Envelopes and postcards with print advertising

Discount terms for machine readable mail

1. Terms apply to
Envelopes and postcards with print advertising, pictures and other graphic elements on the face.
For plain white envelopes, items without envelope (open or plastic wrapped) and items in boxes or similar,
see options and discount terms on bring.no/english

2. Number, formats and dimensions

	Small formats	Large formats
Minimum number	2 000 units	2 000 units
Maximum dimensions	B5 (25 cm x 17.6 cm)	B4 (35.3 cm x 25 cm)
Maximum thickness	0.5 cm	2 cm
Minimum dimensions	14 cm x 9 cm	14 cm x 9 cm
Paper quality envelopes, minimum	80 gram per kvm	90 gram per kvm
Paper quality postcards, minimum	Minimum 150 gram per kvm	
Postcards, minimum weight		20 grams

3. Envelope and contents
Large parts of the envelope or postcard can be coloured, bear graphic elements, print advertising or text.

Small envelopes must be closed and sealed. The item and the content must be flexible enough to withstand being bent during machine sorting. The contents may be multiple paper sheets, cards (i.e. Christmas Cards) or one single plastic card up to the size of a Credit Card. The envelope must not contain more than one plastic card, nor a CD, DVD (with or without cover) or other objects, e.g. pens or coins.

Large envelopes must be closed and sealed. The envelope must have an approximately even thickness.
The envelope must not contain loose objects resulting in uneven thickness.

Plastic wrapping or glossy paper cannot be used for envelopes.

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4. Layout

Use the templates in section 6 as a basis for layout and guidelines for correct addressing of envelopes and postcards. A sufficient large space for the recipient's address (including a blank clearance of 10 mm surrounding the entire address block) must be set up, as well as space for the return address and a clearly readable postage paid impression. Furthermore you must set up a field with specific dimensions, to be used for postal barcodes only. If using Business Reply Service coupons as a part of the layout, the address of the coupon must not be visual on the same side as the recipient's address.

The recipient address must be placed correctly on the envelope or postcard:
- For small envelopes and postcards the address is placed in landscape format
- For large envelopes and postcards the address is placed in landscape or portrait format

See detailed specifications for machine readable addressing in section 5. Addressing

5. Adressering

Recipient's address
Placement of the recipient's address (see 6. Templates):   • The recipient's address must be at least 2 lines   • All lines must be set with a straight left margin   • All address lines must be parallel with the bottom edge of the envelope   • All lines must have the same line spacing of 1 or 1.5. No double line spacing or open/blank lines. See template in 6 d)   • Space between the words must be 1 or 2 space bars   • Customer number, Electronic Address Updating or a similar customer ID must always be put at the top of the address lines
Typeface/fonts and font size
The following typefaces/fonts and font sizes must be used   • Arial – font size 10,11,12   • Courier New – font size 10,11,12   • Verdana – font size 9,10,11,12   • Fonts and font size must be the same in the entire address   • Bold, Italic or underlined text is not permitted
Print colour
The address must be in dark print on white or very light coloured envelopes
Window envelopes
Only the recipient address must appear in the window   • The entire address, including a clear zone of 1 mm around the entire address block, must be visible in the window and placed in such a way that it cannot slide away from the window cutout   • No text, numbers or other marks which are not part of the address may appear, neither in the address field or the clear zone   • If the window size is not large enough to include a clear zone around the address block, the envelope must be either white or be designed with a very light colour around the window.   • DIV tags and "Paid by" (e.g. Giro payment forms) can however be accepted within the address window.   • If the address field are framed with an unbroken line, the frame must be drawn with at least 10 mm clearance to the address

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![bring logo]

2D/QR/Datamatrix/Alphanumeric code

2D/QR/Datamatrix codes, including numeric characters, can be placed in the address field. The clearance to the address lines must be at least 10 mm. The clearance to the address lines must be at least 10 mm.
- If the 2D/QR/Datamatrix code is placed at the top of the address lines with the same straight left margin, the clearance can be less than 10 mm
- Alphanumeric codes placed at the top of the address lines must be set as line 1 in the address with *the same line spacing as the rest of the address field.
- A 2D/QR/Datamatrix code with numeric characters and alphanumeric codes must however not be placed to the left of the address

Address labels

Address labels can be used as long as the terms in general are met

Return address (Senders address)

The return address may be printed on the back or on the face of the envelope, and must be complete and in a readable typeface (see template for placing

Keywords

If printed on the face of the envelope, a keyword must always precede the return address to avoid that the return address can be mistaken as the recipient's address. Options:

1. In one line with each element separated by comma – Keyword, (alt. Keyword:) recipient, street address, postcode and place.
2. If set in multiple lines, the keyword is placed above the address with a straight left margin, and with the line spacing

Approved keywords: Avsender, Returadresse, Returadr, Retur Adr, Retur, Fra/From, Sender, Return to

Typeface/fonts and font sizes

Typeface/fonts and font size should be the same in the entire return address, including the keyword
- Font size should be smaller than the one used on the recipient's address.
- Bold, Italic and negative fonts as well as text with underlining can be used for the entire return address, not partly

Correct address

A full and accurate address, complete with the postcode, helps us deliver your mail quickly and safely.
See how to address your Norwegian mail.

6. Templates

The entire recipient address must be surrounded by a clear zone of at least 10 mm.

Reserved field for Postal barcodes
Dimensions vary depending on the format of the envelope/postcard. For small formats the field must be at least 140 mm long and 160 mm for format large. The width of the field depends on whether the address is in landscape or portrait format:

Addressing in landscape format
- Format small 20 mm from the bottom edge
- Format large 30 mm form the bottom edge

Addressing in portrait format
Format large only.
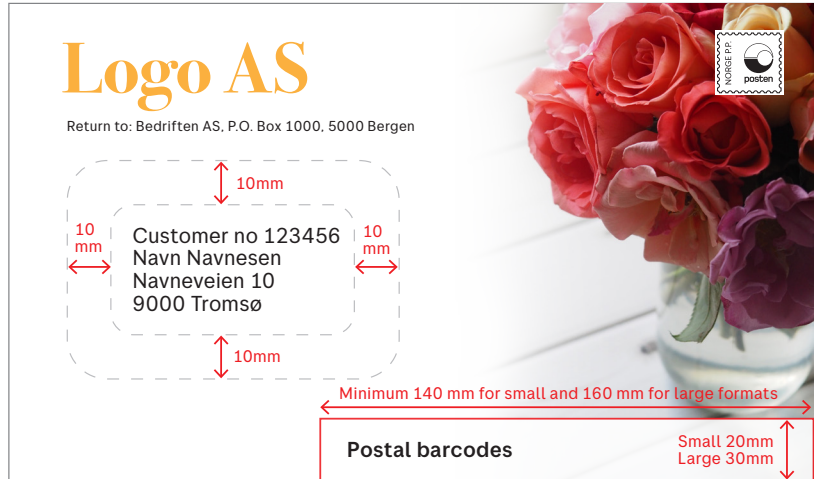- The barcode field must be at least 160 mm long and 30 mm wide.
- Must be laced in the lower left corner or upper right corner.

Sender/return address
If placing the return address on the face of the envelope/postcard, a keyword must always precede the return address to avoid misconceptions with the recipient's address.

Addressing in landscape format (apply for small and large formats)

Logo AS

Return to: Bedriften AS, P.O. Box 1000, 5000 Bergen

10mm

10 mm   Customer no 123456
Navn Navnesen
Navneveien 10
9000 Tromsø   10 mm

10mm

Minimum 140 mm for small and 160 mm for large formats

Postal barcodes   Small 20mm
Large 30mm

Addressing in portrait formats (apply for large formats only

10mm

10 mm   EA   Navn Navnesen
Navneveien 10
9000 Tromsø   10 mm

10mm

Postal barcodes (alternative location)

Minimum 160mm

30mm

30mm   Postal barcodes   Minimum 160mm

Logo AS

Return to:
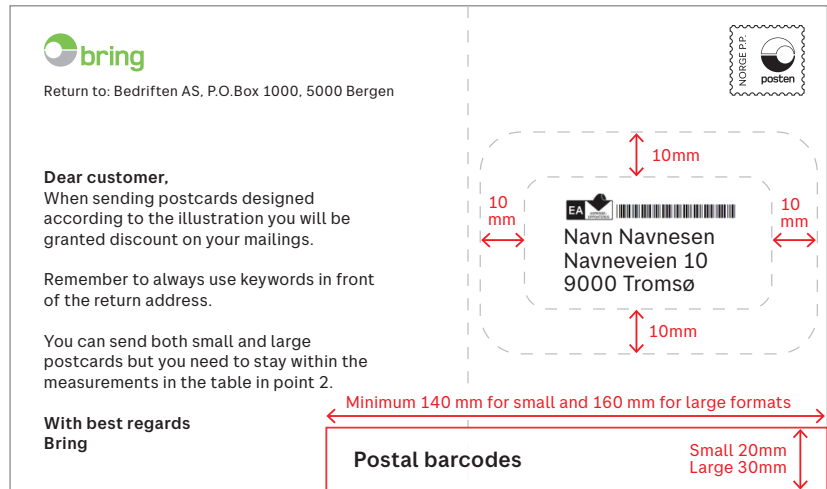Bedriften AS
P.O. Box 1000
5000 Bergen

The entire recipient address must be surrounded by a clear zone of at least 10 mm.

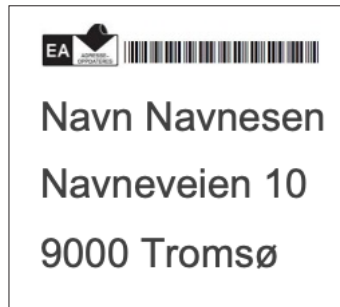A keyword must always precede **the return address**.

Read more about addressing in section 5.

Line spacing
The example shows line spacing of 1 and 1.5 with Arial 10 in Microsoft Word. All lines in the address field must have the same line spacing. No double line spacing or open/blank lines.

bring
Return to: Bedriften AS, P.O.Box 1000, 5000 Bergen

Dear customer,
When sending postcards designed according to the illustration you will be granted discount on your mailings.

Remember to always use keywords in front of the return address.

You can send both small and large postcards but you need to stay within the measurements in the table in point 2.

With best regards
Bring

NORGE P.P. posten

10mm

10 mm

EA Navn Navnesen
Navneveien 10
9000 Tromsø

10 mm

10mm

Minimum 140 mm for small and 160 mm for large formats

Postal barcodes

Small 20mm
Large 30mm

All lines in the address field must have the same line spacing of 1 and 1.5.

EA Navn Navnesen
Navneveien 10
9000 Tromsø

EA Navn Navnesen
Navneveien 10
9000 Tromsø

7. Note concerning window envelopes
Besides the requirements for envelope paper quality in section 2, it is important that window envelopes are of such quality that the window can withstand machine sorting. It is also crucial for machine reading that the window itself is made by a material that not provides glare. E.g. ProCite Polystyrene or Polysturende Multiplastics.

8. Handing-in
Prior to the handing-in:

- All envelopes and postcards must be handed-in in trays.
- Small and large envelopes or postcards in separate trays
- Within each tray all envelopes/postcards must be placed upright or flat facing the same direction
- Small envelopes/postcards should be placed upright facing the same direction
- Large envelopes/postcards must be placed flat in the trays with the address side facing up

The discount for machine readable mail can be combined with other discounts. Please note the requirements set for mail preparation and minimum number applicable to each individual discount category.
See prices and conditions Items of identical format.

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