

Access criteria for bpost **Direct Mail** tariffs



Applicable from 1th of January 2018



Are the contents of my mail item eligible for Direct Mail tariffs?

The content criteria are described in detail inside. Alternatively, run a check using our online tool: www.bpost.be/amchecker

YES, because my mail item exclusively meets one or more of the descriptions opposite

1. An announcement of a commercial or advertising character:

- An expressly **commercial offer** with the exclusive purpose of **selling products/services** that are part of the sender's range to the addressee, including:
 - A commercial offer for prospection or sale;
 - A new offer to increase sales or expand a paying service based on an existing contractual relationship (cross-selling, upselling).
- An **advertising message** in which the **advantages of the products/services** that are part of the sender's range are recommended and that is sent outside of any contractual relationship with the addressee, such as the promotion or launch of a product range.
- **Information regarding membership of a free saving system** with a delayed discount, such as the sending of a loyalty card or credit statement.
- **An appeal for donations** / a new charity appeal.
- An **invitation** to a **trade fair** or an event where products/services of the sender are to be presented for promotional purposes, such as invitations to an open day, and trade fairs.
- An **invitation** to **take part** on a voluntary basis in a **survey or market research**.

2. Prevention and awareness-raising announcement intended for the general public

- **A non-commercial announcement** to the general public with the purpose of changing behaviour or encouraging participation in a voluntary campaign:
 - A recommendation to take part in a screening for a disease;
 - An appeal to sort waste selectively, consume less energy;
 - An announcement regarding road safety;
 - An appeal to take part in a blood drive.

3. A regular newsletter

- **A publication made up of at least 30% redactional content**, published at least once a year and sent to addressees who are connected to the sender, such as:
 - A corporate magazine or club newsletter;
 - An annual report.

The frequency must be stated on the cover of the publication.



The message must not impose any obligation to act/react on the addressee.

(1) The purpose of the list is to provide more clarity on the general principles and is in no way exhaustive.

NO, because my mail item contains at least one of the following ⁽¹⁾

- **Announcements that follow an order/purchase/donation or that are sent pursuant to the execution of a contract** (such as a subscription or membership or affiliation), including any message necessary for the use of the product/service in question or facilitating or improving its use. This includes:
 - Order/payment confirmations;
 - Delivery follow-ups;
 - Accounting documents;
 - Guides;
 - Competition follow-ups, research results;
 - Thank yous or welcome gifts after a sale or a donation;
 - Reminders of the benefits of an existing subscription or membership;
 - Updates or changes to a sold product/service.
- **Administrative announcements** or announcements required by law or pursuant to a regulation or that entails an obligation or legal consequences for the addressee or the sender, such as:
 - Invitation to a general meeting;
 - A regulation or administrative text;
 - Tax documents (such as certificates);
 - Summonses;
 - A pension notice;
 - An invitation to an annual vehicle test;
 - A green European insurance card or proof of registration;
 - Information about public works.
- **Announcements that have a strictly personal or confidential content**, including all types of bank card, cards providing access to certain products/services, membership cards, business cards, benefit cards, paying loyalty cards or loyalty cards that are used as debit or credit cards.
- **Mail items that can be immediately exchanged for cash**, such as:
 - Service vouchers and lunch passes. (So not discount vouchers).
- **Mail items that follow up on an engagement of the sender or a question of the addressee**, such as:
 - Shipment of the promised prize after a lottery.



“Mixed” announcements, which contain both contents that meet the eligibility criteria for Direct Mail tariffs and contents that do not meet the eligibility criteria for Direct Mail tariffs are not eligible for Direct Mail tariffs.

If you are unsure about the eligibility of the contents of your mail item, you can:

- Have us check the contents through the e-MassPost application (www.bpost.be/emasspost);
- Run a check using our online tool at www.bpost.be/amc, where you will find more examples.

(1) The purpose of the list is to provide more clarity on the general principles and is in no way exhaustive.

To be eligible for Direct Mail tariffs ⁽¹⁾ your mail items must also meet the following criteria:

All mail items in the same drop must:

- bear an address ⁽²⁾;
- weigh the same;
- be the same format (Small, Large, Large+, Special);
- have the same dimensions and packaging;
- be of the same sorting type;
- bear a return address in Belgium.

The Drop:

- must contain at least 50 mail items when dropped at a recognised post office or at least 500 mail items when dropped at a MassPost Center. These mail items must all be part of the same Direct Mail campaign ⁽³⁾;
- may belong to one or more Direct Mail campaigns ⁽⁴⁾.

For full details see our MassPost guide at www.bpost.be/masspost

Fulfilment of the eligibility criteria is checked at the MassPost Center on the basis of two representative campaign specimens ⁽³⁾⁽⁴⁾ relating to the drop. If any mail items do not fulfil all of the eligibility criteria set out in this document, the tariff ⁽¹⁾ applicable to mail items with that type of content will be charged for all mail items in the drop.



The type of mail items (such as a greeting card, diary, calendar or sample) is not the decisive factor in determining the eligibility for Direct Mail tariffs. The important thing is the contents of the mail item.

The following contents may be included in your Direct Mail items, provided this is not in response to a previous request from the addressee:

- Promotional vouchers, purchase orders and discount vouchers;
- Samples promoting products in the sender's range (it must be clearly stated on the object or the cover letter that the sample is free of charge);
- Free gifts to encourage the addressee to purchase a product/service or make a donation (it must be clearly stated on the object or the cover letter that the gift is free of charge).

(1) Tariffs are published at www.bpost.be/tarieven.

(2) The terms and conditions and practical requirements that generally apply to addressed mail also apply here, including:

- The mail item must fulfil the definition of "letter mail" (Article 131, 8° Law of 21 March 1991);
- The terms and conditions set out in the applicable postal regulations;
- The terms and conditions set out in the General Terms and Conditions that cover the services provided by bpost ("General Terms and Conditions governing the Provision of Services by bpost") (including those relating to prohibited or illegal contents);
- In the event of a drop in a MassPost Center, the practical requirements and obligations applicable to letters, as set out in the "MassPost Guide".

(3) The mail items of a campaign must have the same content, except for personalisation that does not change the nature of the message, and must come from the same sender.

(4) More than one direct mail campaign of at least 500 mail items can be combined in a drop of Direct Mail items made under a contract. Such multi-campaign drops are subject to pre-drop validation for which a physical specimen of a mail item from each Direct Mail campaign combined in the Drop must be provided.



Queries? Questions?

- Call your Account Manager or our customer service on +32 (0)2 201 11 11
- Unsure about the purpose of your mail item? Use our online tool at www.bpost.be/amchecker or have us validate the contents through the e-MassPost application (www.bpost.be/emasspost)