items, please follow the guidelines on pages 2-11 and the paper and print specs on page 20. That way you can be sure that your items are 'machinable' and can be processed automatically by our sorting technology. If your designs don't match the guidelines, we will make a 20p charge for handling each of your items manually.</p> <p>Response Standard for flexibility If you've decided to use Response Standard for your reply items, please follow the guidelines on pages 10-19 we also recommend you follow the paper and print specs on page 20. That way you can be sure of receiving a reliable and effective service. If your designs fail to match the guidelines, your items may be delayed.</p> <p>You must only use these specifications if you have a 'new style alpha licence number' (RRRR-RRRR-RRRR).</p> <p>If you have an old style licence number we recommend that you migrate to a 'new style alpha licence number' by calling 08457 950950. You can then take advantage of our online design tool. If you have an old style licence number and require specifications these are available by calling the same number.</p>	<p>A choice of design options Whether you use Response Plus or Response Standard for your reply items, you have a choice of two print design options:</p> <ul style="list-style-type: none">• Business Reply has a highly professional 'look and feel' and is ideal for corporate communications• Freepost has a less formal look often better suited to consumer-focused campaigns. <p>Further design guidance Royal Mail has created design templates for each of the four design options. These are available free of charge in various different envelope sizes. You can access them in two ways:</p> <ul style="list-style-type: none">• Visit royalmail.com/responseservices to download the templates• Call Royal Mail on 08457 950950 and we will send them to you. <p>You can also use our online design tool. The design tool makes it even easier to produce items meeting our design specifications; you simply enter your licence and address information (as supplied by Royal Mail), then choose an envelope design style. You can access the design tool at: royalmail.com/responseservices</p>
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Comment [r1]: Clarification:
Added to ensure customers are using the correct specification. Any old style standard licences numbers (alpha numeric) are required to use an alternative specification available on request.

<p>NB If you're still using barcoded Response Services, (previously referred to as Response Premium), remember to add a barcode to each response item. For design guidelines, please call Royal Mail on 08457 950950. However you may wish to benefit from Response Plus as it is more cost effective than barcoded Response Services; please call the telephone number above if you are interested in changing to Response Plus.</p>	
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Comment [r2]: Clarification:
Added recommendation to migrate to Response Plus if currently using the barcoded option as Response Plus is more cost effective.

know your Response Plus audience

As long as you follow the essential Response Plus specifications, you're free to customise your envelope or card with text or graphics as you wish. Please note Response Plus is only suitable for letter format items, which meet the Response Plus specifications outlined in this document.

By using the Business Reply Plus design style, you can give your mail an official look; while the Freepost Plus design style has a more informal look and feel. Please see the examples below. The essential design specifications for Business Reply Plus and Freepost Plus are identical except for:

- Licence Number
- Address fonts
- Indicia

Our online design tool makes it even easier to produce items meeting our design specifications; you simply enter your licence and address information (as supplied by Royal Mail), then choose an envelope design style. You can access the design tool at: royalmail.com/responseservices

Don't forget that if you decide to produce a Response Plus item the maximum weight is 100g.

Comment [r3]: Clarification:
only letter format is available for Response Plus

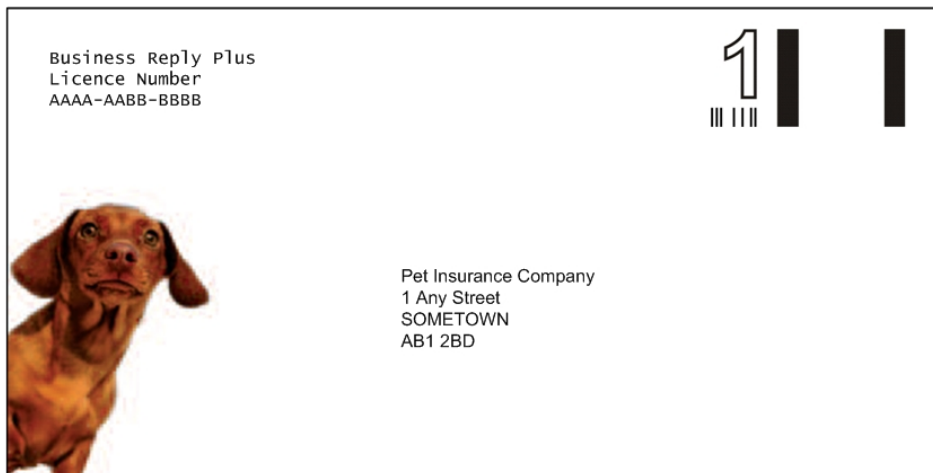


Fig1 Business Reply Plus Sample design "DL BR Plus"

Comment [r4]: Clarification:
Sample design changed to reflect there is no "C" in the outward part of a postcode and that COUNTY in an address is not required

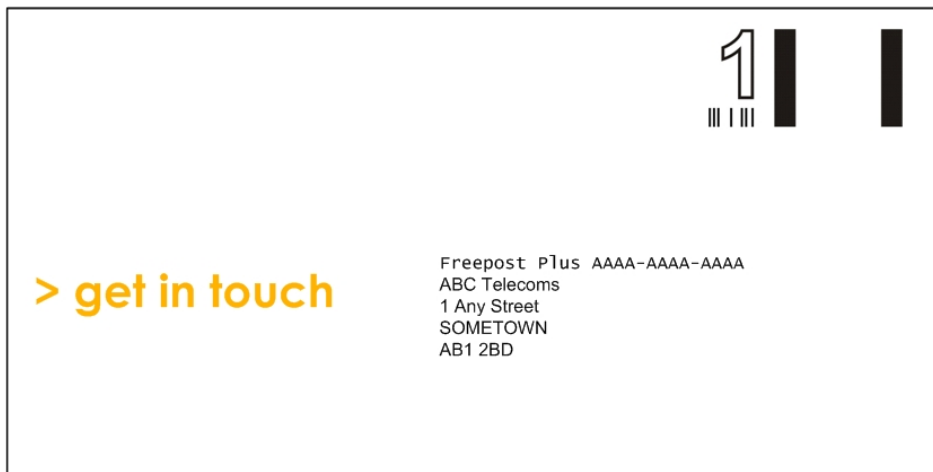


Fig2 Freepost Plus Sample design "DL FP Plus"

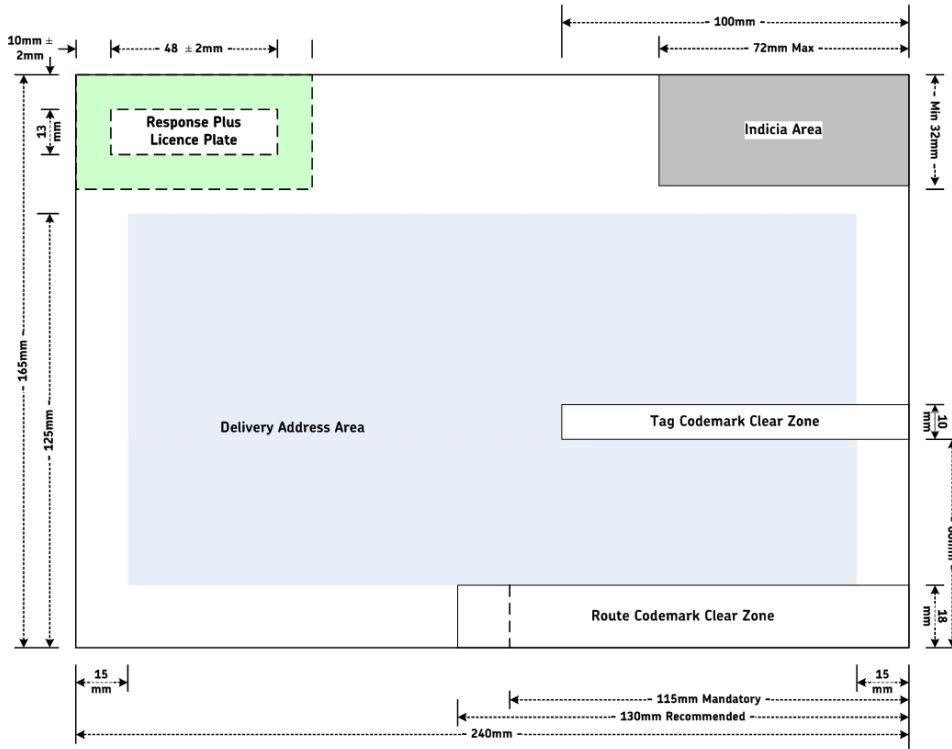
Please note Drawings are not to scale

Comment [r5]: Clarification:
As above

Response Plus Design Specification

Make sure your Response Plus envelope or card always follows the essential specifications. This will help us get your reply items back to you with greater efficiency.

Figure 3 Business Reply Plus – maximum layout specification – Clear Zone, Indicia and Licence Plate Placement¹



Please note Drawings are not to scale

Comment [r6]: Applies to Figures 3- 7 and Figures 14-17

Beneficial Changes:

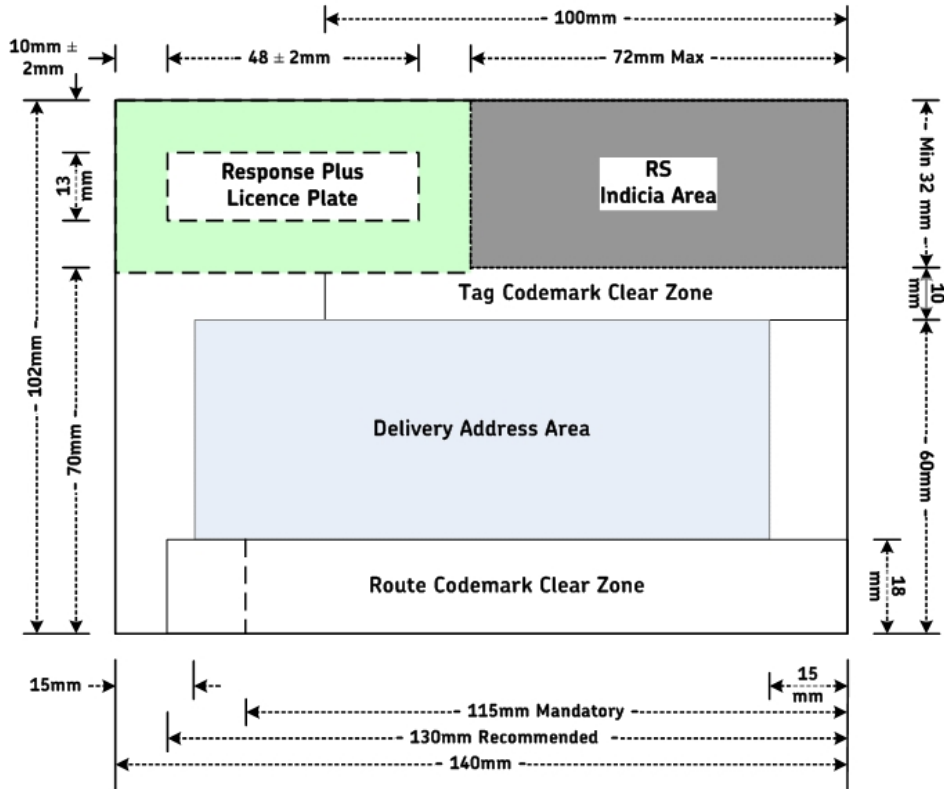
- The Tag Codemark Clear Zone has been decreased from 115mm to 100mm
- The minimum length of a letter has been reduced from 143mm to 140mm
- The Clear Zone around the Licence Plate has increased from 10mm +2mm to 10mm +/- 2mm

Clarifications:

- It is recommended that the Route Codemark Clear Zone is set at 130mm however, no surcharges will be applied as long as it meets the mandatory requirement of 115mm
- The Route Codemark Clear Zone is 18mm from the bottom edge. There are also Clear Zones 15mm from the right and left edges.
- The diagrams now demonstrate the breakdown of 70mm (10mm+18mm+42mm) along the right hand edge
- The diagrams now show the full extent of address block area
- Indicia and Clear Zone height is 32mm
- All references to the "width" of a mailpiece have been replaced with "length"
- The length of licence plate must be 48 +/- 2 mm

¹ Clarifications in *italics* were made on 17th February 2010

Figure 4 - Business Reply Plus – minimum layout – Clear Zone, Indicia and Licence Plate Placement

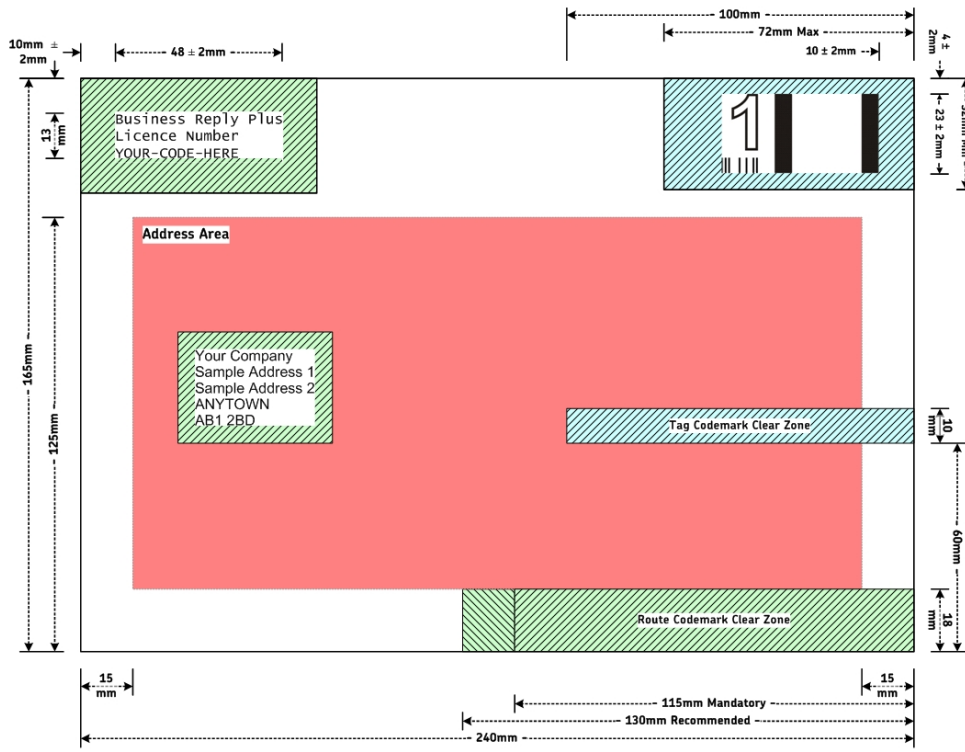


Please note Drawings are not to scale

Figure 5 Business Reply Plus – maximum layout 1st Class² – includes Address block and indicia

Comment [r7]: Applies to Fig 5 - 7

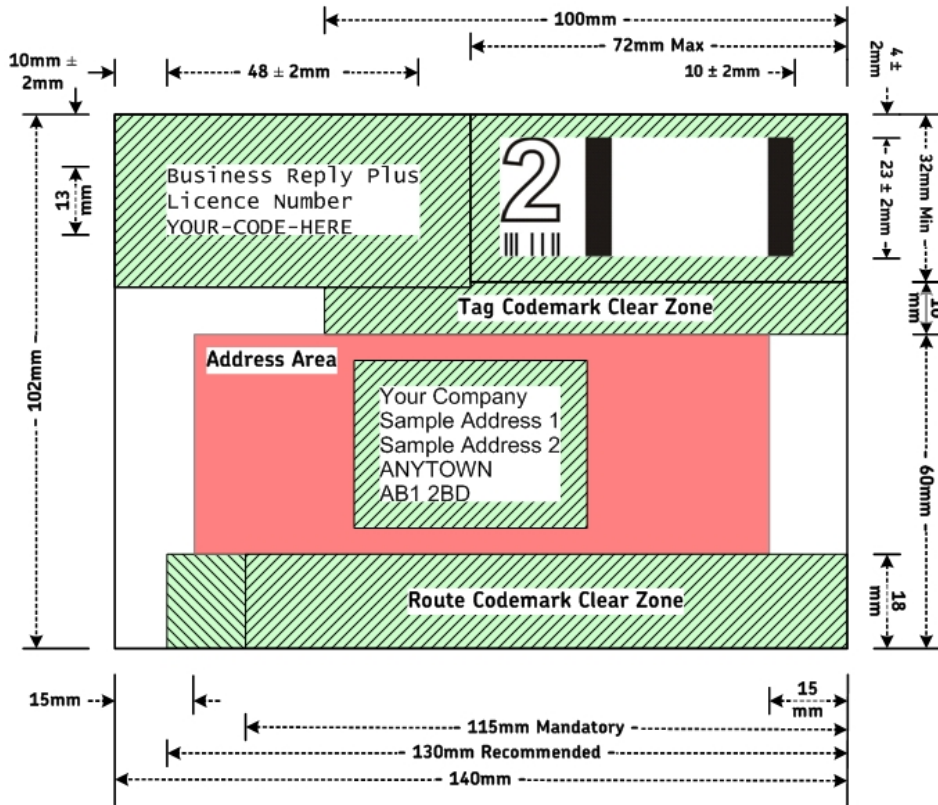
- Clarifications:**
- The word 'Somewhere' in the address block has been removed, this is not required
 - The length of licence plate must be 48 +/- 2 mm



Please note Drawings are not to scale

² Clarifications in *italics* were made on 17th February 2010

Figure 6 – Business Reply Plus – minimum 2nd Class – includes Address block and indicia

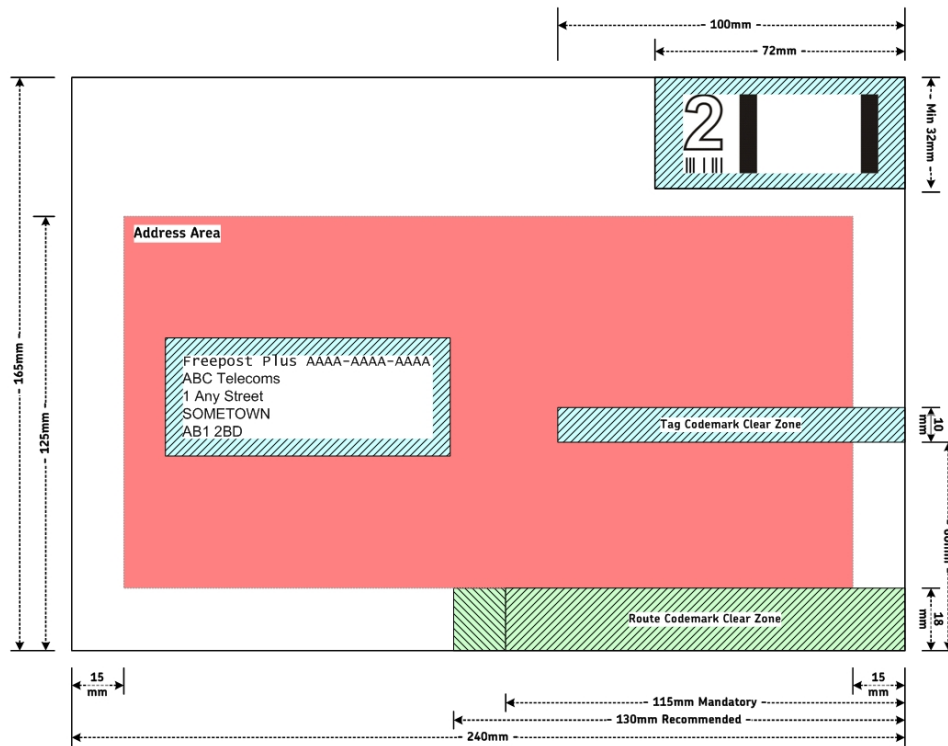


Response Plus design templates in various envelope sizes are available as downloads from www.royalmail.com/responseservices.

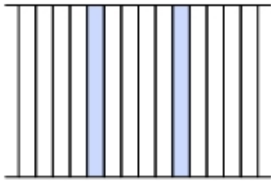
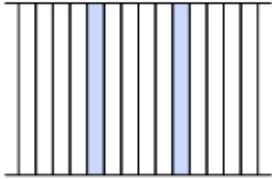
Full specifications for Indicia designs are illustrated on pages 10 & 11

Please note Drawings are not to scale

Figure 7 – Freepost Plus – maximum 2nd Class – includes Address block and indicia



Please note Drawings are not to scale

<p>Size and weight</p> <p>Size Your letter must be rectangular i.e. it shall have four sides that are straight lines, and the intersection of each side shall have a 90 degree angle, with the longest edge at least 1.4 times the length of the shortest edge.</p> <p>Weight Your item can have a maximum weight of 100g.</p> <p>Thickness The minimum thickness of your envelope is 0.25mm, while its maximum thickness is 5mm.</p> <p>NB drawings from original spec need to be inserted here – ensure min size amended to 140mm</p> <p>Maximum size Minimum size <i>Please note</i> <i>Not to scale</i></p> <p>Licence number Royal Mail will make your Licence Number available to you in electronic form. You can create the design yourself if you prefer by using the specifications in this document.</p> <ul style="list-style-type: none"> Required Print Contrast Ratio for the licence number printed on envelopes $\geq 50\%$ Preferred print colour for the licence number is black Negative contrast is not allowed <p>'Business Reply Plus' style designs</p> <ul style="list-style-type: none"> The Licence Number must be positioned at the top left-hand corner of the mailpiece (NB <i>not</i> contained within a box) and be left hand justified. The whole licence block must be printed in the defined fonts and in a 12pt font using 10 Characters per 25.4mm (CPI). When printed correctly the characters form into vertical columns as demonstrated below.  <p>The licence number should be between 35mm-36mm in length:</p>	<ul style="list-style-type: none"> The Licence number must be in the format below: Business Reply Plus Licence Number AAAA-AAAA-AAAA It must not be printed using bold or italic fonts. The words "Business Reply Plus" must be in title case. The Licence characters should be printed in upper case font and not in bold or italic. There must be a 10mm clear zone around the Licence Number block <p>'Freepost Plus' style designs</p> <ul style="list-style-type: none"> The first line of the address must bear the words 'Freepost Plus' followed by the Licence Number. This must be left hand justified and aligned to the address block. Line spacing must be consistent with that of the address block The whole licence block must be printed in the defined fonts and in a 12pt font using 10 Characters per 25.4mm (CPI). When printed correctly the characters form into vertical columns as demonstrated below.  <p>The licence number should be between 35mm-36mm) in length</p> <p>The Licence number must be in the format below: Freepost Plus AAAA-AAAA-AAAA</p> <ul style="list-style-type: none"> The words "Freepost Plus" must be in title case. The whole licence block must be printed in the defined fonts. The Licence characters should be printed in upper case font and not in bold or italic. <p>Fonts Always use a font which can be read by our processing machines. Choose one of these fonts for your Licence Number:</p> <p>OCR B (preferred) Monaco Letter Gothic Lucida console Lucida sans typewriter</p>
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Comment [r8]: Clarification:
The word "Oblong" has been replaced with "rectangle" and clarification that the intersection must be at a 90 degree angle.

Comment [r12]: Clarification
– This is an addition previously it was just implied

Comment [r13]: Clarification
– Recommendation added

Comment [r14]: Clarification:
Added clarification for licence wording, which must be left justified, aligned to the address and the address line spacing. This was previously implied.

Comment [r9]: Clarification:
Added at trade body request

Comment [r15]: Clarification:
Clarified requirement for using 10 characters per 25.4mm, added a dimensional drawing and licence number length for clarity

Comment [r16]: Clarification
– Addition was previously implied

Comment [r17]: Clarification
Recommendation added

Comment [r10]: Clarification:
Clarified requirement for using 10 characters per 25.4mm, added a dimensional drawing and licence number length for clarity

Comment [r11]: Clarification:
Deleted instruction relating to Clear Zone around indicia, as this is illustrated in Fig 8 - 11

<p>Address details</p> <p>Typography</p> <ul style="list-style-type: none"> The address must be the full and correct geographic address (including Postcode) for the place to which the items will be delivered as defined by the Postal Address File (PAF). With the exception of the Department information which must either :- Include the PAF Department, in which case it must fully match that Department held in PAF Exclude the PAF Department <p>Addressee information is restricted to 2 lines of text above the geographic address (This may include an alternative 'Department' name that is different to that which appears in PAF if required.)</p> <ul style="list-style-type: none"> The address must be typed in a landscape format (parallel to the bottom edge). The only punctuation and non-alpha numeric symbols that may be used are those that are included within the Delivery Address as shown in the Postcode Address File. All lines of the address must be left hand justified. The address must not be printed using bold or italic fonts. The entire Delivery Address should be printed in Title Case with the exception of :- The Post Town should be printed in Title Case or Upper Case. E.g. Milton Keynes OR MILTON KEYNES. <p>The Postcode should always be printed in UPPER CASE. The Postcode must always be printed in UPPER CASE.</p> <p>The Postcode should be the last line of the address and be on a line by itself. It should be in capitals with There should be one or two character spaces between the outward and inward elements.³</p> <ul style="list-style-type: none"> The address should be provided as a 'block' of text. The content of 1 address line should not be wrapped on to a second line of text. i.e. London Road must be printed on the same line and not be spread over 2 lines. Characters of the same font and point size should be used for each line of the Address Character spacing should maintain clear vertical gaps of 0.1mm - 0.4mm between the extremities of adjacent characters. Spacing between words should be < 5mm. Maximum characters per line of the Address Block should be 64 characters (including spaces) 	<ul style="list-style-type: none"> Spacing between lines should be uniform - Minimum - 1mm, Maximum - 4mm Measured from descender to ascender There should be no "blank" lines in the address. The Address Block skew should be no more than ± 5 degrees. Preferred print colour for the address is black Negative contrast is not allowed. Print quality should be such that characters are not blurred, smudged, deformed, or incomplete. There should be no splashing or ink spatter around the characters Recommended Print Contrast Ratio for addresses printed on envelopes ≥ 50 % Recommended Print Contrast Ratio for addresses printed on window inserts ≥ 55 % No other text/information that could be construed as a Delivery Address should be included on the face of the mailpiece, as this may lead to your items being missorted. This includes any areas of an insert which may appear in the window of the mail item arising from insert movement The Gap between Licence No. & address block for Freepost Plus must conform to and be consistent with the spacing in the remainder of the address block. Never have a gap between the Licence Number and the first line of the address.
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Comment [r18]: Beneficial change: Relaxes the requirement for the use of Dept name in addresses. Clarifies the use of PAF as reference for correct addressing

Comment [r19]: Clarification - Addition on use of punctuation for addressing, previously read no punctuation allowed

Comment [r22]: Clarification Recommendation added to align with outward automated letter specification

Comment [r23]: Clarification Recommendation added to align to outward automated letter specification

Comment [r20]: Clarification According to the existing specification "Postcode must be in capitals and printed as the last line of the address". The text that is strikethrough was proposed on 22nd December 2009. On 17th February 2010, Royal Mail decided not to make this change.

Comment [r24]: Clarification - Addition to "Never have a gap between the licence number and the first line of the address".

Comment [r21]: Clarification Recommendation added to align with outward automated letter specification

³ Clarifications in *italics* were added on 17th February 2010. The text that is strikethrough will be replaced by the new text in *italics*.

<p>Address placement You have quite a lot of freedom to choose where you place the address (as outlined in figures 3 & 4). Just make sure it is at least 15mm from the left edge, 15mm from the right edge and 40mm from the top edge and that you do not impinge on any of the clear zones as outlined below.</p> <p>Clear zones Clear zones are zones clear of any markings. They are used by our machines to locate the address on mail items as well as print and read codes. There are four clear zones:</p> <ul style="list-style-type: none"> • 18mm from the bottom right-hand corner, and 115mm long from the right edge (130mm is recommended). This is the route code clear zone for Royal Mail codemarking. • 60mm from the bottom edge, 10mm high and 100mm long and aligned to right edge • 5mm around the address in all directions (this may overlap with either or both of the other two clear zones providing the address remains in the address block area) • 10mm around licence number in all directions for Business Reply designs. (For avoidance of doubt the clearzone may overlap the edge of the envelope.) <p>NB The address block is defined as a rectangle drawn around the outer extremities of the address including the recipients' name.</p>	<ul style="list-style-type: none"> • With Freepost Plus, you can only use one of the five fonts listed with an asterisk printed at 10 characters per 25.4 mm (CPI). • Our preferred font is OCR B 12 point. <p>Window envelopes Window envelopes must adhere to the below:</p> <ul style="list-style-type: none"> • Gloss – the maximum gloss value of the window material is to be 150 when measured at 60° in accordance with ASTM 2457 'Standard Test Method for Specular Gloss of Plastic Films'. • Haze – the window haze should not exceed 75% in accordance with ASTM D1003 'Standard Test Method for Haze of Plastic Films'. • Strength – the window should be robust enough not to become deformed. It should be fixed to the envelope evenly across the surface area it is in contact with. • The window should not infringe any of the clear zones on the mailpiece • Windows on mailpieces should only appear on the front of the mailpiece (that is the same side as the address). • Windows should not take up more than 50% of the surface area of the mailpiece. • There should be no more than two windows on a mailpiece • Windows should only appear on the front of the envelope 	<p>Comment [r31]: Clarification: Amended as fonts are now listed in alphabetical order</p> <p>Comment [r25]: Clarification: Added recommendation that the Route Codemark Clear Zone is 130mm if possible</p> <p>Comment [r26]: Beneficial Change: Reduced Tag Codemark Clear Zone from 115mm to 100mm</p> <p>Comment [r27]: Clarification: Previously stated but without 'the address must remain in the address block area'</p> <p>Comment [r28]: Clarification: Addition due to the increased tolerance of +/-2mm from top and left hand edge, the Clearzone may overlap the edges of the envelope</p> <p>Comment [r29]: Clarification: Addition</p> <p>Comment [r32]: Clarification: Added recommendation in line with outward automated letter specification</p>
<p>Fonts Always use an address font which can be read by our processing machines. With Business Reply Plus, you can use any of these fonts:</p> <ul style="list-style-type: none"> Arial 10-12 point Avant Garde 11-15 point Century School Book 10-11 point Courier 10-15 point Courier New 10-15 point Franklin Gothic (Book) 11-14 point Franklin Gothic 10-12 point Geneva 10-12 point Helvetica 10-14 point Letter Gothic 12 point* Lucida Console 12 point * Lucida Sans Typewriter 12 point * Monaco 12 point * News Gothic MT 10-12 point OCR B 12 point * Univers 10-15 point Verdana 10-12 point 	<p>Where the address is on an insert within a window, the address must be fully visible, with the left, right and bottom edges of the address block at least 2 mm away from the window edge. Additionally, there must be a 5 mm clear zone around the top bottom, left and right edges of the address block, which is free from text, graphics or patterning. Note that this means that if the address block is within 5 mm of the window edge, then the area of the envelope adjacent to the window must be clear of print graphics or patterning to provide the required 5mm. (The window edge itself is not considered an infringement of the 5 mm clear zone.) These requirements apply at all times, including after the mail item is tapped on any of its four edges to induce maximum insert movement. It's best to make certain the insert fits snugly within the envelope to prevent excessive movement</p> <p>Go to the online design tool at royalmail.com/responseservices</p>	<p>Comment [r30]: Fonts placed in alphabetical order (32)</p>

Indicia designs

Contact us and we will send you the indicia in electronic format, you can also download them from royalmail.com/responseplus. However, if you would like to design your own Indicia please follow the specification on the following 2 pages.

Orientation	Response Services mail must always be presented in landscape orientation
Position / Clear Zone	The indicia must be positioned in the top right corner of the mailpiece, 4mm ± 2mm from the top edge, and 10mm ± 2mm from the right edge. Nothing else must be printed in an area that extends 32mm from the top of the mailpiece
Indicia Colour	The indicia colour must be black
Print Quality	The indicia must be printed at a minimum resolution of 300dpi.
Contrast Ratio	A value of ≥ 20% must be provided.
Skew	The maximum skew for the whole indicia is ± 3° from the horizontal axis

'Business Reply Plus' and 'Business Reply Standard' style designs

All 'Business Reply Plus' and 'Business Reply Standard' style mailpieces must have a valid indicia (First or Second Class) which complies with the specifications shown in the examples below.

Figure 8 - Business Reply - 1st Class Indicia Dimensions

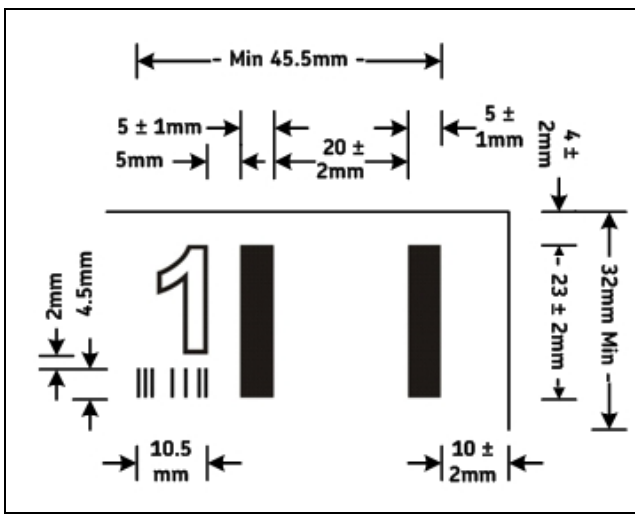
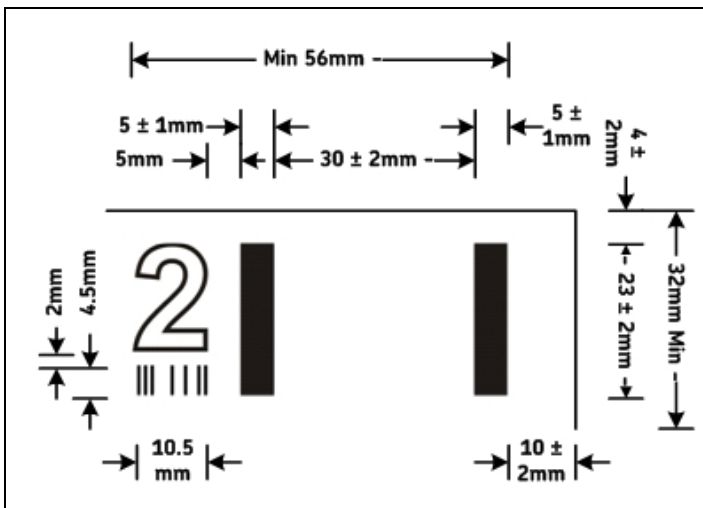


Figure 9 - Business Reply - 2nd Class Indicia Dimensions



Comment [r33]: Clarification:
 Currently a diagram illustrates this but does not explicitly state requirements. Indicia designs are available as downloads and most customers use these. These guidelines aim to provide printers with a clearer specification when drawing up their own designs.

Comment [r34]: Clarification:
Beneficial:
 The space between the right edge and FIMBAR tolerance has increased from 10mm +2mm to 10mm +/- 2mm

Clarification:
 Added technical drawings for Indicia design. Indicia length is 45.5mm for 1st class and 56mm for 2nd class

Indicia designs

'Freepost Plus' and 'Freepost Standard' style designs

All 'Freepost Plus' and 'Freepost Standard' style mailpieces must have a valid indicia (First or Second Class) which complies with the specifications shown in the examples below.

Figure 10 – Freepost – 1st Class Indicia Dimensions

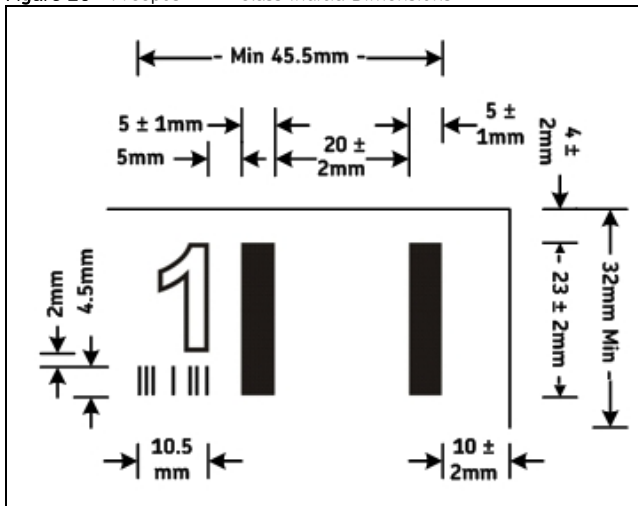
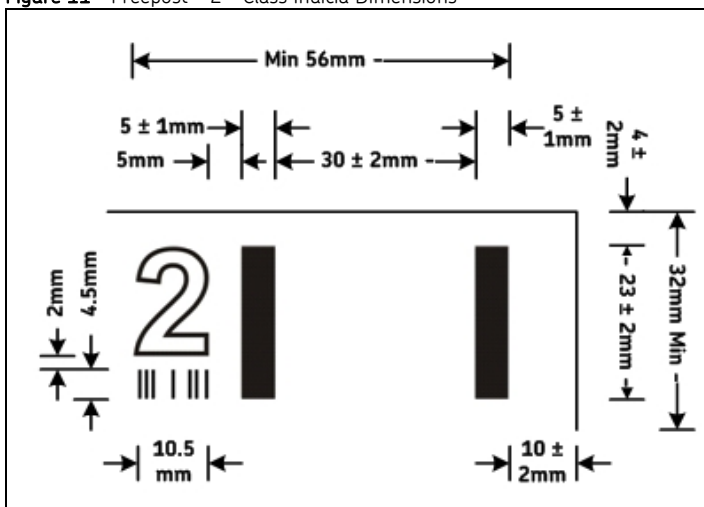


Figure 11 – Freepost – 2nd Class Indicia Dimensions



Please note

The area around the Indicia is a designated clear zone.

The barcode underneath the postage class number relates to the service chosen i.e. Business Reply or Freepost styles.

This barcode is most important, when the machine reads this it will determine which service it is. If Business Reply Plus is chosen, the reader will look for the licence number in the top left hand corner of the envelope. If Freepost Plus is chosen the reader will look for the licence number in the first line of the address.

Response Standard How it works

The design of Response Standard items offers you more flexibility than that of Response Plus items; because Response Standard items cannot necessarily be processed by our automatic machines, they are subject to a handling charge (please see the Response Services rate card). As long as you follow the essential Response Standard specifications in this document, you're free to customise your envelope or card with text or graphics as you wish.

With Response Standard you also have the freedom to use all formats as defined on Page 18. By using the Business Reply design style, you can give your mail an official look; while the Freepost design style has a more informal look and feel. The essential design specifications for Business Reply and Freepost are identical except for:

- Licence Number
- Indicia.

You must only use these specifications if you have a 'new style alpha licence number' (RRRR-RRRR-RRRR). If you have a 'new style alpha licence number' you can also use our online design tool. The design tool makes it even easier to produce items meeting our design specifications; you simply enter your licence and address information (as supplied by Royal Mail), then choose an envelope design style. You can access the design tool at: royalmail.com/responseservices

If you have an old style licence number we recommend that you migrate to a 'new style alpha licence number' by calling 08457 950950. You can then take advantage of our online design tool. If you have old style licence number and require specifications these are available by calling the same number.

Comment [r35]: Clarification:
not previously stated explicitly

Comment [r36]: Clarification:
not previously stated explicitly

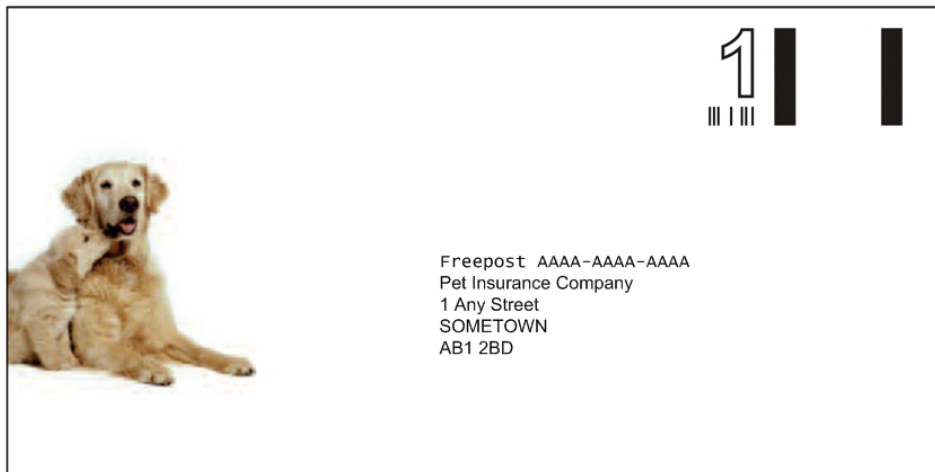
Comment [r37]: Clarification:
not previously stated explicitly

Figure 12 - Business Reply sample design



Comment [r38]: Clarification:
Sample design changed to reflect there is no "C" in the outward part of a postcode and that COUNTY in an address is not required

Figure 13 - Freepost sample design

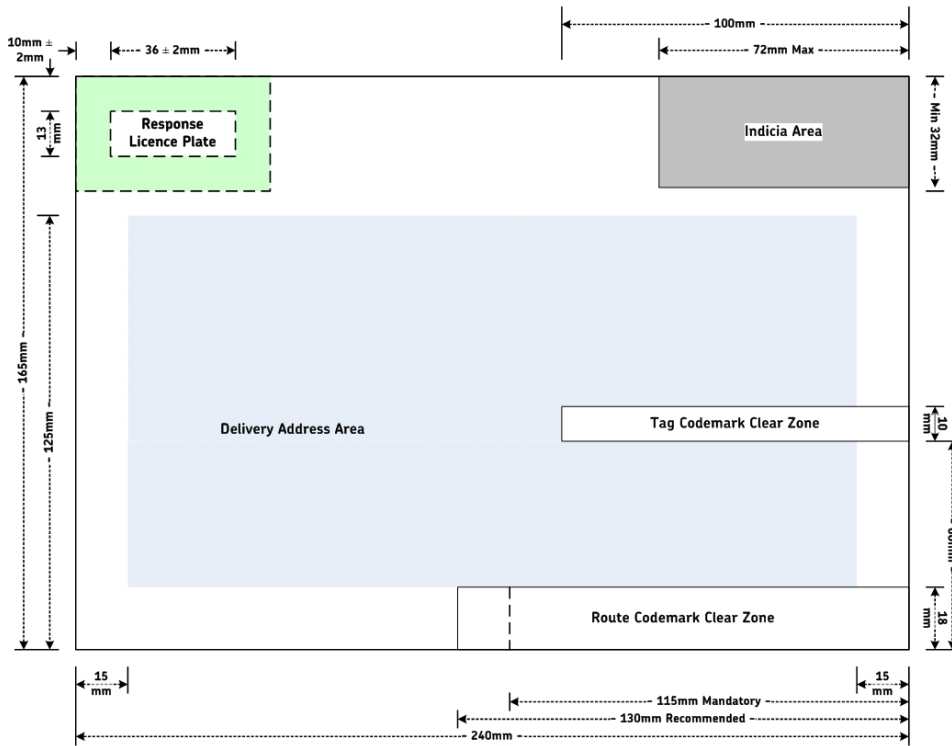


Please note Drawings are not to scale

Response Standard Design Specification

When using Response Standard for letter mail, please use the following design specification when designing your item.

Figure 14 - Business Reply Standard - maximum layout - Clear Zone, Indicia and Licence Plate Placement⁴



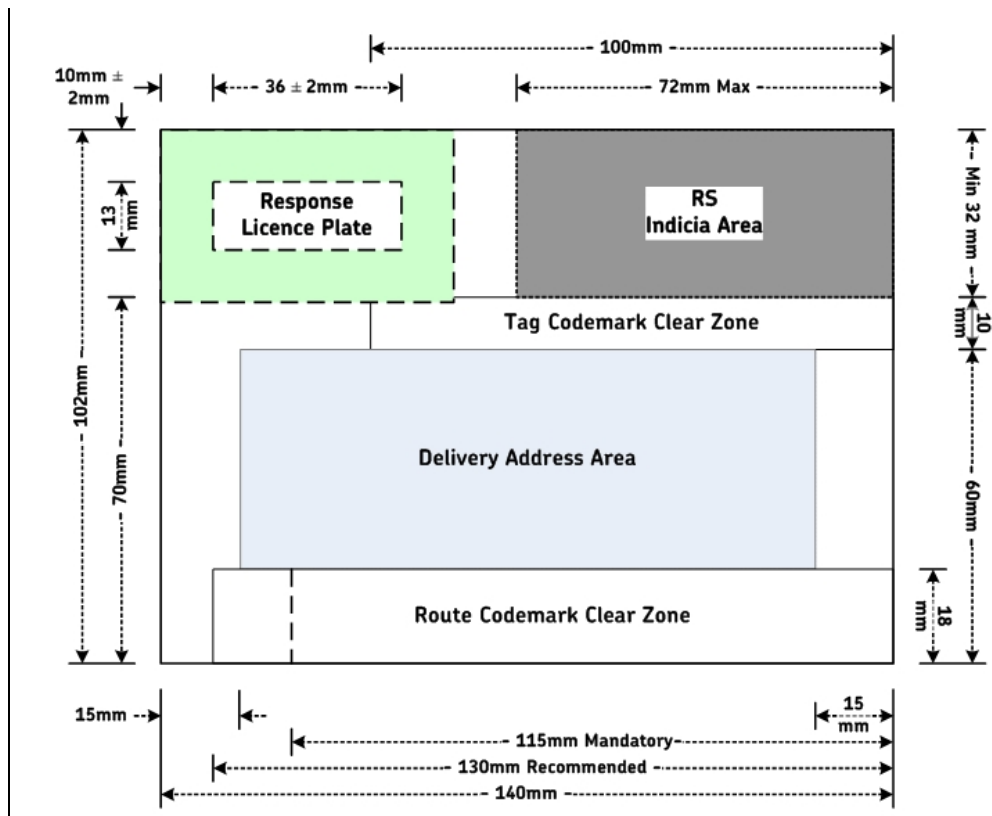
Comment [r39]: NB All changes in Figure 3 also relate to Figures 14 - 17

Clarification:
The length of licence plate has been changed to $36 \pm 2\text{mm}$

Please note drawings are not to scale

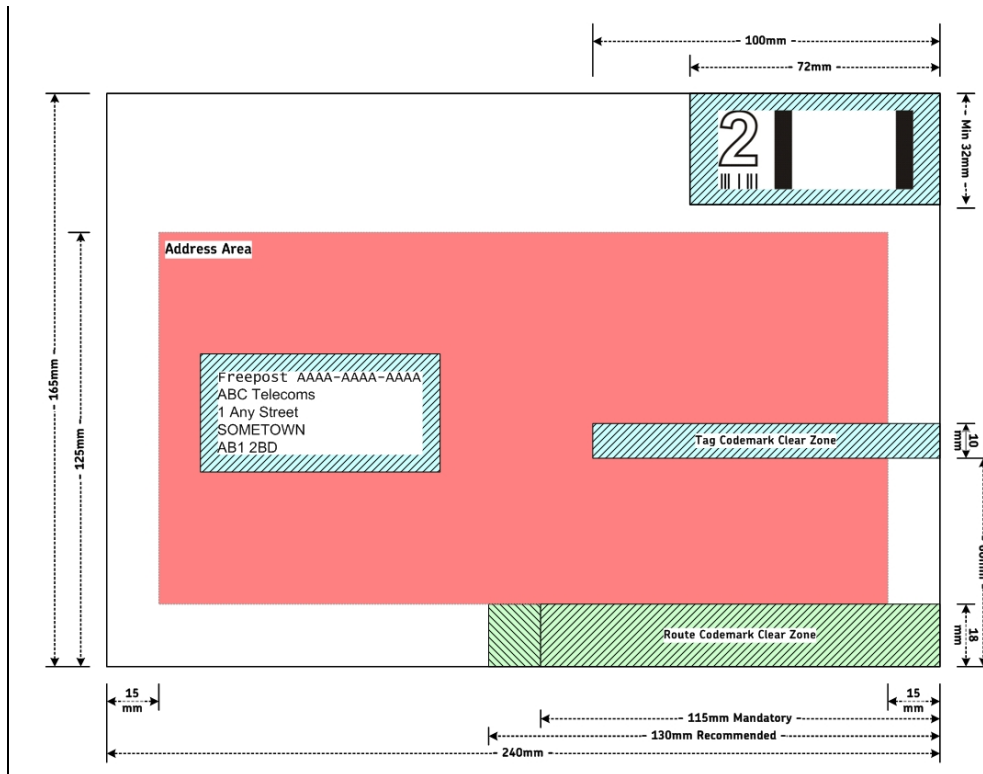
⁴ Clarifications in *italics* were made on 17th February 2010

Figure 15 - Business Reply Standard - minimum layout - Clear Zone, Indicia and Licence Plate Placement



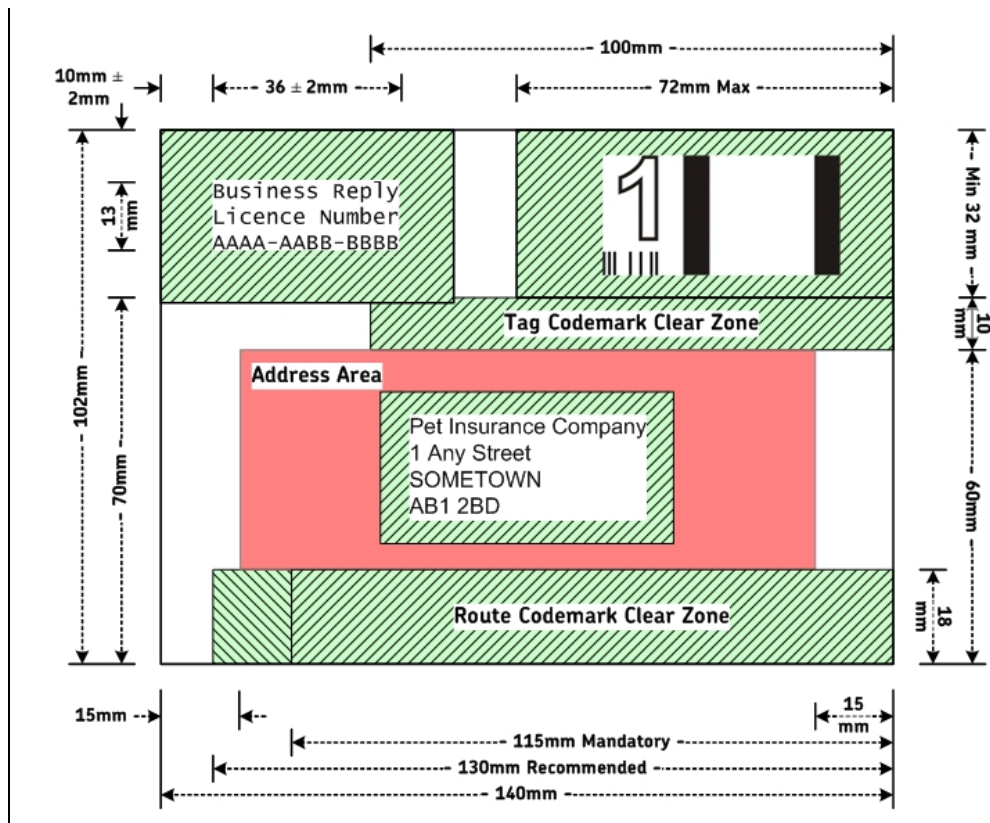
Please note Drawings are not to scale

Figure 16 - Freepost Standard - maximum 2nd Class layout - includes Address block and indicia



Please note drawings are not to scale

Figure 17 – Business Reply Standard – minimum 1st Class layout - includes Address block and indicia



Response Standard design templates in various different envelope sizes are available as downloads from royalmail.com/responseservices

Full specifications for Indicia designs are illustrated on pages 10 & 11

Please note drawings are not to scale

Please do not encourage your customers to return items outside of our specifications.

1 Size and weight NB dimensional PIP drawings from Getting it Right (p11) will be inserted here

Size

The minimum size of a mailpiece is 140 x 90mm. NB The minimum size to allow for the requisite clear zones to fit on the envelope is 140mm X 102mm.

Comment [r40]: Clarification

Preprinted Business Reply and Freepost letter format items must be rectangular i.e. have four sides that are straight lines, and the intersection of each side shall have a 90 degree angle, with the longest edge at least 1.4 times the length of the shortest edge.

Comment [r41]: Clarification:
relates to page 7

Weight

Your item can have a maximum weight of 1kg when it is Second Class. There is no maximum weight for First Class items.

Letter

Thickness

The minimum thickness of your envelope is 0.25mm.

The maximum weight is 100g.

The maximum sizes are given below.

Large Letter

Any item that has a dimension exceeding the maximum dimension for a letter and any item weighing more than 100g.

The maximum weight is 750g.

The maximum sizes are given below.

For Response Services the maximum thickness is 50mm.

Comment [r42]: Clarification

Packet – box

Packet

Any item that has a dimension exceeding the maximum dimension for a large letter and any item weighing more than 750g.

Comment [r43]: Clarification

Packet – tube

Max dimension: length plus twice diameter must not exceed 1,040mm

Items that are either squarely or rectangularly cuboid in shape are also permitted. All such items at their widest point must still fit within the diameter of the maximum allowable cylindrical dimensions.

Comment [r44]: Beneficial
change: Addition

Response Standard Specification

<p>Licence number Royal Mail will make your Licence Number available to you in electronic form. You can create the design yourself if you prefer by using the specifications in this document.</p> <p>'Business Reply' style designs</p> <ul style="list-style-type: none"> The Licence Number must be positioned at the top left-hand corner of the mailpiece (NB NOT contained within a box). The whole licence block must be printed in one of the defined licence number fonts on page 7, and should be in a 12 point font using 10 Characters per 25.4mm (CPI) and in the following format: _____ <p>Business Reply Licence Number AAAA-AAAA-AAAA</p> <ul style="list-style-type: none"> The words "Business Reply" should be in title case. _____ <p>'Freepost' style designs</p> <ul style="list-style-type: none"> The first line of the address must bear the words 'Freepost' followed by the Licence Number. This should be left justified and aligned to the address block. Line spacing should be consistent with that of the address block _____ The Licence Number must be in one of the defined fonts in the following format: Freepost AAAA-AAAA-AAAA The Licence number should be printed in a 12 point font using 10 Characters per 25.4mm (CPI) _____ The words "Freepost" should be in title case. _____ <p>Fonts The whole licence block should be printed in one of the defined fonts. The Licence characters should be printed in upper case font and not in bold or italic. _____ Choose one of these fonts for your Licence Number:</p> <ul style="list-style-type: none"> OCR B (preferred) Monaco Letter Gothic Lucida console Lucida sans typewriter <p>Indicia designs 'Business Reply Standard' style designs and 'Freepost Standard' style designs must have a valid indicia (First or Second Class) which complies with the specifications shown on page 10 & 11.</p>	<p>3 Address details</p> <p>Typography We recommend that the address should be the full and correct geographic address (including Postcode) for the place to which the items will be delivered as defined by the Postal Address File (PAF). With the exception of the Department information which must either :-</p> <ul style="list-style-type: none"> Include the PAF Department, in which case it must fully match that Department held in PAF Exclude the PAF Department (45H) <p>Addressee information is restricted to 2 lines of text above the geographic address (This may include an alternative 'Department' name that is different to that which appears in PAF if required.) _____</p> <ul style="list-style-type: none"> The only punctuation and non-alpha numeric symbols that may be used are those that are included within the Delivery Address as shown in the Postcode Address File. (45F) _____ All lines of the address must be left hand justified. The entire Delivery Address should be printed in Title Case with the exception of :- <ul style="list-style-type: none"> The Post Town must be printed in Title Case or Upper Case. e.g. Milton Keynes, MILTON KEYNES The Postcode must always be printed in UPPER CASE. _____ Spacing between lines must be uniform - Minimum - 1mm, Maximum - 4mm Measured from descender to ascender _____ <p>Fonts You can use any font you want for the address block, we recommend that you use one of the defined fonts on Page 9. Please do not use script font. _____</p> <p>Window envelopes When using a window envelope, you must ensure that the address remains clearly visible in the window at all times. It's best to make certain the insert fits snugly within the envelope to prevent <u>excessive</u> movement.</p> <p>Go to the online design tool at royalmail.com/responseservices</p>
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Comment [r45]: Clarification:
Added recommendation for font size and 'using characters per 25.4mm'

Comment [r51]: Clarification:
Added recommendation

Comment [r46]: Clarification:
Added recommendation

Comment [r52]: Clarification:
Added recommendation

Comment [r47]: Clarification:
Added recommendation to align the Licence number and spacing with the rest of the address block

Comment [r53]: Clarification:
Added recommendation

Comment [r48]: Clarification:
Added recommendation

Comment [r49]: Clarification:
Added recommendation

Comment [r54]: Clarification:
Changed from 'spacing of atleast 1mm between address lines'

Comment [r50]: Clarification:
Added recommendation

Comment [r55]: Clarification:
Added recommendation

paper and print specs for Response Services

You must use these specifications with Response Plus. We recommend that you use them with Response Standard.

If you are using Response Standard and are sending anything other than a letter we recommend that you follow Royal Mail's packaging guidelines which can be found at www.royalmail.com/packaging.

Sealing

The mailpiece must be securely sealed on all sides. Only envelopes postcards and one-piece mailers can be used.

The opening flap may fold to either the back or the front of the mail item. If the flap folds to the front (address side) of the mailpiece, the edge of the flap must not fall within the clear zones.

Opening Flaps must be gummed and sealed as far along the edge as possible. All remained edges must be sealed.

There is a maximum tolerance of up to 25mm of the envelope top and where the flaps do not have to be gummed or sealed.

One - Piece Mailers

This section defines the specific construction characteristics of One-Piece Mailers. All other requirements remain as standard.

The mailer must have at least one fold

Where multiple folds are used, these must be internal to the exterior and meet the gluing requirements specified this section

The reference edge (the edge that is to the bottom of the mailer below the address block) of the mailpiece must ensure that there is only one edge that can be detected. i.e. if multiple folds are required, these must be tucked inside such that there is only one detectable edge on the reference edge.

If a Flap is present, it may fold either to the back or front of the mailpiece, if it folds to the front, it must not interfere with the Codemark clear zones. The flap must be securely sealed and have ≥ 30 mm contact on the mailpiece, the same rules for glue application apply to the flap as apply to the edges of the one piece mailing.

The Paper weight must be ≥ 100 gsm.

Where spot-weld glue application is used, the distance between the centres of the spots must not exceed 10mm, and the spot size must be ≥ 5 mm in diameter. The maximum distance from the edge of the mailpiece for the glue application is ≤ 5 mm.;

Where continuous weld glue application is used, the maximum distance from the edge of the mailpiece for the glue application is ≤ 5 mm.

The glue must not run out onto the outside of the mail item or produce protruding mounds on the mail item.

The glue must be fully cured prior to presentation of the mailing to Royal Mail. The tensile strength of the glue must be ≥ 4.5 N and fibre tear must be exhibited on separation.

Porosity

We highly recommend that the mailpiece should have a porosity value of less than 700ml/minute

Absorbency

15-35gsm of water in one minute.

Reflection

The background reflectivity of the material on which the address is printed must be at least 35% in the red region (600nm) when measured by a spectral reflectometer.

Print contrast ratio

The contrast ratio between the background and the address must be at least 50% and atleast 55% for window envelopes. The typeface should never be lighter than the background colour

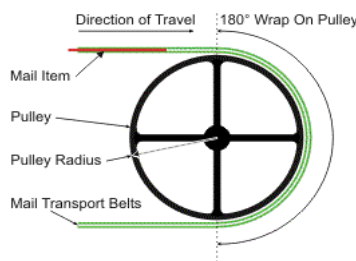
Paper colour

The best colours to use are white, cream or light buff.

Flexibility

Letters must be flexible along their longest edge.

Items must be flexible enough to be capable of being processed in our sorting machines without damage to the machine, the mailpiece, or other mailpieces. Each mailpiece must therefore be capable of being transported around a pulley with a radius of 140mm with a maximum force of 26 Newtons. Don't enclose inflexible objects such as coins, keys and thick card coupons.



Material

Response Plus items must be paper. You cannot use polythene, plastic or transparent items or envelopes with apertures.

Envelopes should be made of paper with a density no less than 70g per square metre (gsm). Postcards should be made of paper with a density no less than 200gsm and at least 0.25mm thick.

Opacity

The paper on which the address is printed must be more than 85% opaque to prevent any character on the reverse side showing through.

Comment [r56]: Clarification
 Added recommendation

Comment [r59]: Beneficial change: Increased porosity range from 300ml – 800ml

Comment [r57]: Beneficial change: Enables sealed edges to be on the back or front of an item (previously back only) and increased flexibility on sealing, previously all edges had to be fully sealed

Comment [r60]: Beneficial change: reduction of contrast ratio from 55% to 50% for items other than window envelopes

Comment [r58]: Beneficial change: adds ability to use one piece mailers not previously allowed

Comment [r61]: Clarification: Further clarification on flexibility, in line with outward automated letter spec, items previously had to bend in an S shape

Comment [r62]: Clarification: Addition Response Plus items must be paper

Comment [r63]: Clarification
 Added recommendation

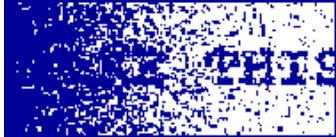
Things to avoid

The following are typical problems, which can prevent your mail from being processed by an OCR machine.

- Characters with incorrect proportions

Comment [r64]: Clarification:
Additional Guidance

- Quality of characters – which are poorly printed or defined, either because they have been printed by low quality printers or low resolution dot matrix printers, or because the printer needs maintenance (worn ribbon, low on toner/ink etc).



- Characters with poor outlines – fuzzy or blurred, or strokes which are incomplete, broken or smeared, for any of the above reasons.
- Close character spacing – characters which touch adjacent characters, whether on the same line or those from above or below:

- Proportionally or unevenly spaced text – characters or words which have too much space between them (more than four character widths or 10mm in size).

M a n o r R o a d

- Typeface styles – italic, inclined, graphic, pseudo-script or handwriting imitations. Typefaces with excessive serifs, which touch or overlap adjacent characters or serifs. Hollow, bold or very heavy fonts, an example of a heavy font is Arial Black. Generally, sans-serif fonts are preferable to serif fonts.
- Print contrast – printing white type on a black background or similar, or combinations of colours such as black print on a strong red background.

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We offer a Textphone service on

08456 000606

Note to Agency: Ensure all licence plate examples are printed in one of the recommended fonts