

Postatarget Gold – Formats and Prices

Poste Italiane allows two formats for Postatarget Gold: P Format (Piccolo) and M Format (Medio). Only rectangular machinable items meeting the requirements for the allowed formats may access the service:

P Format		
DIMENSIONS	Min	Max
L length (mm)	140	235
H height (mm)	90	120
S thickness (mm)	0,25	5
P weight (g)	4	50

M Format		
	Min	Max
L length (mm)	140	353
H height (mm)	90	250
S thickness (mm)	0,5	25
P weight (g)	10	2.000

M Format is applied in case even only one dimension of the item exceeds the limits allowed for P Format.

Gold Resi (prices exclusive of VAT)		
Type and weight	1000-9.999	10.000-50.000
Piccolo up to a 20 g	0,359	0,335
Piccolo 20-50 g	0,381	0,358
Medio up to 50 g	0,388	0,365
Medio 51-100 g	0,432	0,408
Medio 101-150 g	0,470	0,445
Medio 151-200 g	0,497	0,473
Medio 201-250 g	0,516	0,494
Medio 251-350 g	0,645	0,612
Medio 351-500 g	0,948	0,901
Medio 501-1.000 g	1,416	1,342
Medio 1.001-2.000 g	2,242	2,136

Prices refer to the product Postatarget Gold inclusive of the returns service **Resi Mittente**.

Gold Report (prices exclusive of VAT)	
Type and weight	50.001-100.000*
Piccolo up to 20 g	0,323
Piccolo 20-50 g	0,347
Medio up to 50 g	0,354
Medio 51-100 g	0,395
Medio 101-150 g	0,433
Medio 151-200 g	0,460
Medio 201-250 g	0,483
Medio 251-350 g	0,600
Medio 351-500 g	0,864
Medio 501-1.000 g	1,334
Medio 1.001-2.000 g	2,127

* annual cumulated volumes

Prices refer to Postatarget Gold inclusive of **Postareport** service. Access to Gold report service is subject to the signature of a specific agreement for Postatarget Gold, available from 50 001 items a year.

Gold Monitor standard Prices (exclusive of VAT)	
Type and weight	50.000-100.000*
Piccolo up to 20 g	0,375
Piccolo 20-50 g	0,402
Medio up to 50 g	0,407
Medio 51-100 g	0,455
Medio 101-150 g	0,498
Medio 151-200 g	0,530
Medio 201-250 g	0,551
Medio 251-350 g	0,684
Medio 351-500 g	0,985
Medio 501-1.000 g	1,507
Medio 1.001-2.000 g	2,382

*annual cumulated volumes

Gold Monitor ad hoc (exclusive of VAT)	
Type and weight	100.000-200.000*
Piccolo up to 20 g	0,403
Piccolo 20-50 g	0,428
Medio up to a 50 g	0,438
Medio 51-100 g	0,489
Medio 101-150 g	0,532
Medio 151-200 g	0,560
Medio 201-250 g	0,587
Medio 251-350 g	0,724
Medio 351-500 g	1,034
Medio 501-1.000 g	1,584
Medio 1.001-2.000 g	2,504

*annual cumulated volumes

Prices refer to Postatarget Gold service inclusive of the monitoring service “**servizio Monitor**”. Access to Gold Monitor service is subject to the signature of an agreement for Postatarget Gold which is available for annual volumes of more than 50 000 items with minimum thresholds per single mailing (50 000 items for the standard version and 100 000 for the ad hoc version)

Quantity discounts

For Postatarget Gold Resi, quantity discounts are available from 10.000 items per single mailing and single customer for items of the same weight-step and format.

For annual volumes of more than 500 000 of Postatarget Card, Basic, Creative and Catalog, it is possible to sign an agreement for Postatarget that takes into account, for the first six months of launch of the new product range, the cumulated volumes of the other products (except for Postatarget magazine). It is also possible to sign an agreement for Postatarget Gold only, for volumes of more than 50 000. On the basis of the annual volumes established in the agreement, quantity discounts are available per single customer, also in case of items of different formats and weights.

For further details:

- o Pronto Direct Marketing: 840.011.444
- o email: infodirect@posteitaliane.it
- o Poste Italiane's **Executive Sales Managers**

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