

Postatarget Creative – Formats and Prices

Postatarget Creative items must meet the following format requirements:

Format						
DIMENSIONS	All	Normalizzato	Compatto	Voluminoso	Libero	Extra-formato
	Min	Max	Max	Max	Max	Max
L length (mm)	140	235	353	353	353	450
H height	90	120	250	250	250	450
S thickness	0,15	3	20	50	50	100
P weight (g)	3	20	350	2.000	2.000	2.000

When even only one dimension exceeds the maximum value allowed for a given format, the next format is applied.

Non rectangular and non quadrangular items with at least two contiguous, linear sides fall within the **Libero** format.

The dimensions allowed for **Cylindrical items** are the following:

Format Cylindrical items		
DIMENSIONS	Min	Max
L length (mm)	100	750
D diameter (mm)	35	150

VAT exempt prices

Type and weight	1000-9.999	10.000-50.000	50.001-100.000	100.001-200.000	200.001-500.000
Normalizzato up to 20 g	0,310	0,290	0,287	0,281	0,275
Compatto up to 50 g	0,340	0,320	0,316	0,309	0,302
Compatto 51-100 g	0,360	0,340	0,339	0,332	0,325
Compatto 101-150 g	0,390	0,370	0,363	0,355	0,347
Compatto 151-200 g	0,410	0,390	0,385	0,377	0,369
Compatto 201-250 g	0,460	0,440	0,402	0,393	0,385
Compatto 251-350 g	0,570	0,540	0,503	0,492	0,481
Voluminoso 1-350 g	0,830	0,790	0,704	0,689	0,674
Voluminoso 351-500 g	1,030	0,980	0,859	0,828	0,798
Voluminoso 501-1.000 g	1,550	1,470	1,289	1,255	1,221
Voluminoso 1.001-2.000 g	2,320	2,210	2,010	1,920	1,834

Creative formats incur a surcharge.

Libero Format: a surcharge is applied equal to 40% of the corresponding price for Voluminoso format.

Extraformato: a surcharge equal to 60% of the corresponding price for Voluminoso format is applied.

Roll: same terms as extraformato.

Mailings must be prepared and pre-sorted according to Poste Italiane's technical specifications. If this is not the case, the prices for **non compliant items** shall be applied.

Quantity discounts

From 10 000 items quantity discounts are available for items of the same weight-step and format.

Such discounts are applied per single mailing and single customer and for items of the same format and weight-step.

- Senders who declare to mail a yearly volume of more than 500 000 items – cumulative of PT Card, PT Basic, PT Creative e PT Catalog products – can sign a specific agreement with Poste Italiane, in compliance with the regulations in force. For more detailed information:
 - Pronto Direct Marketing: 840.011.444
 - email: infodirect@posteitaliane.it
 - Poste Italiane's **Executive Sales Managers**

