

Technical Guide

for UK Business Reply, International Business Reply, and Freepost services

The following specifications have been developed to ensure the best service can be provided for your response items.

UK Business Reply

Below are examples of the key dimensions of pre-printed reply envelopes and other important points you need to take into account when preparing designs.

Envelopes	
Size	Three sizes of reply envelopes are recommended: C6 (114x162mm), DL (110x220mm) and C5 (162x229mm).
Shape	Reply envelopes must be oblong.
Material	Reply envelopes must be made from paper weighing at least 70 grams per square metre (gsm).
Thickness	Reply envelopes must be between 0.5mm and 6mm thick.
Stiffness	A reply envelope must be rigid enough to support its own weight when stood on its edge.
Envelope type	Reply envelopes must be seal-able and closed on all sides. Tuck and fold envelopes do not fall within the specification. Window envelopes are not recommended.
Absorbency/porosity	The water absorption of reply envelopes must be between 15 and 35 grams per square metre (gsm) in 60 seconds.

Reply Cards	
Material	Reply cards must be made from paper weighing at least 200 grams per square metre (gsm).
Thickness	Reply cards must be at least 0.5mm thick and no greater than 2.3mm thick.
Stiffness	The reply card must be rigid enough to support its own weight when stood on its edge.
Absorbency/porosity	The water absorption of reply cards must be between 15 and 35 grams per square metre (gsm) in 60 seconds.

Addressing

A full and correct address must be used on each Business Reply item. The postcode must not contain any punctuation and the two parts of the postcode must be separated by one or two spaces. The parameters of the addressable area are set out below.

Position

The address block must be at least 38mm from the upper edge of the envelope and not less than 18mm from the lower edge of the envelope.

A band of 15mm must be left clear along the left and right edges of the envelope.

A horizontal clear space measuring 10mm x 115mm from the right side of the envelope must also be left clear of all printing. This should be 60mm from the bottom edge of the mail item.

Colour

Red must not be used as a background colour, yellow should not be used for print. White text on a black background is not permissible. However, all other colour combinations may be acceptable – contact Customer Services on **01624 664664** or email customer.services@iompost.com to check which other colour combinations are acceptable.

Technical Guide

for UK Business Reply, International Business Reply, and Freepost services

Print Contrast

The contrast for the address printing against the background must be at least 50%.

Fonts

Each line of an address must contain characters of the same size and font. Here is the list recommended by Isle of Man Post Office:

- Courier 12pt medium and 12pt bold
- Courier 15pt medium and 15pt bold
- Courier New 12pt medium and 12pt bold
- Courier New 15pt medium and 12pt bold
- Arial 15pt medium
- Arial 12pt medium
- Helvetica 12pt medium and 12pt bold
- Helvetica 15pt medium and 15pt bold
- Brougham 12pt medium and 12pt bold
- Brougham 15pt medium and 15pt bold

Lines

The spacing must be uniform between all lines of the address. The minimum line spacing is 1mm.

The number of characters in any line of the address must not be more than 32, including spaces.

Labels

Sticky address labels for envelopes are not acceptable.

Facing indicia spacing

Two vertical bars must be printed on the top right hand corner of each pre-printed Business Reply item and must be the size, shape and distance apart as shown on the example.

Advertising area

Any advertisement or company logo on the envelope must be positioned to the left of the address block

15mm away from the address text. Printing must not intrude into the area (measuring 76mm x 38mm) surrounding the indicia bars.

More Information

You are required to submit a proof of your Business Reply envelope design for approval before printing any envelopes. If you have any further queries please contact Customer Services on **01624 664664** or email customer.services@iompost.com.

Technical Guide

for UK Business Reply, International Business Reply, and Freepost services

International Business Reply

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 chart below:

Albania	Chad	Greece	Liberia	Panama	Swaziland
Algeria	Chile	Greenland	Liechtenstein	Papua New Guinea	Syria
American Samoa	China	Grenada	Lithuania	Paraguay	Tajikistan
Andorra	People's Republic of Colombia	Guadeloupe	Macao	Peru	Tanzania
Angola	Colombia	Guam	Macedonia	Philippines	Thailand
Anguilla	Comoros Islands	Guatemala	Madagascar	Pitcairn Island	Togo
Antigua	Congo	Guinea	Mahore	Polynesia	Tonga
Argentina,	Democratic Republic of Congo	Guinea-Bissau	Malawi	Puerto Rico	Trinidad & Tobago
Armenia	Republic of Congo	Guyana	Malaysia (Malaya)	Qatar	Tunisia
Aruba	Costa Rica	Haiti	Maldives	Reunion Island	Turkey
Australia	Côte D'Ivoire	Honduras	Mali	Romania	Turkmenistan
Azerbaijan	Croatia	Hong Kong	Malta	Russia	Turks & Caicos Islands
Bahamas	Cuba	Hungary	Mariana Islands	Rwanda	Tuvalu
Bahrain	Cyprus	Iceland	Marshall Islands	St Helena	Uganda
Bangladesh	Czech Republic	India	Martinique	St Kitts & Nevis	Ukraine
Barbados	Djibouti	Indonesia	Mauritania	St Lucia	United Arab Emirates
Belarus	Dominica	Iran	Mauritius	St Pierre & Miquelon	United States of America
Belau	Dominican Republic	Republic of Ireland	Mexico	St Vincent & The Grenadines	Uruguay
Belgium	Ecuador	Israel	Moldova	San Marino	Uzbekistan
Belize	Egypt	Italy	Monaco	São Tomé and Príncipe	Vanuatu
Benin	El Salvador	Jamaica	Mongolia	Saudi Arabia	Vatican City State
Bermuda	Equatorial Guinea	Japan	Montenegro	Senegal	Venezuela
Bhutan	Eritrea	Jordan	Morocco	Serbia	Virgin Islands (UK)
Bolivia, Bosnia & Herzegovina	Ethiopia	Kazakhstan	Mozambique	Seychelles	Virgin Islands (US)
Botswana	Falkland Islands	Kiribati	Myanmar	Sierra Leone	Wallis & Futuna Islands
Brazil	Fiji	Korea	Namibia	Singapore	Western Samoa
Brunei	French Guiana	Democratic People's Republic of Korea	Nauru Island	Slovak Republic (Slovakia)	Republic of Yemen
Bulgaria	French Polynesia	Republic of Korea	Nepal	Slovenia	Zambia
Burkina Faso	Gabon	Republic of Kosovo	Netherlands Antilles	Solomon Islands	Zimbabwe
Burundi	Gambia	Kuwait	New Caledonia	South Africa	
Cambodia	Georgia	Kyrgyzstan	New Zealand	Sri Lanka	
Cameroon	Ghana	Latvia	Nicaragua	Sudan	
Canada	Gibraltar	Lebanon,	Niger Republic	Suriname	
Cape Verde		Lesotho	Nigeria		
Cayman Islands			Oman		
Central African Republic			Pakistan		

Technical Guide

for UK Business Reply, International Business Reply, and Freepost services

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 them.
- 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.

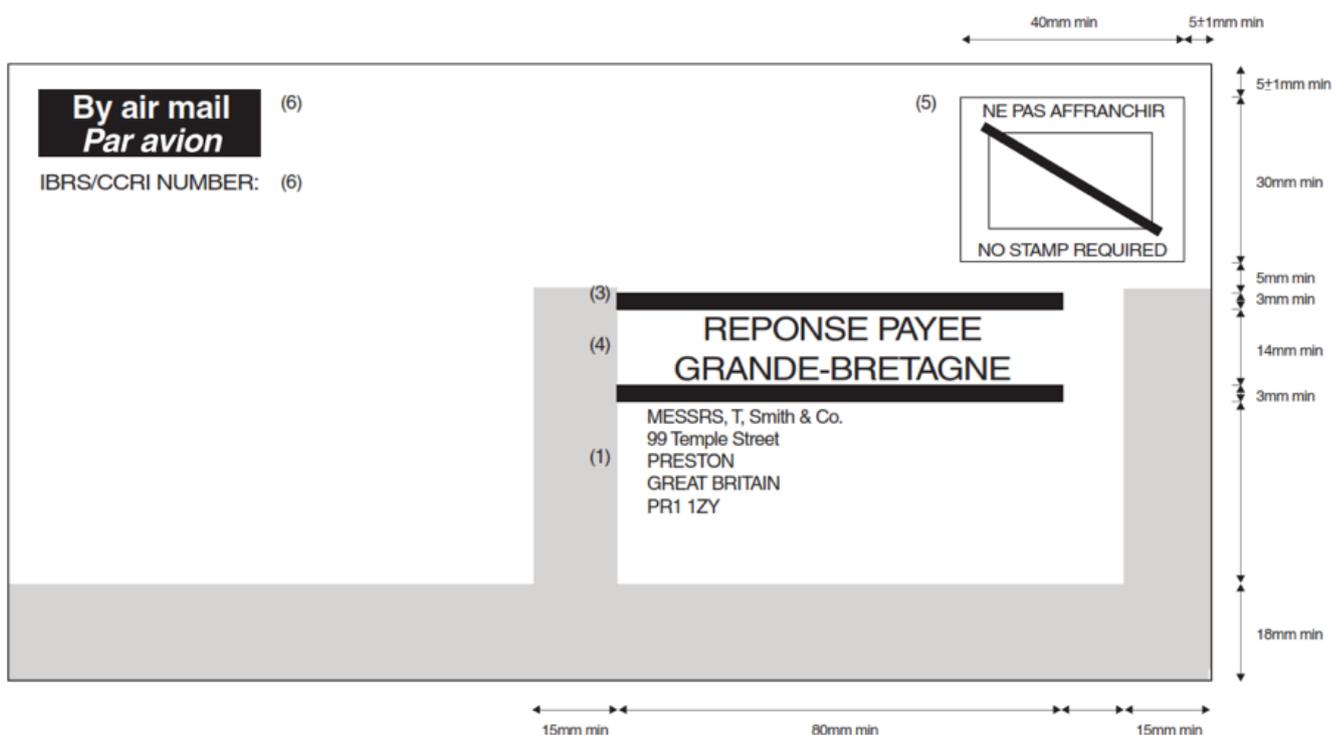
Design specifications

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

Technical Guide

for UK Business Reply, International Business Reply, and Freepost services

International Business Reply design example and notes:



International Business Reply design notes:

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 surname 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 Office.
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 either see our website, contact Customer Services on **01624 664664** or email customer.services@iompost.com.

Technical Guide

for UK Business Reply, International Business Reply, and Freepost services

Freepost

The following specifications have been developed to ensure the best service can be provided for handling your response items. Please find below key technical information you should take into account when preparing your Freepost customer message.

Envelopes & Reply Cards

Size	Three sized of envelopes are recommended; C6 (114x162mm), DL (110*220mm) and C5 (162x229mm). Reply cards must be between a C6 (114x162mm) and C5 (162x229mm) size, and must be rectangular.
Shape	All response items must be rectangular.
Material	Envelopes and reply cards must be made from paper weighing at least 200 grams per square metre (gsm).
Thickness	Envelopes and reply cards must be at least 0.5mm thick and no greater than 2.3mm thick.
Stiffness	Envelopes and reply cards must be rigid enough to support its own weight when stood on its edge.
Envelope type	Reply envelopes must be seal-able and closed on all sides. Tuck and fold envelopes do not fall within the specification. Window envelopes are not recommended.
Absorbency/porosity	The water absorption of reply cards must be between 15 and 35 grams per square metre (gsm) in 60 seconds.

Addressing

A full and correct address must be used on each Freepost item. The postcode must not contain any punctuation and the two parts of the postcode must be separated by one or two spaces. The parameters of the address area are set out below.

Position

The address block must be at least 38mm from the upper edge of the envelope and not less than 18mm from the lower edge of the envelope.

Colour

Red must not be used as a background colour. Yellow should not be used for print. White text on a black background will may not be accepted. However all other colour combinations are acceptable.

Labels

Sticky address labels on envelopes and cards are not acceptable.

More Information

If you have any further questions about the Freepost service, please contact Customer Services by telephoning **01624 664664**, or email customer.services@iompost.com.

Freepost design example:

