

A man with short dark hair, wearing a light green sweater over a white collared shirt, is smiling as he uses red-handled scissors to cut a colorful direct mail piece. He is sitting at a table with several other direct mail pieces scattered on it. The background is bright and out of focus.

Access criteria for bpost's **Direct Mail Tariffs**



Applicable as of 17 November 2014



Can I access the Direct Mail tariffs based on the content of my mail item?

Find the exact description of the content related criteria in internal pages or use our online tool for an informative check:
www.bpost.be/amchecker

YES, because my mail item only serves one or several of the following purposes⁽¹⁾

1. Communication with commercial and promotional nature

- An unequivocal **commercial proposal** with the exclusive purpose of achieving the **sale** to the addressee of products and services that are part of the sender's range, such as:
 - A commercial offer for prospection or acquisition;
 - A new offer for an additional sale or the extension of a paying service based on an existing contractual relationship (cross-selling, upselling).
- **Promotional material praising the advantages** of products and services that are part of the sender's range and issued outside any contractual relationship with the addressee, such as the promotion or launch of a product range.
- **Communication issued as part of membership** free savings system offering deferred rebates such as: sending the loyalty card, sole point statement.
- **Request for donations/reminder** for charity.
- **Invitation to a commercial fair** or an event where products or services of the sender are presented, such as invitation to open days and trade shows.
- **Invitation to take part in a survey** or market research on a voluntary basis.

2. General interest prevention or awareness-raising campaign

- **Non-commercial communication** for the general public with the aim of changing behaviour or encouraging action on a voluntary basis, such as:
 - Promoting a screening test
 - Promoting efforts to sort waste or save energy
 - Promoting road safety
 - Encouraging people to give blood

3. Newsletters sent at regular intervals

- **Editorial content must make up at least 30% of the newsletter**, which must be published at least once per year and must be sent to addressees with an association with the sender, such as:
 - corporate magazine, club or association newsletter;
 - annual report.

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


The message must be free of obligation for the recipient to act and / or react.



(1) The list of examples is to illustrate the general principles and is by no means exhaustive.

NO, because my mail item includes one or more of these elements⁽¹⁾

- **Any communication following up on an order/sale/donation or issued within the framework of the performance of a contract** (such as subscription, membership and affiliation, ect.), including any communication facilitating, improving or necessary for the use of the product/service in question. This includes in particular:
 - Order/payment confirmations;
 - Delivery follow-ups;
 - Accounting documents;
 - User manuals;
 - Competition follow-ups, survey results;
 - Thank-you messages or welcome gifts after a sale or a donation;
 - Reminder of the advantages and benefits of an existing subscription or membership;
 - Update or modification of a product/service sold.
- **Any administrative content** or content that must be sent by virtue of the law or regulations or that entails an obligation or legal consequences for the addressee or the sender, such as:
 - Invitation to a general assembly meeting;
 - Administrative regulations or text;
 - Tax documents (certificate, etc.);
 - Affidavit;
 - Pension notice;
 - Invitation to a vehicle inspection;
 - Vehicle registration book or green card;
 - Public works information.
- **Any communication with a strictly personal or confidential nature**, including any kind of bank, providing access to certain products/services, membership, affiliation, Business, paying loyalty or used for payment or credit ends card, etc
- **Any material that can be exchanged directly for cash**, such as:
 - service vouchers and meal vouchers, etc. (not including discount vouchers)
- **Any content in response to a commitment by the sender or to a request by the recipient**, such as:
 - the sending of a lottery prize

Mail items with mixed content, meaning acceptable and unacceptable content with regard to the Direct Mail tariffs, are not eligible for the Direct Mail tariffs. 

Unsure about the nature of the contents of your mail item? You have two options:

- Request that the content is approved in advance by using the e-MassPost application (www.bpost.be/emasspost)
- Use our online tool with more examples at www.bpost.be/amc for an informative check.

(1) The list of examples is to illustrate the general principles and is by no means exhaustive.

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

The mail items in the drop must be:

- addressed⁽²⁾;
- the same weight;
- the same format (Small, Large, Special);
- the same dimensions and packaging;
- subject to the same type of sorting;
- bearing a return address in Belgium on the mail item.

The drop

- The drop must comprise at least 50 mail items for a drop at an approved post office and at least 500 mail items for a drop at a MassPost Centre, and all mail items must be part of the same direct mail campaign⁽³⁾;
- It may contain mail items belonging to one or more direct mail campaigns⁽⁴⁾.

See our MassPost Guide for full details : www.bpost.be/masspost

The checks of eligibility criteria are conducted at the MassPost centre, based on two representative specimens of the campaigns⁽³⁾⁽⁴⁾ that make up the drop. If one of the criteria in this document is not fulfilled, the tariff for all mail items in the drop will be the one that applies to mail items of that type⁽¹⁾.

The support of the mailing (greeting card, birthday card, agenda, calendar, sample, etc.) is not decisive to provide access to the Direct Mail tariffs. It is the content of the mailing that matters.



The following items may be enclosed in your Direct Mail items, provided that this is not in response to a prior request by the addressee:

- promotional coupons, shopping vouchers or discount vouchers;
- samples to promote products belonging to the sender's range (the free-of-charge nature must be explicitly stated on the item or in a cover letter);
- a free gift encouraging the addressee to buy the product/service or to make a donation (the free-of-charge nature must be explicitly stated on the item or in a covering letter).

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

(2) Practical conditions and requirements generally applicable to addressed mail also apply, including:

- The definition of "item of correspondence" (Article 131,8° Law of 21 March 1991);
- The conditions defined in the applicable postal regulations;
- The conditions defined in the General Terms and Conditions of the Provision of Services by bpost ("General Terms and Conditions of the bpost services") (including those relating to prohibited or illegal content);
- In the event of a drop in a MassPost Centre, the requirements and practical constraints applicable to letters as defined in the "MassPost Guide".

(3) The mail items of a campaign must be identical except for personalisation, to the extent that this does not influence the nature of the message and comes from the same single sender.

(4) A drop of Direct Mail mail items made under a contract may comprise more than one Direct Mail campaign, each made up of at least 500 mail items. This type of multi-campaign drop must be approved in advance, which entails the sending of one physical specimen for each direct mail campaign in the drop.



Doubts? Questions?

Call your Account Manager or our Service Centre + 32 (0)2 201 11 11

Unsure about the nature of the contents of your mail item? Use our online tool at www.bpost.be/amc or request that the content is approved in advance by us using the e-MassPost application (www.bpost.be/emasspost)