



The Bermuda Post Office

## The Bermuda Post Office National Marketing Rates

**Bermuda Post Office (BPO) National Marketing Mailings is the less expensive way to:**

- Target residential, commercial or both in areas across the island
- Reduce mail preparation and marketing costs
- Send out to local postal codes or national campaigns across Bermuda
- Market your product, service, idea, store openings, sales, or other major events.
- Build more traffic, increase revenue and find a new prospective customer base by marketing to every household in the local target mailing routes you request.

Flyers pack a lot of marketing punch. The BPO National Marketing Program allows you to mail flyers, brochures, coupons, menus, store maps, postcards, catalogs, booklets and more for as low as .15 cents per mailing piece. Flyer Class mail is delivered with the day's mail to every household, business or PO Box by delivery routes. You get Priority Service at the lowest available BPO Mail Rates. National Marketing Mailings eliminates the cost of a mailing list and printing specific names and addresses on every single piece by using "To: Occupier."

**Flyer Class Mail – weight up to 50 grams**

**Rate - \$0.15**

Printed impressions, unsealed, addressed to "Occupier"; 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.

**Magazines, Periodicals, Newspapers - weight up to 100g**

**Rate - \$0.25**

Printed impressions, unsealed, addressed to "Occupier"; 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) - weight up to 50 grams**

**Rate - \$0.10**

Printed impressions, unsealed, addressed to "Occupier"; 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.**

**Community Service Announcements– weight up to 50 grams**

**Rate - Free upon Approval by PMG**

Printed impressions, unsealed, addressed to "Occupier"; 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 relating to Bermuda, consisting of community service (Information only) announcement where content description is **not** for; gain, business publicity, price lists, coupons or like material may go at postage free locally.



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## The Bermuda Post Office National Marketing Rates Requirements

**BPO National Marketing Mailings** – Is ideal for newsletters, coupons, product and service promotions, event announcements and Charities seeking donations. The Bermuda Post Office delivers island wide or to selected areas (postal codes) targeting dwellings, businesses or PO Boxes.

Get the most out of your advertising \$\$\$\$. Reach 36,000 households, businesses and PO Box clients for as little as .15 cents per mail item! Further discounts are available for multiple consignments of Island wide 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

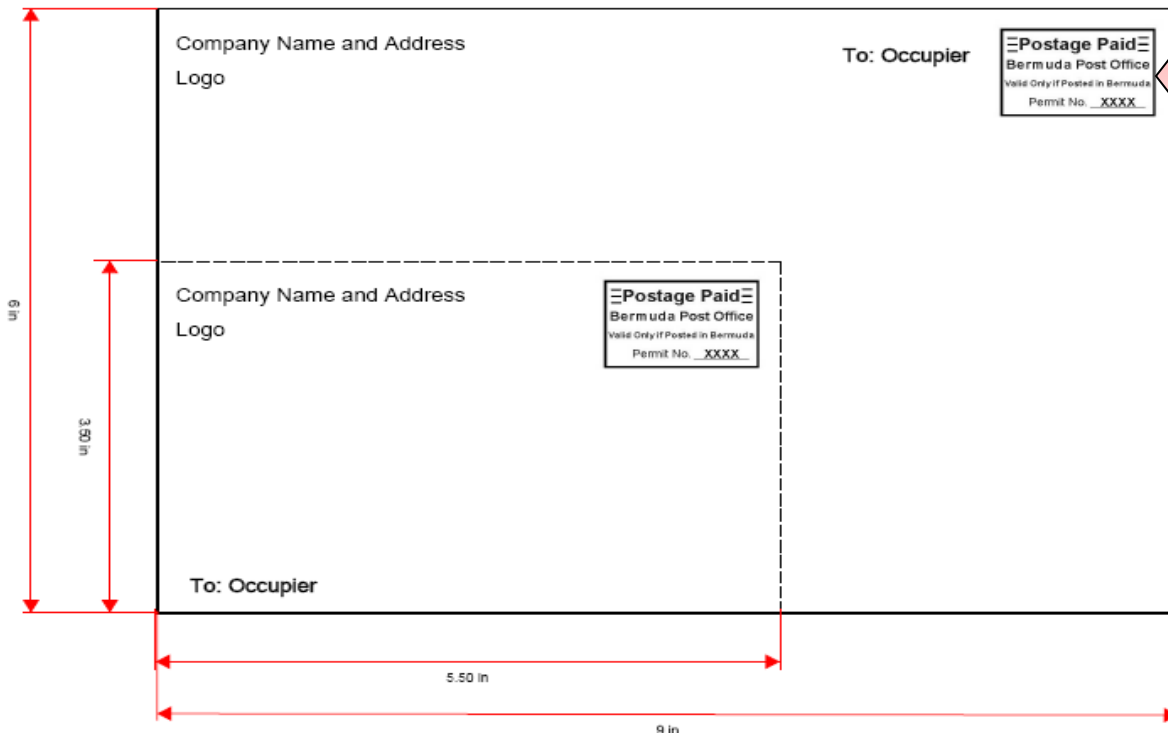
**8 ½" x 14" Tri or C - Folded:** Paper Weight = Minimum 20lb Offset

**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":** Please inquire concerning content.

Post Card:

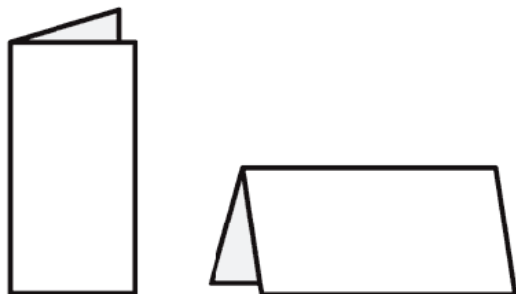


**Prepaid Postage Indicia is a requirement on all Flyer Class Mail.**

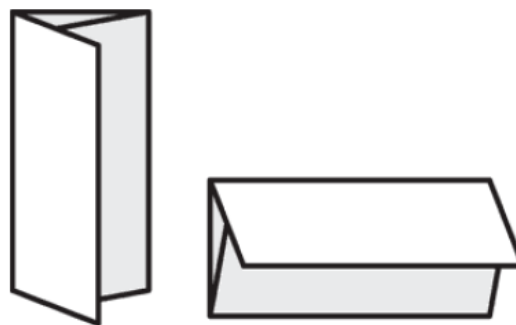


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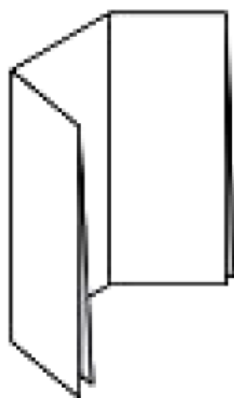
Standard Paper Folds:



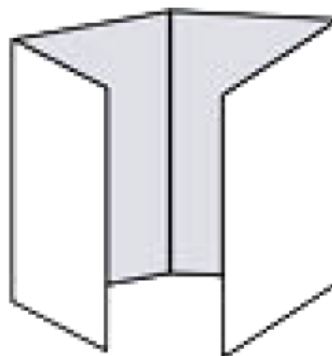
**Half fold:** A method of folding where the paper is folded in half down the center of the page.



**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 National Marketing rate is 500 pieces.
- “To: Occupier” printed in a minimum 14 pt. Arial font on customer facing side.
- 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.*

**Bundling:**

- Post Card and Single Sheet Flyers = bundle in 200 pieces; indicate on container how many flyers in container.
- Multiple Sheet; Brochures, Newspapers, Magazines or Periodicals = bundle in 50, 100 or 200 pieces; indicate on container bundle size and how many pieces per container



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**Payment:**

- Every time you lodge a national or area 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; BPO Customer Service Representatives will assist you in completing the Bulk Mail Form. Please bring a sample of the mail piece.
- Wire Transfer payment available. 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 flyers at that particular sub office. Indicate on the Bulk Mail Form which Postal Code areas are to receive the flyers.
- 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. Indicate which Postal Codes or island wide areas are to receive the flyers.
- All lodgments must have detailed instructions for type of delivery: Residential, Business and or PO Boxes.

**BPO Delivery Areas**

- The BPO can actively delivery to all clients based on residential, businesses and or PO Boxes in any particular postal code or island wide as a whole.
- The BPO actively maintains a “Delivery District Totals” list, which specifies by postal code all active delivery drops available to you. *Please inquire about our most up-date Delivery District Total list.*
- Please specify in your delivery instructions which particular type of client base you would like your flyers delivered to and in which postal codes or island wide.

**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.
- 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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