



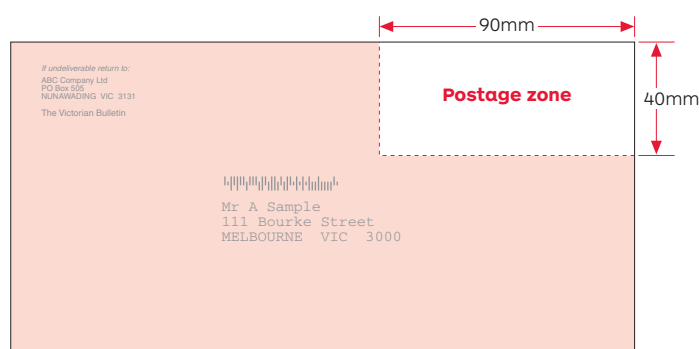
Postage Paid Imprint fact sheet

Postage Paid Imprint is a pre-printed impression used on mail as an alternative to using postage stamps or a postage meter. It is suitable for customers who send regular quantities of mail.

Imprint location

The Postage Paid Imprint must be located on each article within the postage zone:

- 90mm wide, from the top right-hand corner of the article
- 40mm high, from the top edge of the article.

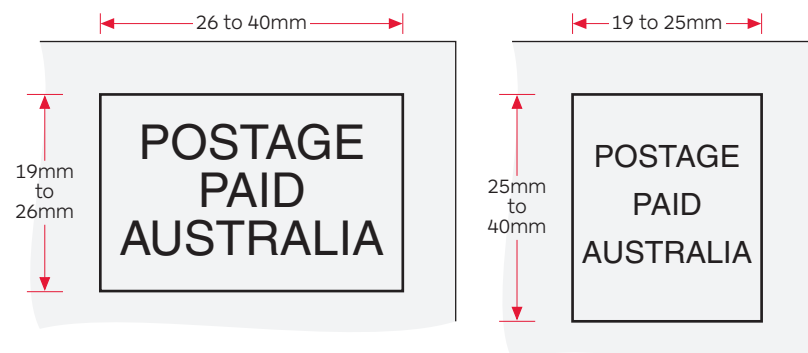


Imprint design

The words **POSTAGE PAID AUSTRALIA** need to be printed:

- in black capital letters, (Helvetica or Arial font recommended) at 8.5 to 14 point size.
- against a white background, in a rectangular box within the following dimensions. Maximum: 26 x 40mm. Minimum: 19 x 25mm.

See example illustrations below of wide and tall formats.



Personalised Postage Paid Imprint

Customers may adopt a personalised Postage Paid Imprint design for Regular delivery, subject to the following guidelines:

- The design must not have the appearance of a postage stamp or have perforated edges.
- The words **POSTAGE PAID AUSTRALIA** must be prominent.
- The imprint can be printed in colour providing there is at least 65 per cent contrast with the background.

See example illustration below.



If clarification of a personalised imprint design for Regular delivery is required, please email to the contact details given on page 2.

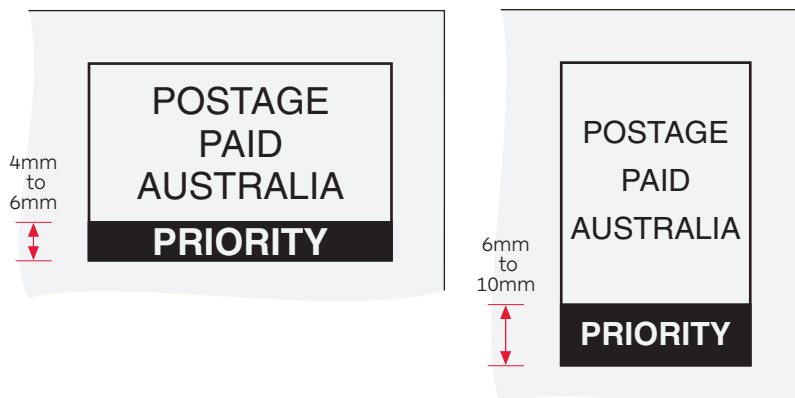
Note: Australia Post reserves the right to refuse any personalised Postage Paid Imprint design at its sole discretion.

Priority Indicator – required if the Priority delivery standard is selected

To ensure mail can be delivered to the Priority delivery standard, mail processing equipment must be able to recognise the word PRIORITY as reverse text, ie. white text on a black background. To obtain the best recognition result, the word **PRIORITY** should be printed as reverse text as follows:

- in white capital letters, in a bold font (Helvetica Bold or Arial Bold recommended) at 10 to 14 point size
- in a solid rectangular box: 4 to 6mm high for wide imprints, or 6 to 10mm high for tall imprints, contiguous with the Postage Paid Australia box
- with a minimum contrast of 65 per cent between the text and background.

See example illustrations below of wide and tall formats.



To ensure mail can be delivered to the Priority delivery standard, it is recommended that customers do not deviate from the design guidelines for PRIORITY Postage Paid Imprint or a design contained in the library of approved design templates.

Note: Do not use a rubber stamp to apply a Priority imprint to your mail articles, as this will not be recognised by mail processing equipment.

Return address

Postage Paid Imprint envelopes must have an Australian return address printed on the front of the envelope in the top left-hand corner.

Lodgement requirements

Mail containing a Postage Paid Imprint must be lodged during business hours at an authorised Australia Post facility. Articles must be arranged address side up with the Postage Paid Imprint located in the top right-hand corner and presented in trays or bundles. Refer to relevant service conditions.

A completed Mailing Statement must accompany each lodgement.

Note: Under no circumstances can Postage Paid Imprint mail be posted in street posting boxes. When detected, mail may be delayed and Australia Post at its discretion reserves the right to either return the mail or treat as underpaid mail.

Payment methods

Customers can use an Australia Post Business Credit Account or cash to pay for Postage Paid Imprint mail.

Personalised Postage Paid Imprint – Priority delivery

Customers may adopt a personalised PRIORITY Postage Paid Imprint design. As a personalised Priority imprint design may not be detected by letter processing equipment, it is strongly recommended that a minimum of 50 test envelopes with the proposed design be submitted for testing to either your account manager or by email to the contact details given below.



Note: Australia Post may not be able to provide delivery to the Priority standard if the Priority Imprint design falls outside of the recommended guidelines or design templates contained in the library and has not been submitted for testing and approved. In these instances, the customer acknowledges and accepts the risk that their mail may not receive delivery to the Priority delivery standard.

Although every effort has been made to ensure the accuracy of the contents of this Fact Sheet at the time of publication, information is updated from time to time and may be subject to change.

Want to know more?

@ mailpresentation@auspost.com.au

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