

International Business Reply Service

The International Business Reply Service (IBRS) can make your direct marketing campaigns significantly more effective by simplifying the reply process. IBRS reply devices are pre-paid and pre-addressed, so your customers will not have to pay for stamps or hunt for

envelopes. Once mailed, replies are sent directly back to your designated address on the Island. Royal Mail aim to add more countries to the service every year, extending your company's presence world-wide. See the "Availability Chart" below.

Algeria	China	Greece	Korea Rep. (S)	Poland	Swaziland
Argentina	Croatia	Guernsey	Latvia	Portugal	Sweden
Australia	Cyprus	Guyana	Lithuania	Puerto Rico	Switzerland
Austria	Czech Republic	Hong Kong	Luxembourg	Qata	Syrian Arab Republic
Bahamas	Denmark	Hungary	Macedonia	Romania	Tanzania
Barbados	Ecuador	Iceland	Malaysia	Russian Federation	Tunisia
Belarus	Egypt	Indonesia	Malta	Saudi Arabia	Turkey
Belgium	El Salvador	Iran	Mexico	Senegal	Tuvalu
Bermuda	Estonia	Ireland Rep.	Monaco	Seychelles	Ukraine
Bolivia	Ethiopia	Israel	Nepal	Sierra Leone	United Arab Emirates
Botswana	Finland	Italy	Netherlands	Singapore	Uruguay
Brazil	France	Jamaica	New Zealand	Slovak Rep.	USA
Brunei	Gambia	Japan	Norway	Slovenia	Venezuela
Burkina Faso	Germany	Jersey	Oman	South Africa	Zimbabwe
Burundi	Ghana	Jordan	Papua New Guinea	Spain	
Chad	Gibraltar	Kenya	Paraguay	Sri Lanka	

Features and benefits

- We make it easy for your Customers to respond. IBRS stimulates response as customers find it easy and convenient to reply at no cost to themselves.
- By measuring response rates, you can make your mailings even more cost effective. Efficient return of responses allows you to measure the cost-effectiveness of each mailing. An increased number of replies means you can build up a more reliable picture of your markets.
- The efficient return of your orders and enquiries ensure maximum Customer satisfaction. Swift replies allow you to ensure speedy response to your customers enquiries.
- Our single worldwide postal design makes things easier for you. To keep your design and printing costs to a minimum the IBRS reply device has the same design no matter which country you use.
- We help you maximize your responses with the minimum of extra cost. IBRS is an extremely cost-effective way to expand your business. A one-off fee covers your annual response service licence and a standard charge is made for each item returned.

Design specifications

- Wording and configuration of the reply envelope (or card) must be approved by the Post Office.
- Maximum weight limit is 50g per item (250g for certain destinations, see Enhanced IBRS).
- Only cards and/or envelopes are acceptable.
- Maximum size for cards is 148mm x 105mm (with a minimum paper weight of 120gsm).
- Maximum size for envelopes is 235mm x 120mm.
- Minimum size for cards or envelopes is 140mm x 90mm.

Enhanced international business reply service

Certain destinations now allow IBRS items up to 250g in weight and have increased dimensions to those of standard airmail items:

- Letter-post items

Minimum: One surface at least 90mm x 140mm.

Maximum: Length, depth and width combined: 900mm; greatest single dimension 600mm.

- Items in roll form

Minimum: Length plus twice diameter at least 170mm; greatest single dimension 600mm.

Maximum: Length plus twice diameter not more than 1040mm; length not over 900mm.

- Postcards

Minimum: 90mm x 140mm

Maximum: 105mm x 148mm

Destinations that currently allow the increased weight and sizes are:

Austria, Greece, Netherlands, Sweden, Belgium, Iran, Norway, Switzerland, Denmark, Ireland, Poland, Finland, Italy, Portugal, France, Luxembourg, Spain

All other destinations 50g max.

General design guidelines.

Please use the following specifications when designing your International Business Reply Service item. Please note however that IOM Post may order changes to the design, so work should not be typeset or otherwise finally committed until approval has been obtained.

Please see the design example shown below.

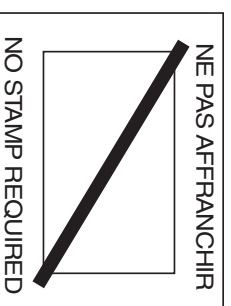
Advertising messages or company logos may appear on the left hand side and reverse of the envelope/card if the indicators and shaded areas are not fringed.

By air mail
Par avion

(6)

IBRS/CCRI NUMBER: (6)

(5)



40mm min

5±1mm min

5±1mm min

30mm min

5mm min

3mm min

14mm min

3mm min

18mm min

REPONSE PAYEE
GRANDE-BRETAGNE

MESSRS, T. Smith & Co.

99 Temple Street

PRESTON

GREAT BRITAIN

PR1 1ZY

(3)

(4)

(1)

15mm min

80mm min

15mm min

1. The name and full postal address on the Island, to which all items will be delivered must appear parallel to the length of the item and underneath the horizontal bars (see 3). The address must be clear with the name and the post town, the words “Great Britain” and the postcode all printed in block letters.
2. The face of the reply card or envelope must bear the details listed below so that items may be readily identified and not treated as unpaid mail. Please note, labels bearing the IBRS design are permissible.
3. Two horizontal lines – drawn to the specifications and positioning shown in the design overleaf. The lines must be a least 3mm wide, 80mm in length and 14mm apart from the inside edges (20mm from the outside edges), and 15mm from the right hand edge of the item.
4. The words “REPOSE PAYEE” AND “GRANDE-BRETAGNE” must be shown on two lines between the horizontal, parallel lines described above. The words must be in capital letters not less than 4mm in height.
5. The “no stamp required” indicator must appear approximately 5mm from the top right-hand edge of the item in an outlined box of 40mm x 30mm. The box must contain the design shown on the design example. N.B. This box may be reduced in proportion with the size of the overall envelope or card used.

6. An airmail label stating the words “By Airmail” and “Par Avion” should appear in the top left-hand corner, below which should appear the words “IBRS/CCRI” followed by your unique Licence number, which will be provided by IOM Post.

7. All printing must be in a dark colour and should have a white or light shaded pastel background. Dark blue or black is preferred. Vivid colours or dyes containing phosphorescent substances are not permitted.

8. Extraneous printing and advertising may appear on the left-hand side of the item and on the rear provided that:

- It does not fall below the last line of the address on the face of the item.
- It does not mimic the horizontal lines.
- It does not contain another address, complete or not.

More Information

If you have any further queries or require a copy of the full terms and conditions of the service, please contact the Mail Support Office on 698465 or E-mail mails@iompost.com