



The Bermuda Post Office

## The Bermuda Post Office Direct Marketing Rates

One of direct mail's biggest advantages is its ability to make personal one-to-one contact with your prospect.

### Direct Mail advantages include:

**Quick to produce.** You can prepare and mail a small or large promotion within days to your client list or new prospect. Direct mail is perfect for quickly testing prices, offers, and potential audiences. You have complete control over the media, the audience, and your offer.

**Quicker response.** Not only is direct mail quicker to prepare, but response time to direct mail is usually quicker as well. You can project the final results of a mailing quickly and accurately. You can build an advertising campaign with more confidence by testing small lists, then building to larger lists.

**Highly targeted.** Using carefully developed lists, you can target your mailings more selectively than you can with most other media. You can reach almost any market segment, buyer profile, or area in Bermuda you feel is most appropriate for your business.

**Less competition.** Your advertising message does not have to compete with other advertising messages. And, your competitors are less apt to know your current strategy.

**More personal.** Not only can letters be personalized via mail-merging techniques, but you can use more informal language in writing your letter and you can direct your letter to the specific interest of the reader.

**Enhance media advertising.** Build on customer awareness by complimenting your different media advertising with the impact of targeted mail.

**Easy to respond to.** The inclusion of an order card and return envelope makes it convenient for the consumer to respond to direct mail.

**List of loyal customers.** Direct mail allows you to build and maintain a list of prime prospects for your future direct mail campaigns.

### Addressed Flyer and Envelope Direct Mail – weight up to 50 grams

**Rate - \$0.20**

Printed impressions, seal or unsealed, addressed to Individuals; consisting of single/multiple sheet folded of copies produced on paper, parchment, card or similar material by means of letterpress printing, engraving, lithograph, photocopying, computer or laser printing or other readily recognizable mechanical process. Content relating to Bermuda, consisting of commercial or social advertising, where content description is for; gain, publicity, price lists, coupons or like material may go at reduced rates locally.

### Addressed Magazines, Periodicals, Newspapers - weight up to 100g

**Rate - \$0.30**

Printed impressions, seal or unsealed, addressed to individuals; in the form of books, periodicals and newspapers, produced by means of; letterpress printing, engraving, lithograph, photocopying, computer or laser printing or other readily recognizable mechanical process. Content 100% relating to Bermuda, consisting of; commercial, social, advertising or information, where content description is for; news, information, gain, publicity, price lists, coupons or like material may go at reduced rates locally, regardless of printing origin.

### Registered Charities (seeking donations, Addressed Direct Mail) - weight up to 50 grams

**Rate - \$0.15**

Printed impressions, seal or unsealed, addressed to Individuals consisting single/multiple sheet folded of copies produced on paper, parchment, card or similar material by means of letterpress printing, engraving, lithograph, photocopying, computer or laser printing or other readily recognizable mechanical process. Content description must be relating to a Bermuda Registered Charity seeking donations. **Registered Charity number must be provided.**



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## The Bermuda Post Office Direct Marketing Rates Requirements

**BPO Direct Marketing Mailings** – Addressed to individuals, companies or organizations. Material is all the same to all clients in database. No statement, bills or personalized messages at Flyer Class Rates. All lodgments must be postal code sorted and containerized for each sub office - no exception at this rate.

Get the most out of your advertising \$\$\$\$. Reach 38,000 possible households, businesses and PO Box clients with a personalized message for as little as .20 cents per mail item! Further discounts are available for multiple consignments of large quantities of Direct Marketing Mailings per annum\*. [\\*terms and conditions apply](#)

### Flyer Sizes and Weights:

**Post Card:** Minimum Height and Width = 3.5" x 5.5"  
Maximum Height and Width = 6" x 9"  
Paper Weight = Minimum 60 lb Cover or Card Stock Preferred

**8 ½" x 11" Half Folded:** Paper Weight = Minimum 40 lb Offset or Card Stock

**8 ½" x 11" Tri or C - Folded:** Paper Weight = Minimum 20lb Offset

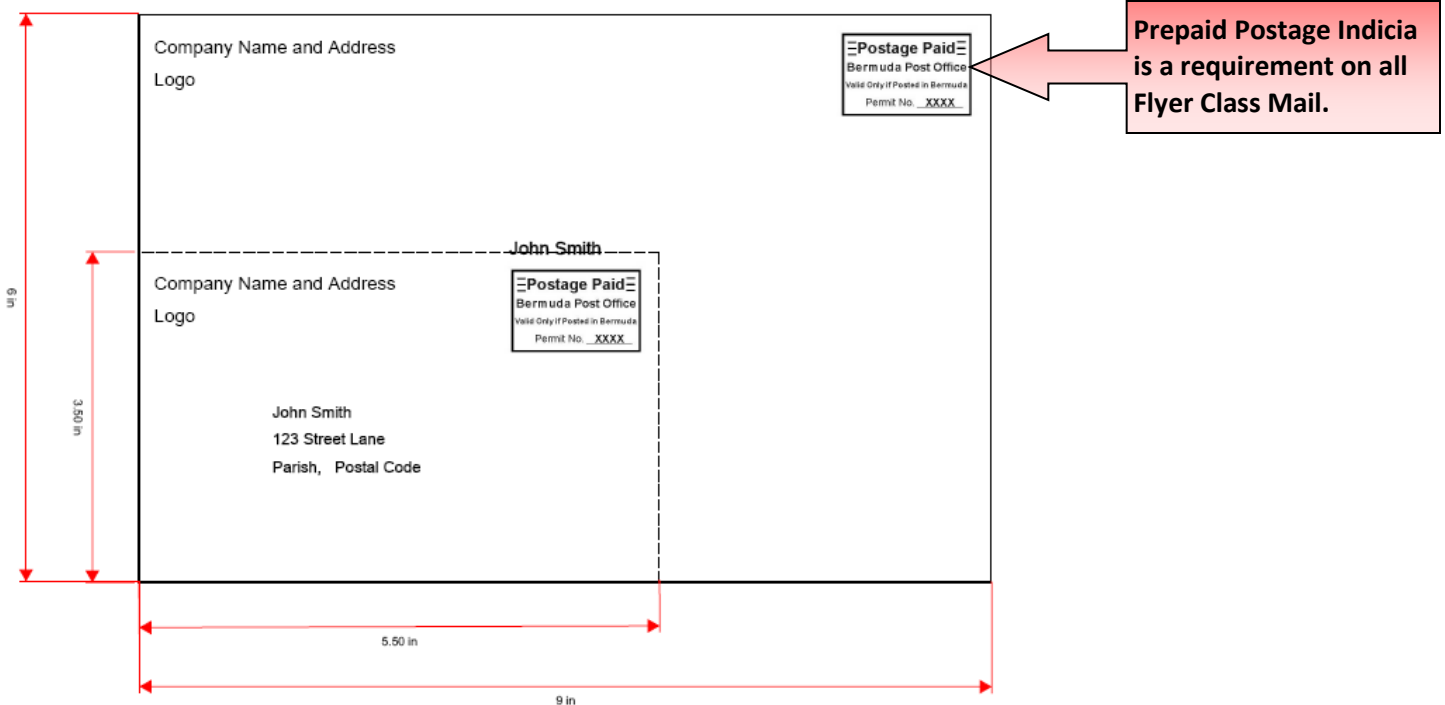
**8 ½" x 14" Tri or C - Folded:** Paper Weight = Minimum 20lb Offset

**11" x 17" Half and Half Folded:** Paper Weight = Newsprint or 20lb Offset

**11" x 17" Half and Tri Folded:** Paper Weight = Newsprint or 20lb Offset

**Envelopes Standard # 10 up to Standard 9" x 12":** Content must be Advertizing and identical to all clients. All items must be same weight.

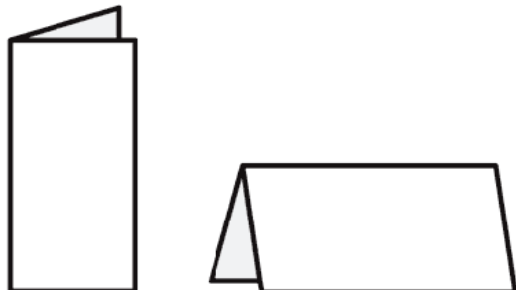
Post Card:



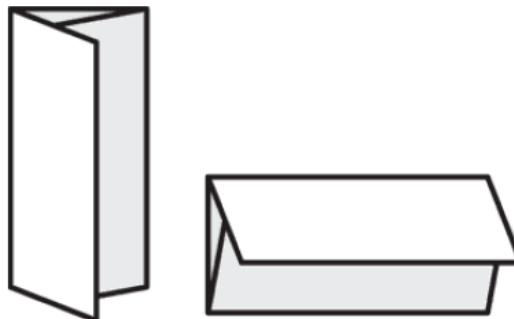


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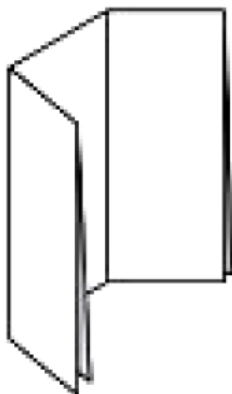
Standard Paper Folds:



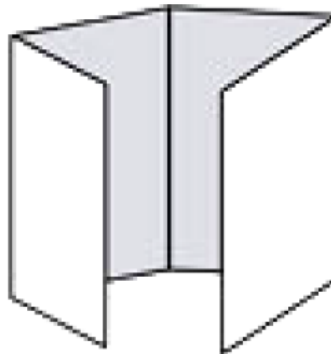
**Half fold:** A method of folding where the paper is folded in half down the center of the page.



**Tri or C-Fold:** A method of folding in which the panels fold in on each other.



**Broadsheet Fold:** Folded in half and the panels fold in on each other as in Tri-fold.



**8 Page Gate Fold:** Folded in quarters and then in half, the panels fold in on each other.

**Requirements:**

**Printing:**

- Minimum quantity to achieve Direct Marketing rate is 500 pieces.
- Address database must be 98% correct for Bermuda Address Standards
- Address printed and centered in a minimum 10 pt. Arial font on customer facing side of flyer or envelope.
- Company Name, Address and or Company logo on customer facing side.
- **Must have Prepaid Postage Indicia** – top right corner, customer facing side, denoting postage paid via Bulk Mail Form or Wire Transfer. *Inquire about a PPP Annual License if you do not currently have one.*
- All Advertising has to be identical to all clients; **Only Name, Address and Salutations may change.**
- **No Statement, Bills, Invoices or Personal Communications may use this rate.**



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**Bundling:**

- All items have to be identical weight.
- All Addressed Direct Mail pieces must be bundled in postal code (example: CR 01, CR 02....WK 09, WK 10)
- All bundles must be clearly labeled with particular Postal Code
- All sub office, postal codes must be bundled together and containerized or bundled separately from other sub offices, postal codes and made easily identifiable (example: all CR's together = Crawl)

**Payment:**

- Every time you lodge a Direct Mailing you must pay the total postage for the total number of pieces.
- Payment can be made by Cash, Cheque or Credit Card at any BPO Counter with a Bulk Mail Form and or Manifest detailing;
  - Individual weight of item
  - Number of pieces local (international pieces at international rates for zones),
  - Total pieces,
  - Total postage;
- BPO Customer Service Representatives will assist you in completing the Bulk Mail Form. Please bring an unsealed sample of the mail piece.
- Wire Transfer payment must include confirmation and manifest. Inquire for further details.

**Lodgment:**

- If you are advertising to a particular postal code or sub office location (example: WK 02 and WK 03 or all WK postal codes), you can pay and lodge the Direct Mailing at that particular sub office. Indicate on the Bulk Mail Form which Postal Code areas are to receive the Direct Mailing and the quantity per Postal Code.
- If you are advertising to multiple postal codes in different sub offices or to the island as a whole, payment can be made at any sub office counter or via Wire Transfer (*[inquire about Wire Transfer instructions](#)*). Lodgment must be made at the Bermuda Mail Processing Center (BMPC) at New Venture Building, 2<sup>nd</sup> Floor, 2 Mill Reach Road, Pembroke. Always provide manifest and proof of payment with lodgment at BMPC.

**BPO Delivery Standards**

- The BPO will deliver 90% of your Flyer within four working days (lodgment + 4) if lodged before 12:00 noon. All items must be lodged at the same time to achieve the delivery standard.
- Address database must be 98% correct for Bermuda Address Standards to achieve delivery standard.
- Rush or date sensitive bulk mailings must be communicated with the BPO Quality Assurance Section four working days in advance of lodgment. This is to ensure the BPO can facilitate where possible a delivery schedule suitable with customer's expectations.
- The BPO does not guarantee delivery in cases of Force Majeure.

**Inquiries:**

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