

RMG Advertising Mail Incentive Eligible Services List - Royal Mail Retail - Valid from 1st January 2019 to 31st December 2019

Applicable to Scheme for Growth (SFG), Advertising Volume Commitment (AVC) Year 1 and Year 2, Advertising Mail Testing and Innovation Scheme (TIS) and First Time User Offer (FTU)

Product	Sortation	Machine readable	Container	Format	Class	Postage credit rates					
						TIS	TIS discount caps		SFG	SFG discount caps	
Advertising Mail	Unsorted	Mailmark	Trays	Letter Large Letter	1c and 2c	Standard rate - 2.5p Higher rate - c. 15%	TIS	TIS	15% for meeting incremental volume target	SFG	SFG
	Unsorted	None	Trays	Letter Large Letter	1c and 2c		Sustainable Advertising Mail High Sort 3	Sustainable Advertising Mail Low Sort MM 3		Sustainable Advertising Mail High Sort 3	Sustainable Advertising Mail Low Sort MM 3
	High Sort (Direct) High Sort (Residue)	None	Trays Bags	Letter Large Letter	1c and Economy		Large Letter	Large Letter		Large Letter	Large Letter
	Low	Mailmark	Trays Bags	Letter Large Letter	1c and Economy		501-750g	251-500g		501-750g	251-500g
Sustainable Advertising Mail (Entry and Intermediate)	High Sort (Direct) High Sort (Residue)	None	Bags Trays	Entry Intermediate	1c and Economy	14.00%	13.00%	14.00%	13.00%		
	Low	Mailmark	Bags Trays	Entry Intermediate	1c and Economy						
						AVC year 1	AVC year 2	FTU	FTU discount caps		
						7.5% for meeting the matched volume target 15% for meeting incremental volume target	7.5% for meeting the matched volume target 15% for meeting incremental volume target	15% discount	FTU Group Sustainable Advertising Mail Low Sort MM 3 Large Letter 251-500g 13.00% Intermediate only	FTU SME Sustainable Advertising Mail Low Sort MM 3 Large Letter 0-100g 12.00% Intermediate only	

RMG Business Mail Incentive Eligible Services List - Royal Mail Retail - Valid from 1st January 2019 to 31st December 2019

Applicable to Business Mail Testing and Innovation

Product	Sortation	Machine readable	Container	Format	Class	Postage credit rates
						TIS
Business Mail	Unsorted	Mailmark	Trays	Letter Large Letter	1c and 2c	Standard rate - 2.5p Higher rate - 30%
	Low	Mailmark	Bags	Letter Large Letter	1c and Economy	Roll-out period - 10%

RMG Publishing Mail TIS and Publishing Volume Commitment Incentive Eligible Services List - Royal Mail Retail - Valid from 1st January to 31st December 2019

Applicable to Publishing Mail Testing and Innovation and Publishing Mail Volume Commitment

Product	Sortation	Machine readable	Container	Format	Class	Postage credit rates	
						Publishing Volume Commitment	Publishing Mail TIS
Publishing Mail	Low	Mailmark	Trays Bags	Large Letter	1c and 2c	Earn 2% on eligible mail when prior year volume is retained	Renewals and Acquisition - 15%
	High	None	Trays Bags	Large Letter	1c and 2c		New title launches - 30%
Subscription Mail	Low	Mailmark	Trays Bags	Large Letter	1c and 2c		New title launches roll-out - 10%