

An Post – Postaim

Need to send addressed direct mail? Want to do it for less? Try PostAim - a special discounted range of postal services for direct mailing. The more you send the more you save.

- How does it work?
- Step by Step
- How much?
- PostAim checklist
- Find out more
- Application Forms

How does it work?

PostAim is available for promotional and marketing campaigns consisting of 2,000 items or more. We can offer you great savings when you prepare your mail to our requirements – and with PostAim, the more you send, the more you save.

PostAim is perfect for:

- Keeping in touch with your customers
- Launching new products
- Attracting customers to a retail outlet
- Fundraising
- Brand building and Public Relations
- Open doors for your sales force
- Boosting customer loyalty
- Reminders or invitations

Step by Step

1. Download a [PostAim booking form](#)
2. Send booking form, signed terms & conditions and a sample of your mailing to the Direct Mail team. This must be received at least 5 working days prior to posting
3. The Direct Mail team will notify you of approval and discounted postage rate
4. Pre-sort your items according to PostAim sorting requirements. [Sort It online](#) (new window) is available to assist
5. PostAim specific mail bags, ties and bag labels must be used. These are available free of charge from our Business Desk on 1850 21 16 32
6. Make sure your mailing is accompanied by a [Mailing Schedule](#) and a posting docket
7. Lodge your mailing at an An Post designated acceptance office
8. Your PostAim campaign will be delivered over a 13 working-day period from the date it is posted
9. If a mailing is due to arrive on a date that differs for the original one advised to An Post, you must notify Direct Mail on 1850 21 16 32

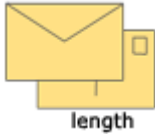
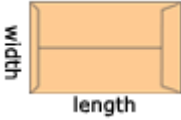
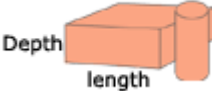
An Post's presorting requirements

There are two standard levels of pre-sorting:

- Pre-sort 2 (Pre-sort 61): For mailings of 2,000 to 10,000 items, sorted to Dublin District and County level
- Pre-sort 3 (Pre-sort 152): For mailings greater than 10,000 items, sorted to Dublin District and Post Town level

We have designed a handy Pre-sort tool, [Sort It online](#) (new window), to provide you with a quick way of checking the sort destination for your mail

Size Dimensions

<p>Letter/Postcard</p> <p>No larger than C5 in size (i.e. half the size of an A4 sheet). Also known as POP or Post Office Preferred.</p> <p>Min: 140mm (l) x 90mm (w) x 0.18mm (d) Max: 235mm (l) x 162mm (w) x 5mm (d)</p>	
<p>Large Envelope</p> <p>Items up to C4 in size (i.e. the size of an envelope containing flat A4 sheets). Also known as a „flat“ item</p> <p>Min: 140mm (l) x 90mm (w) x 0.18mm (d) Max: 400mm (l) x 300mm (w) x 25mm (d)</p>	
<p>Packet</p> <p>Caters for three dimensional items like boxes, tubes and envelopes which exceed the limits of a Large Envelope</p> <p>Min: 100mm (l) x 70mm (w) x 25mm (d) Max: In tube form the maximum dimensions (the length plus twice the diameter) must not be greater than 1,040mm, with no dimension exceeding 900mm.</p>	

How much?

Price per item

Weight	2k-75k	75k-250k	250k-500k	>500k
0-10g Light	€0.36	€0.34	€0.32	€0.31
0-50g Letter / Postcard	€0.36	€0.34	€0.32	€0.31
0-50g Large Envelope	€0.63	€0.61	€0.59	€0.59
0-50g Packet	€1.96	€1.96	€1.96	€1.96
51-100g Letter / Postcard	€0.42	€0.40	€0.38	€0.37
51-100g Large Envelope	€0.69	€0.65	€0.63	€0.63
51-100g Packet	€1.96	€1.96	€1.96	€1.96
101-250g Large Envelope	€1.04	€1.00	€0.98	€0.98
101-250g Packet	€2.50	€2.50	€2.50	€2.50
251-500g Large Envelope	€1.32	€1.27	€1.24	€1.24
251-500g Packet	€3.55	€3.55	€3.55	€3.55
501-1kg Large Envelope	€1.84	€1.75	€1.71	€1.71
501-1kg Packet	€5.76	€5.76	€5.76	€5.76

Make it easy for your customers to respond, and get an extra discount on your mailing:

- Include a Prepaid Business Reply or Freepost envelope and receive an extra 1c discount per item ; or
- Include an unpaid reply envelope and receive an extra 0.5c discount per item

Find out more about our [Business Response Services](#).

PostAim Checklist

To enjoy the great value that PostAim offers, you need to make sure that your mailing:

- Is promotional and unsolicited by the recipient.
- At least 2,000 items
- Has a DM Ceadúnas (License) on the front of the envelope
- Has a return address in the top-left hand corner of the envelope
- Is correctly sorted to An Post requirements
- Is correctly bundled
- Is correctly bagged & labelled
- Has fully completed labels
- Is accompanied by a Mailing Schedule

An Post will check your mail once it arrives at the mail centre to confirm it meets PostAim requirements. If it doesn't, you won't qualify for PostAim rates.

Find out more

If you've got a question about PostAim:

- Download the [PostAim brochure \(new window, .pdf, 392kb\)](#)
- Call our Business Desk on CallSave 1850 21 16 32
- Email mail.media@anpost.ie