POSTATARGET

GOLD

TECHNICAL SPECIFICATIONS

UPDATED June 2010

Posteitaliane

TABLE OF CONTENTS

QUOTED DOCUMENTS **5**

1 GENERAL CHARACTERISTICS **5**

1.1 QUALITY OBJECTIVES 5

2 ACCESS CONDITIONS **6**

2.1 WHAT TO MAIL 6
2.2 WHAT IS NOT ALLOWED TO MAIL 7
2.3 QUANTITY 7
2.4 FORMATS AND DIMENSIONS 7
2.5 PREPARATION AND PRE-SORTING REQUIREMENTS 8

3 PRICES **8**

4 FRANKING AND PAYMENT METHODS **9**

4.1 PPI (POSTAGE PAID IMPRESSION) 9

5 LOGO **10**

5.1 PPI LOGO 10
5.1.1 PPI standard logo *10*
5.1.2 Personalized PPI logo *11*
5.1.3 Placement of the logo *13*

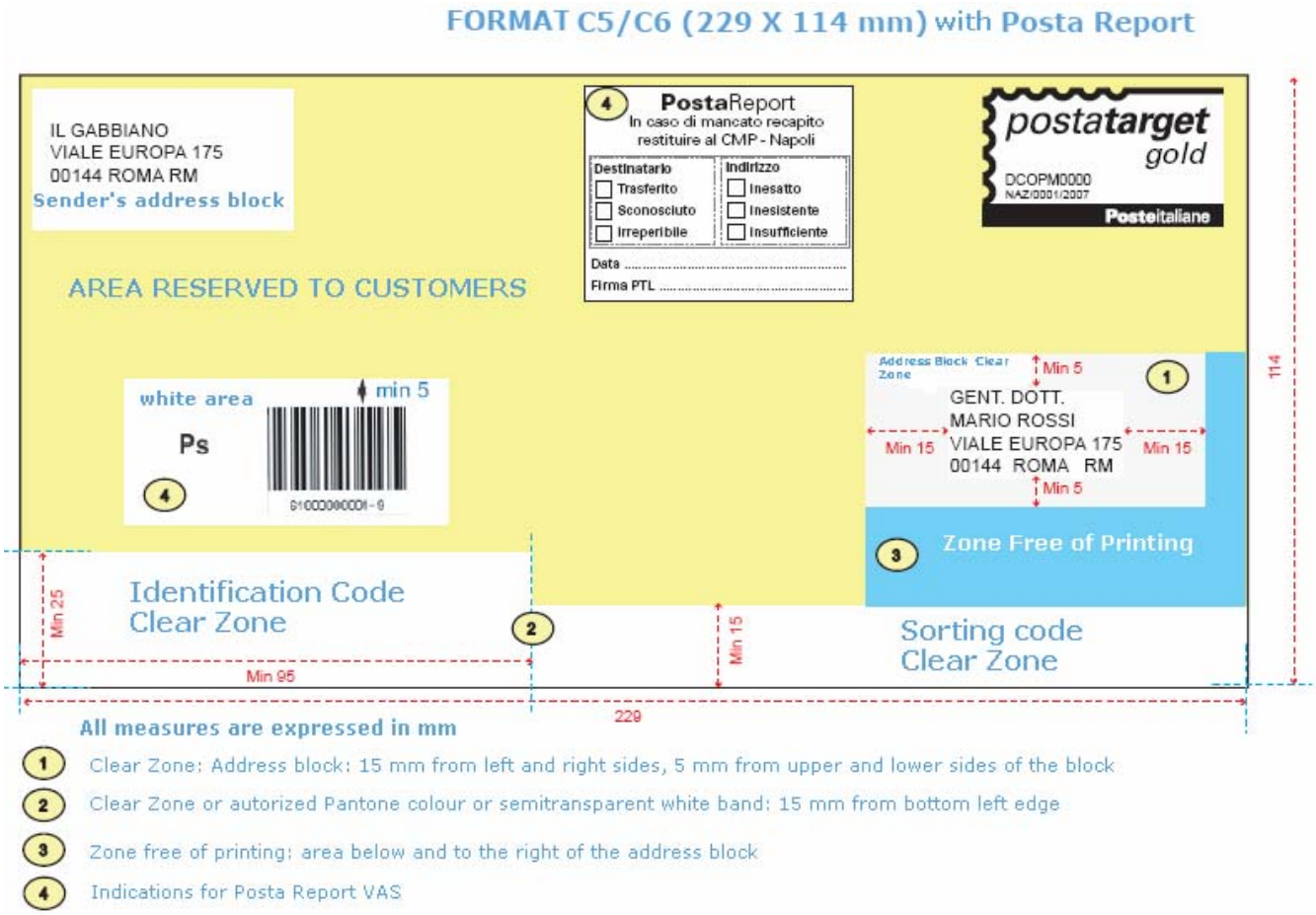
6 VALUE ADDED SERVICES **13**

6.1 RETURNS 13
6.2 POSTA REPORT 14
6.3 MONITOR 15
6.4 OTHER SERVICES 15

7 ITEM TECHNICAL SPECIFICATIONS **15**

7.1 P FORMAT 15

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.



..... 18
7.2 M FORMAT 18
7.3 2D CODE 20
7.4 OTHER BARCODES 20

8 HOMOLOGATION 21

9 ACCEPTANCE AND CHECKINGS 22

9.1 ACCEPTANCE CENTRES 22
9.2 OPENING TIMES AND LIMITS FOR ACCEPTANCE 23

10 APPENDIX 23

10.1 TERMS AND DEFINTIONS 23
10.2 ENVELOPE FORMATS 24
10.3 ENVELOPE MATERIAL 24
10.4 WINDOW MATERIAL 24
10.5 POSTCARD MATERIAL 25
10.6 SELF MAILERS 25
10.7 PHYSICAL CHARACTERISTICS OF ITEMS 25
10.7.1 Length/height ratio (P Format) 25
10.7.2 Thickness 27
10.7.3 Bending stiffness and resistance 27
10.7.4 Shifting of inserts inside the item 28
10.7.5 Closing flaps and stickers 28
10.8 ADDRESS BLOCK 29
10.8.1 Definition 29

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

10.8.2 Address block position *29*
10.8.3 Address block printing specifications *30*
10.9 CLEAR ZONES 32
10.9.1 Address block Clear zone *32*
10.9.2 Clear zones for item identification code *34*
10.9.3 Clear zones for sorting code *35*
10.9.4 Barcode clear zone *36*
10.9.5 Clear Zone kept free of printing *37*
10.10 CLEAR ZONES MANAGEMENT 38
10.10.1 Pantone colours *38*
10.10.2 White semi-transparent band *39*
10.11 GADGETS 39
10.11.1 Plastic cards *39*
10.11.2 IT storage media (CDs and DVDs) *41*
10.11.3 Heat-sealed bags *43*
10.11.4 Preparation of gadgets inside the item *43*

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

QUOTED DOCUMENTS

- *Preparation and pre-sorting of Postatarget products*
- *Scheda Tecnica Codice Commerciale 2D per i prodotti Postatarget*
- *Elenco Pantoni ammessi nelle Zone di Rispetto*
- *http://www.poste.it/en/postali/cap/howto.shtml*

1 GENERAL CHARACTERISTICS

Postatarget consists of a range of services designed to deliver addressed and personalized promotional and advertising communications to reach a target audience nationwide.

Postatarget Gold is the premium contact channel for addressed Direct mailing; it is ideal to convey an image of prestige and exclusivity, to strengthen the relationship with more profitable customers and to accelerate campaign delivery times.

Postatarget Gold is an integrated service which combines delivery with a value added service of the Client's choice (see paragraph 6). It permits to acquire additional information on the recipient and on the result of the marketing campaign, so that the marketing effort can be optimized.
Postatarget Gold logo conveys to the mailing the prestige of official communications, drawing the attention of high selected clients to the importance and urgency of the communication.
The various personalization options available for franking permit to enhance the impact of the mailing, highlighting brand attributes, the content of the offer, specific dates or recurrences, etc.

1.1 QUALITY OBJECTIVES

Quality objectives for delivery require the following delivery targets:

- 3 working days plus the day of posting (J+3) for 85% of items;
- 5 working days plus the day of posting (J+5) for 99% of items

Mailings taking place at PosteBusiness facilities require franking and pre-sorting services which are attended to by Poste Italiane in two working days, to be added to the delivery targets stated above.

In case of wrong pre-sorting and preparation, delivery shall occur within 5 workdays after the day of acceptance for 85% of items and in 7 workdays for 99% of items.

Quality objectives refer exclusively to valid addresses and do not apply to undeliverable postal items due to:

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

- Incorrect address
- Non–existent address
- Insufficient address
- Addressee Moved
- Addressee Unknown
- Addressee Untraceable
- Addressee Deceased
- Refused postal items

2 ACCESS CONDITIONS

The service may be accessed exclusively by Clients presenting machinable items in compliance with the requirements defined by Poste Italiane in terms of:

- content (2.1 and 2.2);
- quantity (2.3**Errore. L'origine riferimento non è stata trovata.**);
- format and dimensions (2.4);
- methods of item preparation and pre-sorting (2.5);
- product technical specifications (7 and 10)
- mailing methods (9).

The mailing must consist of postal items of identical format and weight.

Finally, in order to access Postatarget Gold service it is necessary to follow the product homologation procedure described in 9.

2.1 WHAT TO MAIL

Postatarget Gold allows to send items of identical format and weight aimed at communicating an advertising, marketing or informative message with the same content, except for some personalizations (in accordance with privacy laws), such as, for instance:

- addressee data (name, surname and full address, landline and mobile phone numbers, e-mail, taxpayer's code number or VAT code, birth date or anniversary);
- the reference code of the addressee, of products/services on sale, or other identification codes (alphanumeric codes or barcodes);
- the sender's autograph signature, the name of the business representative, the day and time of a business visit or a presentation,
- the address of the branch which is closest to the Client.

Only paper content is allowed, except for the cases reported in paragraph 10.11, which are subject to prior authorization from the Product Homologation Centre ("Centro Omologazione Prodotto") of Poste Italiane.

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

In the mailing, it is possible to insert blank postal payment slips (i.e *bollettini in bianco*) or postal payment slips providing information on the addressee (name, surname, address) and/or on the amount to be paid – provided that this is the same for all addressees.

2.2 WHAT IS NOT ALLOWED TO MAIL

It is not allowed to send via Postatarget Gold postal items which contain in the same wrapping promotional and advertising communications and other correspondence items.
The following items are not allowed:

- Notices and reminders for payment
- Invoices
- Financial and social security statements
- Bank statements
- Already signed contracts
- Delivery notes
- Bills
- Taxes and duties payment slips
- Bollettini ICI (Italian council tax payment slips)
- Payment slips for legally compulsory payments
- Tax forms / assessments
- Income- tax return
- Personal messages related to sales management or customers management.
- Statements
- Undersigned policies
- Receipts and quittances
- Checks and checkbooks
- Prepaid cards and credit cards
- Messages whose distribution is forbidden by law (postulating, pornographic, discriminatory)
- Goods for sale
- Valuables, hazardous and illegal goods, fresh and/or perishable goods
- Metal, glass and liquid objects.
- Other typologies of correspondence that may not be classified as promotional or advertising communication.

2.3 QUANTITY

The minimum quantity to access Postatarget Gold prices is of 1000 items per single mailing.

For single mailings of less than 1000 items the Client will have the option to access the service against payment of a fee equivalent to the one applied to a 1000 item Postatarget Gold mailing, according to prices published on the internet site www.poste.it.

2.4 FORMATS AND DIMENSIONS

Poste Italiane allows two formats for Postatarget Gold: **P Format** (small) and **M Format** (medium).
Only rectangular machinable items are allowed, provided that they meet the following requirements:

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

DIMENSIONS L ≥ 1.4 H	Formato P	
	Min	Max
L length (mm)	140	235
H height (mm)	90	120
T thickness (mm)	0.25	5
W weight (g)	4	50

	Formato M	
	Min	Max
L length (mm)	140	353
H height (mm)	90	250
S thickness (mm)	0.5	25
P weight (g)	10	2000

In the event of at least one dimension exceeding the maximum allowed for P Format, M Format shall be applied.
For further details on characteristics see paragraph 7 .

2.5 PREPARATION AND PRE-SORTING REQUIREMENTS

Postatarget Gold mailings must be prepared in boxes.

Required specifications for preparation and pre-sorting of items are laid out in the following document, available on the site www.poste.it:

Preparation and pre-sorting of Postatarget products

3 PRICES

Prices vary according to format, weight and annual mailed quantities, as described on the internet site www.poste.it. Promotional specimens enclosed in the items shall be taken into account when setting the final price.

Starting from a minimum of 10 000 items, quantity discounts may be given per single client and single mailing, for items of the same format and weight-step.
For quantities of more than 50 000 mailings a year it is possible to sign an agreement on a year basis.
It is possible, for a trial period, with effect from the product launch, to stipulate an agreement on a year basis, which links Postatarget Gold prices to the quantities mailed via other Postatarget services: Card, Basic, Creative e Catalog.

In case mailings are not presorted and prepared as detailed in paragraph 2.5 the appropriate prices published on the site www.poste.it under Direct Marketing shall be applied.

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

4 FRANKING AND PAYMENT METHODS

Franking methods required for Postatarget Gold are subject to authorization by business structures and are the following:

- PPI (Postage Paid Impression) in advance;
- PPI (Postage Paid Impression) in arrear, only for clients subscribing yearly agreements for mailings over 50 000.

In all cases items must report the product logo.
Franking in the form of postage stamp is not allowed.
The account "BancoPosta ImpresaOnline" can be used to pay the amounts due.

4.1 PPI (POSTAGE PAID IMPRESSION)

With this methodology items are not "physically" franked. Reference to the agreed method of payment is reported according to set modalities.

The following payment methods are authorized:

- **Payment in advance**: such method consists of the following steps:
  - The Client declares to Poste Italiane's Sales Force the volumes that he/she intends to mail
  - Poste Italiane issues an invoice for the declared quantities
  - The Client deposits the invoiced amount in advance on Poste Italiane's specific accounts.
  - Only after payment has been effected, the Client is allowed to proceed to mailing.
- **Payment in arrears**: such method consists of the following steps:
  - The client mails the items
  - Poste Italiane issues invoice for the quantities mailed
  - The payment is settled via DPP (*Domiciliazione Preautorizzata del Pagamento*, i.e. direct debit) 30 days after the invoice is issued.

The authorization code is mandatory and must be reported on the postal item choosing from one of the following options:

- Inside the logo (see paragraph 5)
- On the first line of the address block, preferably maintaining a single blank space. In this case it is recommended to use Times New Roman 8pt font.

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

5 LOGO

Postatarget Gold product must be identified through a specific logo.

5.1 PPI LOGO

For PPI mailings, it is possible to have the logo either in standard format or in a format personalized by the Client, as described in the following paragraphs.
The standard logo and the basic designs for personalization are available in electronic format on Poste Italiane website or may be requested at the following address: internationalpostalbusiness@posteitaliane.it.

5.1.1 PPI standard logo

For Postatarget Gold the following logos are required:

Framework, texts = 100 k
Shadow = 30 K
For gold logo: background and wording “Poste Italiane” = pantone 872C; four-colour process: 20 C / 30 M / 70 Y / 15 K

DIMENSIONS:
40 x 70 mm “Postatarget” = 30 pt / “Gold” = 26 pt aligned right
26 x 45 mm “Postatarget” = 19,5 pt / “Gold” = 17 pt aligned right
20 x 35 mm “Postatarget” = 15 pt / “Gold” = 13 pt aligned right

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

The following logos with a white framework create a contrast against light colour backgrounds, as in the following examples.

Framework: white
Text “Postatarget GOLD” and authorization code/homologation= Black or white
Textsi: 100k
Background and wording “Poste Italiane” = Pantone 872C - 20 C / 30 M / 70 Y / 15 K
Shadow = no color

It is preferable to use logos in pantone “gold”, rather than the black and white version, in order to confer distinctiveness. It is not allowed to use logos in a colour different from the colours illustrated above.

5.1.2 Personalized PPI logo

The Client can insert some personalizations in the following logos. It is however not allowed to modify logos in terms of colours, texts and dimensions

.

Frame = 20 C / 30 M / 70 Y / 15 K
Shadow = 30 K
Brand = CMYK

Frame = 100 K
Shadow = 30 K
Brand = 100 K

DIMENSIONS:
40 x 70 mm “Postatarget gold” = 15 pt aligned right
26 x 45 mm “Postatarget gold” = 9,5 pt aligned right
20 x 35 mm “Postatarget gold” = 7,5 pt aligned right
Lettering: Univers 55 Oblique

It is allowed to insert in the logos Client’s brand, drawings, marks and printings, as shown in the following examples.

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

The standard logo and the basic designs for personalization are available in electronic format on Poste Italiane website or may be requested at the following address: internationalpostalbusiness@posteitaliane.it.

.

Personalized logos must comply with Poste Italiane's code of ethics, which is available on the site www.poste.it.

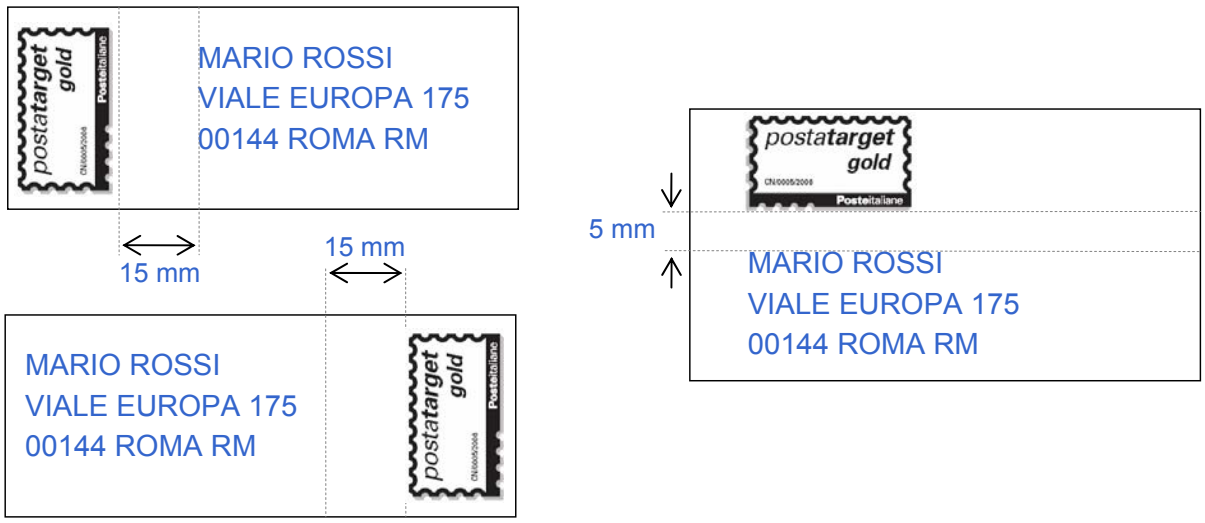
This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

5.1.3 Placement of the logo

The logo must always be reported on the same side of the address block and preferably in the upper right corner of the item. Alternatively, it may be placed anywhere else on the item, as long as all the required clear zones are kept (see paragraph 10.9).

The PPI logotype may also be placed on the address label glued to the item:

- above the address, keeping a clear zone of 5 mm
- to the right or left of the address, rotated by ±90° and keeping a clear zone of 15 mm.



6 VALUE ADDED SERVICES

Postatarget Gold provides one of the following Value Added Services at no extra cost:

- Return to sender
- Posta Report
- Monitoring

6.1 RETURNS

This service permits the physical return of undeliverable items; the reasons for non-delivery are indicated in a box imprinted directly on the item or on a label affixed by Poste Italiane.

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

Posteitaliane Mod. 24B - Cod. 8910

Siamo spiacenti di non aver recapitato questo invio in quanto:

☐ è stato rifiutato ☐ l'indirizzo è insufficiente
☐ l'indirizzo è inesatto ☐ l'indirizzo è inesistente

il destinatario è:

☐ irreperibile ☐ sconosciuto
☐ deceduto ☐ trasferito

Data _____ **Firma** _____

The Client requesting the service of return of undeliverables must indicate it clearly on the item with the following wording: ""In caso di mancato recapito inviare al CMP/CPO di (*indicate here the post office)* per la restituzione al mittente previo pagamento resi.".

Alternatively, the client can use the logo "Resi Mittente", where the name of the CMP (automated post office) to return the item to must be clearly legible. The logo must be placed next to the product logo in the upper right corner of the item, as in the example below:

The standards required for sender's address composition are the same as those for delivery address composition, as described on Poste Italiane site: *http://www.poste.it/en/postali/cap/howto.shtml*.
Both sender's address block and the wording must be placed on the same side as the delivery address block, preferably in the upper left hand corner of the item.

6.2 POSTA REPORT

The service consists of an electronic reporting of undeliverable items informing on the reasons for non delivery for each item without the physical return of the items.
The Client requesting Posta Report service must place on the item a barcode and a box indicating the reasons for non delivery, according to Poste Italiane's specifications.

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

Posta Report permits to:

- Keep address databases updated
- Improve redemption rates for marketing campaigns
- Eliminate physical handling of returns (collection, filing, data capture, etc.)

6.3 MONITOR

The service provides a statistical monitoring of delivery status of mailings, through a report showing the percent distribution of items delivered by delivery times (e.g. J+3 85%, J+4 90%, J+5 100%).
The service shall be provided by a certified research company, independent of Poste Italiane, in order to ensure the utmost transparency.
In case on of non fulfillment of declared delivery times, refunds shall be calculated and bonuses on future mailings shall be issued.

6.4 OTHER SERVICES

For details on additional services available please contact your business representative or visit the site www.poste.it.

7 ITEM TECHNICAL SPECIFICATIONS

Requirements that items have to meet to be processed by automated mail sorting equipment of Poste Italiane are described below.
Two formats are available for machinable items (P Format and M Format). These formats are defined according to items dimensions and weight.

7.1 P FORMAT

Rectangular items meeting the following characteristics fall within P Format:

DIMENSIONS L ≥ 1.4 H	Formato P	
	Min	Max
L length (mm)	140	235

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

H height (mm)	90	120
T thickness (mm)	0.25	5
W weight (g)	4	50

The length/height ratio of the item (aspect ratio) must be equal to or greater than 1.4 (see paragraph 10.7.1).

The thickness differences between the thinnest and the thickest parts of the items must be less than 40% of maximum thickness, on the understanding that maximal dimensions allowed for the format are always respected (see paragraph 10.7.2).

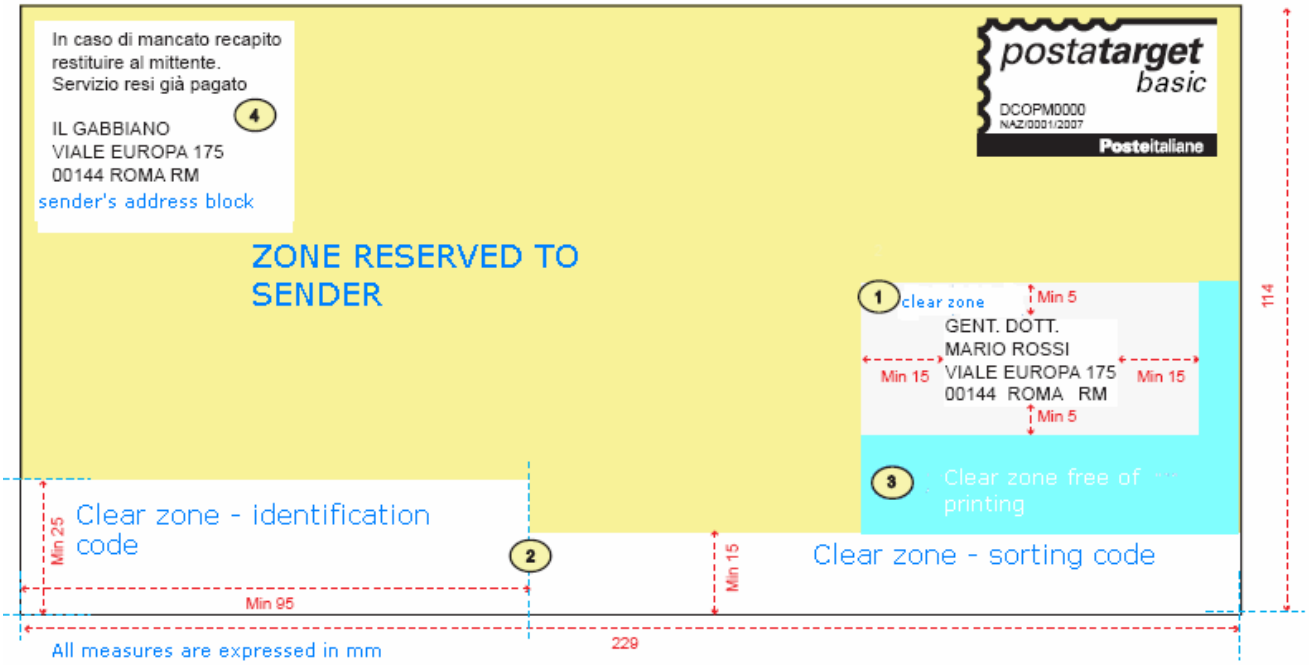
TECHNICAL REQUIREMENTS – P Format

- Postal items may be:
  - enveloped
  - in postcard format;
  - in folded format (in the last case the items must be perfectly sealed on the four sides with adhesive bands for all the length of the edges, so that it does not impair item machinability.)
- The wrapping must be made of paper
- Items in cellophane are not allowed
- Postcards with perforations/drillings are not permitted.
- Item material and packaging must meet Poste Italiane technical standards requirements (see paragraph 10).
- Only paper content is allowed. It is allowed to insert plastic cards in conformity with specifications laid out in paragraph 10.11.1 and subject to prior authorization from Product Homologation Centre during Homologation phase. Other gadget typologies are not admitted.
- It is not allowed to insert/affix pins, clips, staples, coins, etc.
- The address block must respect technical standards in terms of layout, typeface and number of lines (see paragraph 10.8).
- It is mandatory to comply with address composition standards described on the site of Poste Italiane (see http://www.poste.it/en/postali/cap/howto.shtml)
- Clear zones must be respected according to paragraph 10.9 .

Please note that the figure below is merely illustrative and is not drawn to scale.

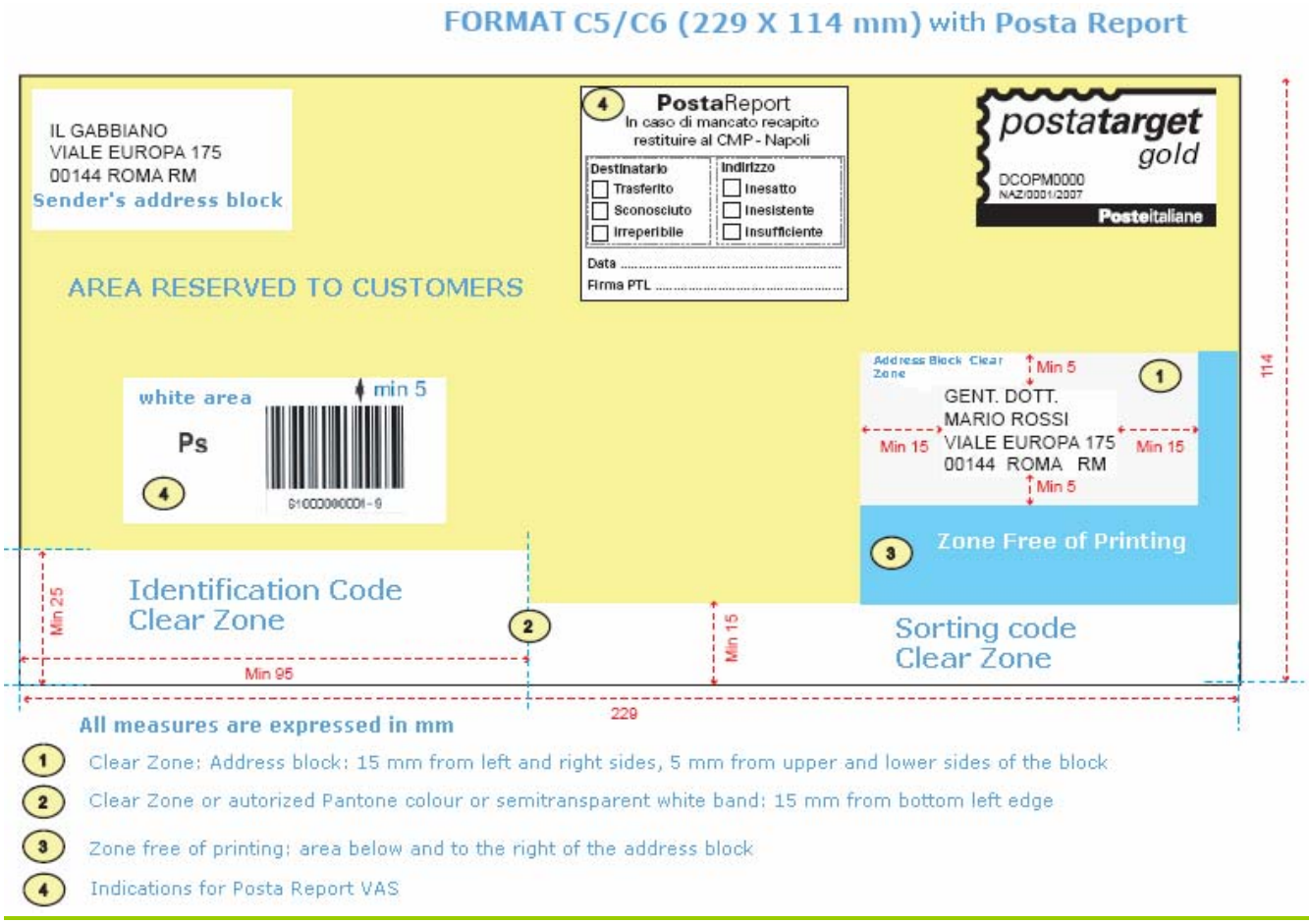
This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

FORMAT C5/C6 (229 X 114 mm) with Return to Sender



1. Clear zone: Address block: 15 mm from left and right sides, 5 mm from upper and lower sides of the block.
2. Clear zone or authorized Pantone or semitransparent white band: 15 mm from bottom edge for all the length of the item and 95 x 25 mm from bottom left edge.
3. Zone free of printing: area below and to the right of the address block
4. Indications for Return to Sender

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.



7.2 M FORMAT

Rectangular items meeting the following characteristics fall within M Format:

	M Format		P Format
	Min	Max	Max
L length (mm)	140	353	235
H height (mm)	90	250	120
T thickness (mm)	0,5	25	5
W weight (g)	10	2'000	50

M Format shall be applied in the event of at least one item dimension exceeding the maximum values allowed for P Format.

The thickness differences between the thinnest and the thickest parts of the item must be less than 40% of maximum thickness and never greater than 5 mm, on the understanding that maximum dimensions allowed for the format are always respected (see paragraph 10.7.2)

TECHNICAL REQUIREMENTS –M Format

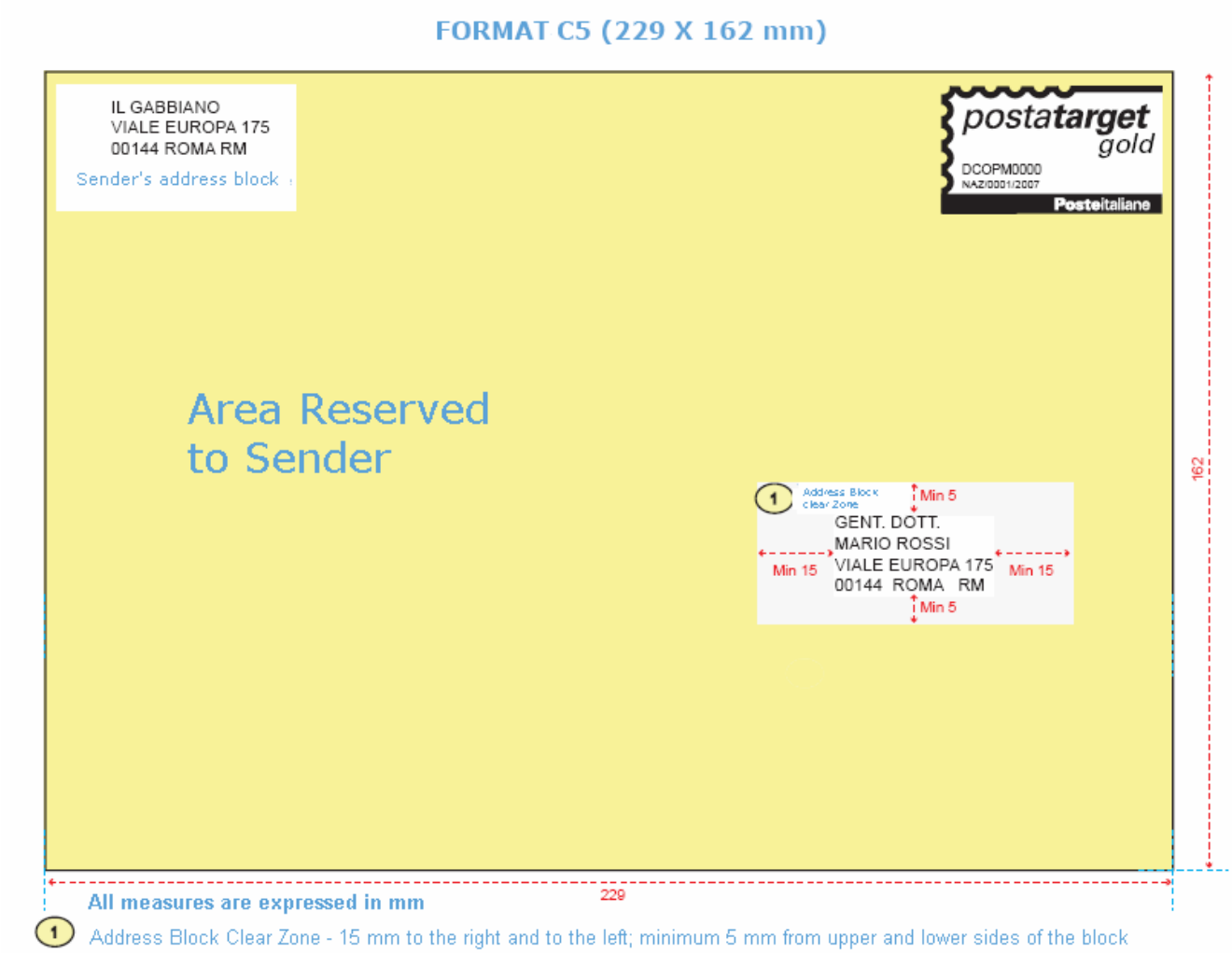
- Items may be:

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

- In paper envelopes;
- In paper postcard format;
- In folded paper format (in the last case, all sides of the items must be perfectly sealed with adhesive bands for all the length of the item so that item machinability is not compromised.)

- Items in cellophane are not allowed.
- Postcard with perforations/drillings are not allowed.
- Item packaging and material must meet Poste Italiane's technical standards (see paragraph 10).
- Only paper content is allowed. Plastic cards, IT storage media (CDs, DVDs) and heat-sealed bags may be inserted in compliance with technical specifications in paragraph 10.11 and subject to authorization by Product Homologation Centre during homologation phase. Other gadget typologies are not allowed.
- Clear zones must be respected as detailed in paragraph 10.9 .
- The address block must respect technical standards in terms of lay-out, typeface and number of lines (see paragraph 10.8).
- It is mandatory to conform to address composition standards described on the site of Poste Italiane (see *http://www.poste.it/en/postali/cap/howto.shtml*).

Please note that the figure below is merely illustrative and is not drawn to scale.



This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

7.3 2D CODE

Upon the Client's request and subject to verification during homologation phase, items may be supplied with a standard bi-dimensional "Data Matrix" barcode (2D Code). The 2D code permits to optimize internal sorting processes. It also permits the Client to benefit from the new value added services that Poste Italiane is currently developing thanks to new technology and which will be duly publicized once available.

Around the 2D code a clear zone must be kept, as indicated in paragraph 10.9.4.
For technical specifications regarding 2D code printing and placing, please refer to the following document, available on the site www.poste.it

Scheda Tecnica Codice Commerciale 2D per prodotti Postatarget

For further information regarding 2D Code use and technical specifications, please contact:

CENTRO OMOLOGAZIONE PRODOTTO
VIALE EUROPA 175
00144 ROMA RM
e-mail: infocat@posteitaliane.it

7.4 OTHER BARCODES

The Client may place on items barcodes for their own use.
The use of the following barcodes is subject to authorization from the Homologation Centre. These barcodes might in fact correspond to the ones in use on Poste Italiane facilities and might therefore impair product machinability:

- 2D "Data Matrix";
- Code 2 of 5 interleaved (ITF);
- Code 39;
- Code 128.

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

8 HOMOLOGATION

It is mandatory to subject products to homologation by contacting the Product Homologation Centre through the business representative
The Homologation Process is aimed at verifying the compliance with Product standards defined by Poste Italiane.

Detailed information on the homologation process and the related application form (Modello OP) are available on the site www.poste.it.

Poste Italiane's offices to contact for further information and to activate the service are listed, according to the homologation type and the area of reference, on the site www.poste.it.

Each homologated item, in cases where the issue of the Homologation Code is required, must bear the homologation code in two alternative ways:

- inside the **logo:** In this case the code must be reported on a single line placed inside the logo;
- above the recipient's **address block,** on the top line of the address, single spaced with a blank line and in Times New Roman 8pt font; in case the PPI code of authorization is inserted on the top line of the address block, the homologation code must be reported on the second line of the address block.

DCOPM0000

POSTE ITALIANE S.p.A.
VIALE EUROPA 175
00144 ROMA RM

CN/0005/2007
DCOPM0000

POSTE ITALIANE S.p.A.
VIALE EUROPA 175
00144 ROMA RM

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

9 ACCEPTANCE AND CHECKINGS

All mailings shall be subjected to checks by Poste Italiane during acceptance phase.
Checks will be aimed at verifying the compliance of mailing with necessary requirements to qualify for the service, as well as to determine the correct price to be applied.
Criteria for resolving irregularities shall be duly publicized by Poste Italiane, along with methods that shall be applied in case of random checks.

In particular, during the acceptance phase, mailings consisting of identical weight items shall be weighed to verify mailed volume. On the basis of weight per single item and of total weight, the detected volume shall be compared with the one declared on the posting list for verification.
The compliance with pre-sorting requirements and product characteristics as well as the accordance of mailings with set requirements shall be verified through random checks on boxes/ bundles. The mailing shall be accepted solely in case of positive results.

In case the checks prove negative the Client will have the option to withdraw the mailing and take care of its regularization or to request its acceptance anyway against payment of the applicable prices. The prices to be applied in case of non pre-sorting of PostaTarget products are available on the site: www.poste.it.
Regardless of the volumes mailed, the Client must plan mailings using the Mailing Reservation Service ("Servizio Prenotazione Spedizioni") available at www.poste.it, in order to optimize the activities on the whole productive cycle of Poste Italiane. Prior to each mailing the Client must communicate to Poste italiane the number of items to be mailed to every destination Zipcode.
Two sample items (non returnable) are requested per single mailing.

9.1 ACCEPTANCE CENTRES

For domestic mail and according to the volumes to be handled, Postatarget Gold mailing must take place at:

- **CMP** (Postal Automation Centres): with no weight limits;
- **Provincial Centres**: up to a maximum weight of 1 000 Kg per daily mailing per client;
- **Distribution Centres (CDs)** which are qualified for acceptance: up to 200 Kg per daily mailing per client;
- **PosteBusiness**: up to 5 000 items and strictly up to a maximum weight of 200 Kg per daily mailing per client;

The mailing must always be accompanied by an acceptance note (Form No 247).

The list of CMPs, Provincial centres and Distribution centres (CDs) qualified for acceptance is available on the site www.poste.it. Poste Italiane reserves the faculty to update the list of acceptance points and delivery methods.

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

For international mailing, items must be delivered at:

CSI (International exchange centre) located at Via Archimede, 2. 20068 MILANO.

9.2 OPENING TIMES AND LIMITS FOR ACCEPTANCE

Acceptance structures of CMPs and Provincial Centres shall be accessible at least at the following opening times:

- 8.30 -5 pm Monday to Friday
- 8.30 -12 pm (noon) Saturday

For the delivery process to start on the same day of acceptance the product must however be presented no later than the following times (Mondays to Saturdays)

- 2 pm for structures of acceptance located at CMPs (with the following exceptions: 12 pm (noon) for the CMP in Bari, 10 am for the CMP in Lamezia Terme);
- 11 am for structures of acceptance located at Provincial centres and DCs;
- 1 pm for PosteBusiness.

For all items presented by the above time limits, delivery service shall become effective as of the same day of acceptance.
For mailings presented later than the above time limits, delivery service shall become effective only as of the first working day following the acceptance day.

10 APPENDIX

The machinability characteristics to be fulfilled to qualify for Postatarget Gold mailings are listed below.

10.1 TERMS AND DEFINTIONS

Acronym / Term	Description
ASTM	American Society for Testing and Materials
Condensed (typeface)	Reduced spacing of characters composing a word
Columning	Grids, broken lines, grid patterns or perforations
Front of the item	The side of the envelope with no closing flaps
Gloss	Measure of Reflection
Haze	Measure of Opacity
Spacing	Space between address lines
ISO	International Organisation for Standardisation
Opacity of the transparent band	Measure of transparency in % of the white band that may be applied to the clear zone.

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

Pantone	International colour match system for colour selection, specification, identification and control.
Back of the item	Side of the envelope with closing flaps
UNI EN	Ente Nazionale Italiano di Unificazione

10.2 ENVELOPE FORMATS

The recommended standard envelope formats are:

FORMAT	DIMENSIONS (length x height)
DL	**220 mm x 110 mm**
C5/C6	**229 mm x 114 mm**
C6	**162 mm x 114 mm**
C5	**229 mm x 162 mm**
C4	**324 mm x 229 mm**

10.3 ENVELOPE MATERIAL

The material to be used for the envelopes must meet the following characteristics:

ENVELOPE CHARACTERISTICS	VALUES
Grammage (UNI EN ISO 536/98)	**≥ 60 g/m^2**
Thickness (EN 20534/94)	**100 ÷ 150 µm**
Opacity (UNI 7624/86)	**≥ 90 %**
Laceration index (UNI EN 21974/95)	**≥ 6 mNm^2/g**

10.4 WINDOW MATERIAL

The material to be used for the window of the envelope must have the following characteristics

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

WINDOW CHARACTERISTICS	VALUES
Material	Polystyrene type
Grammage (UNI EN ISO 536/98)	34 g/m^2 ± 5 %
Thickness (ASTM D 374 C)	32 µm ± 5 %
Gloss at 60°(ASTM D 2457/77)	≤ 60 %
Haze (ASTM D 1003/88)	≤ 25 %
Tearing strength (ASTM D 1004– 94) (N/mm of thickness)	Long. ≥ 50 N/mm Transv. ≥ 30 N/mm

10.5 POSTCARD MATERIAL

The material to be used for postcards must meet the following characteristics::

POSTCARD CHARACTERISTICS	VALUES
Grammage (UNI EN ISO 536/98)	235 ÷ 500 g/m^2
Thickness (EN 20534/94)	150 ÷ 300 µm
Bending resistance (UNI 9070/94)	≥ 44,0 mN
Laceration index (UNI EN 21974/95)	≥ 6 mNm^2/g

10.6 SELF MAILERS

Items prepared with self-mailer technology – in addition to respecting the technical specifications reported on the present document – must meet the following requirements:

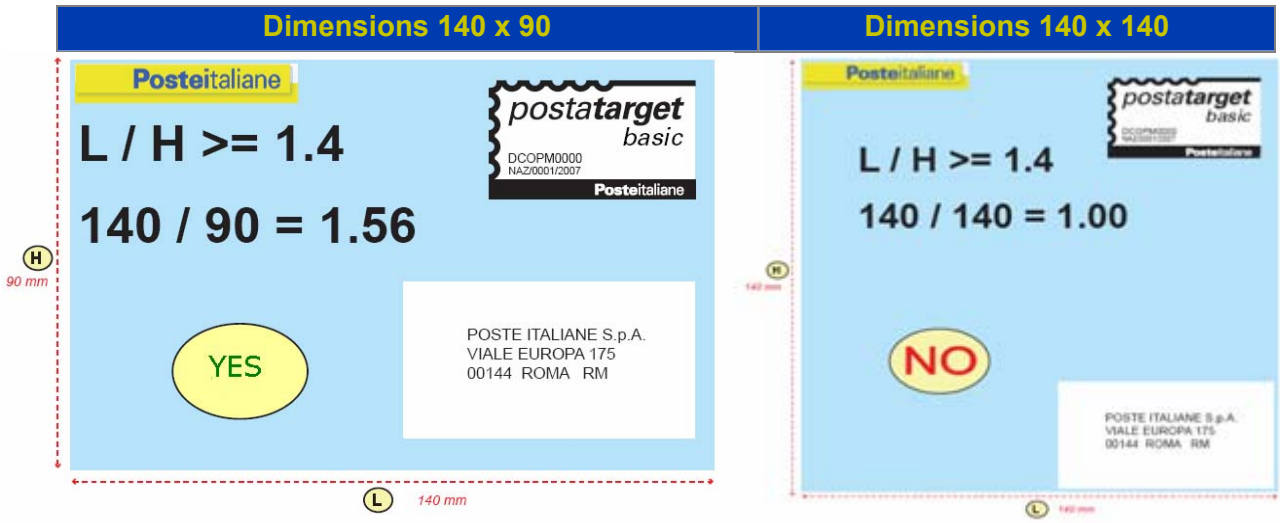
- the item must be perfectly sealed on the four sides;
- in case of perforations on the item these must ensure the sealing during postal processing;
- the adhesive used must not leak out;
- In case of side flaps intended to be detached to facilitate item opening, these must not fold (perforation methods and appropriate glues must be used in order to avoid this eventuality).

10.7 PHYSICAL CHARACTERISTICS OF ITEMS

10.7.1 Length/height ratio (P Format)

For P Format only, the item length/height ratio (aspect ratio) must be equal to or greater than 1.4. This requirement essentially implies that square items are not admitted.

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.



The following table shows a few examples of length/height ratios and their automation compatibility.

Length (mm)	Height (mm)	L / H Ratio	OK
140	90	1.56	**YES**
140	100	1.40	**YES**
140	110	1.27	**NO**
160	120	1.33	**NO**
229	114	2.01	**YES**

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

10.7.2 Thickness

The thickness differences between the thinnest and the thickest parts of the item must be less than 40% of minimum thickness and never greater than 5 mm, on the understanding that maximum dimensions allowed for the format are always respected.

$$\frac{A-B}{A} \leq 0{,}4 \qquad \text{and} \qquad A-B \leq 5\text{mm}$$

The following table presents a few examples of item thickness and automation compatibility requirements.

Minimum Thickness (mm)	Maximum Thickness (mm)	Thickness difference	Difference % (Max 40%)	OK
0.15	0.21	0.06	40%	**YES**
1.00	1.40	0.40	40%	**YES**
1.00	1.80	0.80	80%	**NO**
2.00	2.80	0.80	40%	**YES**
3.10	5.30	2.20	71%	**NO**
3.58	5.00	1.42	40%	**YES**
5.00	7.00	2.00	40%	**YES**
18.00	24.00	6.00	33%	**NO**
25.00	26.00	1.00	4%	**NO**

10.7.3 Bending stiffness and resistance

Item stiffness is one of the physical characteristics contributing to the determination of product automation compatibility. Requirements are different for P Format and M Format.
Compliance with such requirements is crucial in particular for items containing inserts.

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

Formato P – Bending resistance

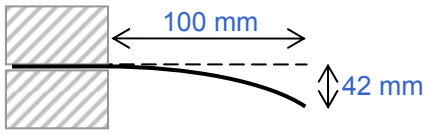
Bending resistance, determined in accordance with UNI 9070 regulation, must be less than 2 000 mN.

Formato M – Bending stiffness

Bending stiffness, determined in accordance with UNI 10184 regulation and measured on the rigid side of the item, must be equal to or greater than 5 Nmm

B ≥ 5 Nmm

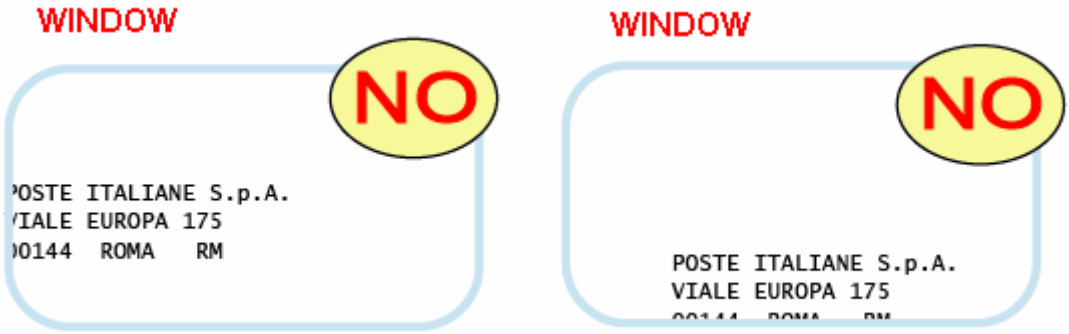
Such value roughly corresponds to the stiffness of an object which, if horizontally held in a clamp with 100 mm hanging loose from the grip point, does not bend under its own weight for more than 42 mm from the level of the grip point. (see image below)



10.7.4 Shifting of inserts inside the item

An excessive shifting of the insert (sheet) inside the item (envelope) may cause:

- the partial concealment of information placed beneath the windows
- the item to exceed allowed limits for thickness differences.



In order to avoid such drawbacks it is therefore necessary to ensure that items are properly prepared (appropriate dimensions of envelopes vis-à-vis windows and inserts, central placement of the address block and 2D codes, etc.).

10.7.5 Closing flaps and stickers

Close attention must be given to the choice of glues and adhesives used for item preparation and for closing the flaps. Item preparation must ensure that:

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

- the item does not open during processing
- the adhesive does not leak out
- the gluing of windows does not cause wrinkles on the transparent film.

10.8 ADDRESS BLOCK

10.8.1 Definition

The “address block” is defined as the set of lines composing the address.

For convenience, hereafter, the expression “address block” shall be used to refer to the rectangle which frames address lines, as shown in the following examples:

MARIO ROSSI VIALE EUROPA 175 00144 ROMA RM	SPETT. ARCHITETTO LUIGI BIANCHI VIA PAISIELLO 32 74012 MARTINA FRANCA TA	SALVATORE VERDI VIALE EUROPA 175 00144 ROMA RM

10.8.2 Address block position

The address block may be:

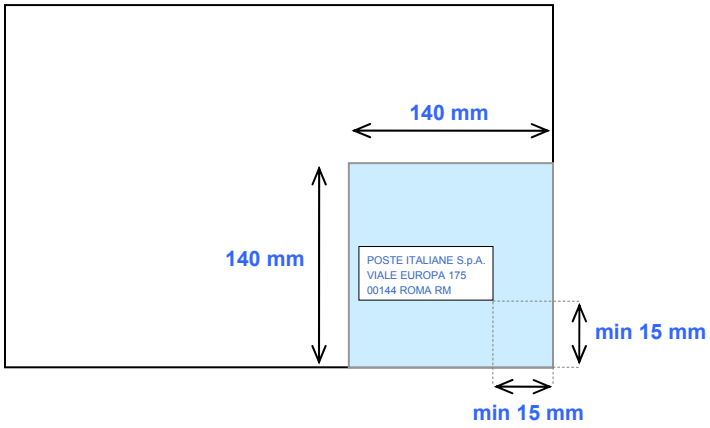
- printed directly on the item;
- printed on an appropriate label;
- placed inside the item and visible through a transparent window made of a material meeting the characteristics described in paragraph 10.4

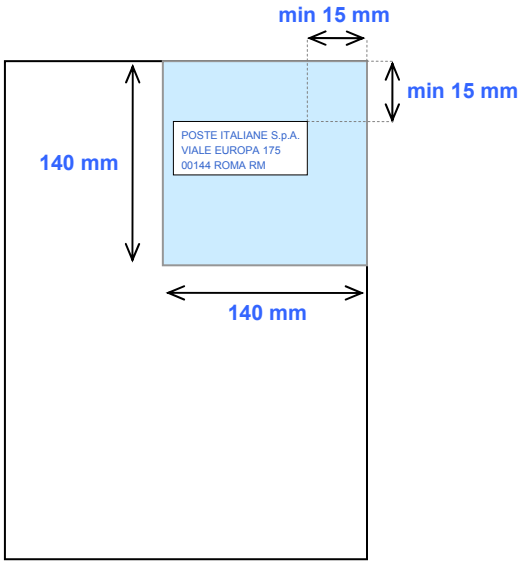
The address block must be placed on the item (see figure below):

- within a 140x140 mm area from the lower right corner, in case it is parallel to the longer side of the item.
- within a 140x140 mm area from the upper right corner, in case it is parallel to the shorter side of the item (allowed for M format only)
- at a minimum distance of 15 mm from outer edges.

The address block and the logo may be shown on the back of the envelope, always in compliance with prescribed specifications.

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.





10.8.3 Address block printing specifications

Printing specifications required for delivery address block are listed below:

- The address must be written in black ink on a white background
- Character style: only “normal” is allowed
- Other styles may not be used, such as:
  - bold, underlined or condensed;
  - giant, graphic, gothic, italic or similar;
  - with embellishments (seriffed).
- The address block must be kept free of logos and other unrelated printing (trademarks, columning, printing in micro-characters, business representative, codes, etc.)
- The distance between two consecutive words must be comprised between 1 and 3 characters
- The spacing must be single and constant for all address lines.
- Address lines must be parallel.
- Address lines must be aligned left.
- The address lines must be at an angle of 5° maximum with the bottom of the character.
- Allowed typefaces (fonts):

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

TYPEFACE	DIMENSION (pt)	TYPEFACE WIDTH	RECOMMENDED	EXAMPLE
Arial	10-12	from 0 (normal) to 0.5(expan.)	10 pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM
Franklin Gothic Book	10-12	from 0 (normal) to 0.5(expan.)	10 pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM
Helvetica	10-12	from 0 (normal) to 0.5(expan.)	10 pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM
Lucida Console	8-12	from 0 (normal) to 0.5(expan.)	10 pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM
OCR 2-B	10-12	from 0 (normal) to 0.5(expan.)	10 pt expanded	[illegible]
Trebuchet MS	10-12	from 0 (normal) to 0.5(expan.)	12 pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM
Verdana	10-12	from 0 (normal) to 0.5(expan.)	10 pt expanded	POSTE ITALIANE VIALE EUROPA 175 00144 ROMA RM

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

10.9 CLEAR ZONES

The clear zone is an area on the item reserved to Poste Italiane, which must be arranged according to specifications described below.

Clear Zones are divided into:

① address block clear zones;

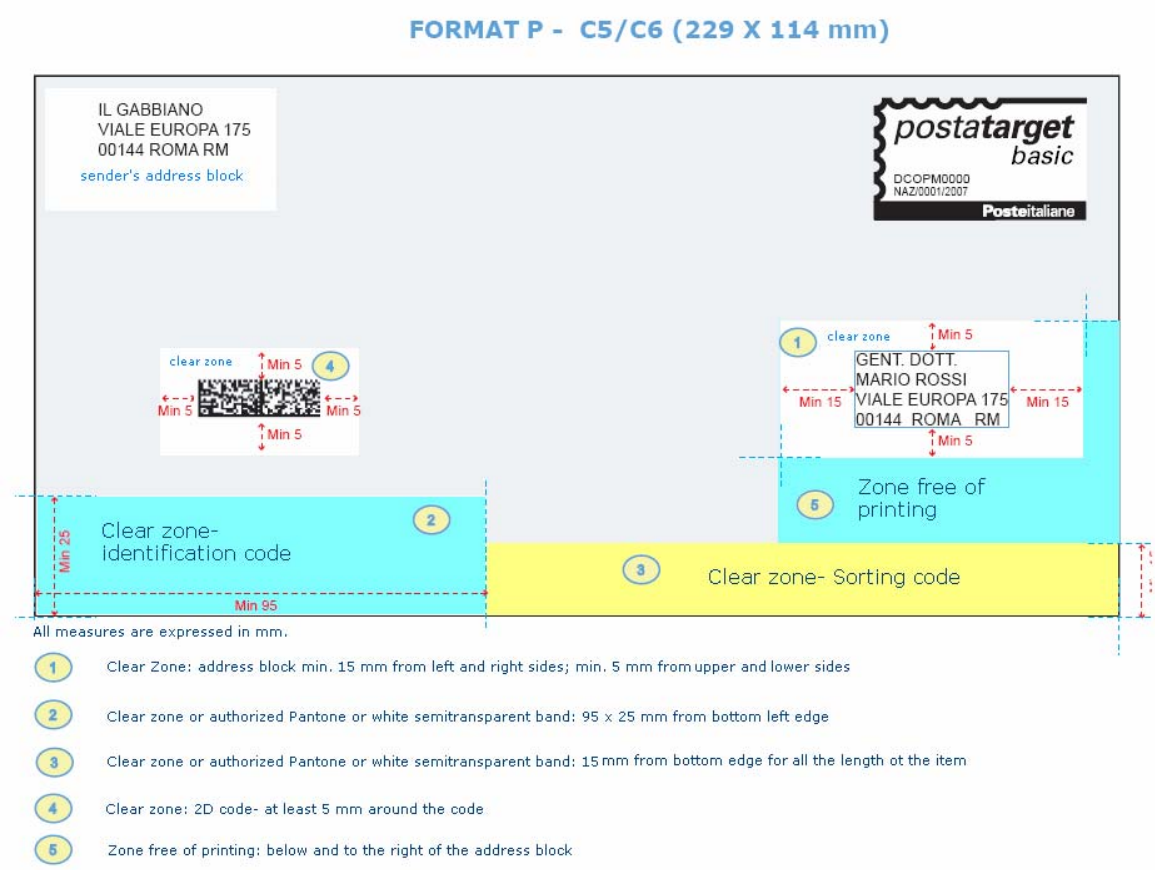
② clear zones for item identification code;

③ clear zones for sorting code;

④ 2D code clear zones;

⑤ clear zones kept free of printing.

The image below illustrates the different types of clear zones:



10.9.1 Address block Clear zone

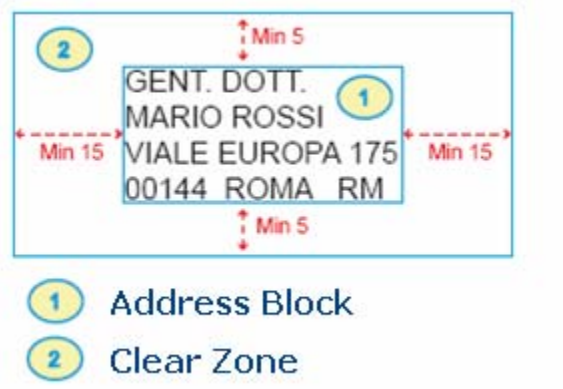
In order to ensure the recognition of the address block by automated readers, clear zones must be kept:

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

- for a minimum of 15 mm from both right and left sides of address block;
- for a minimum of 5 mm from the upper and lower sides of address block.

These zones must be white-coloured.

Mandatory for: **P Format and M Format**



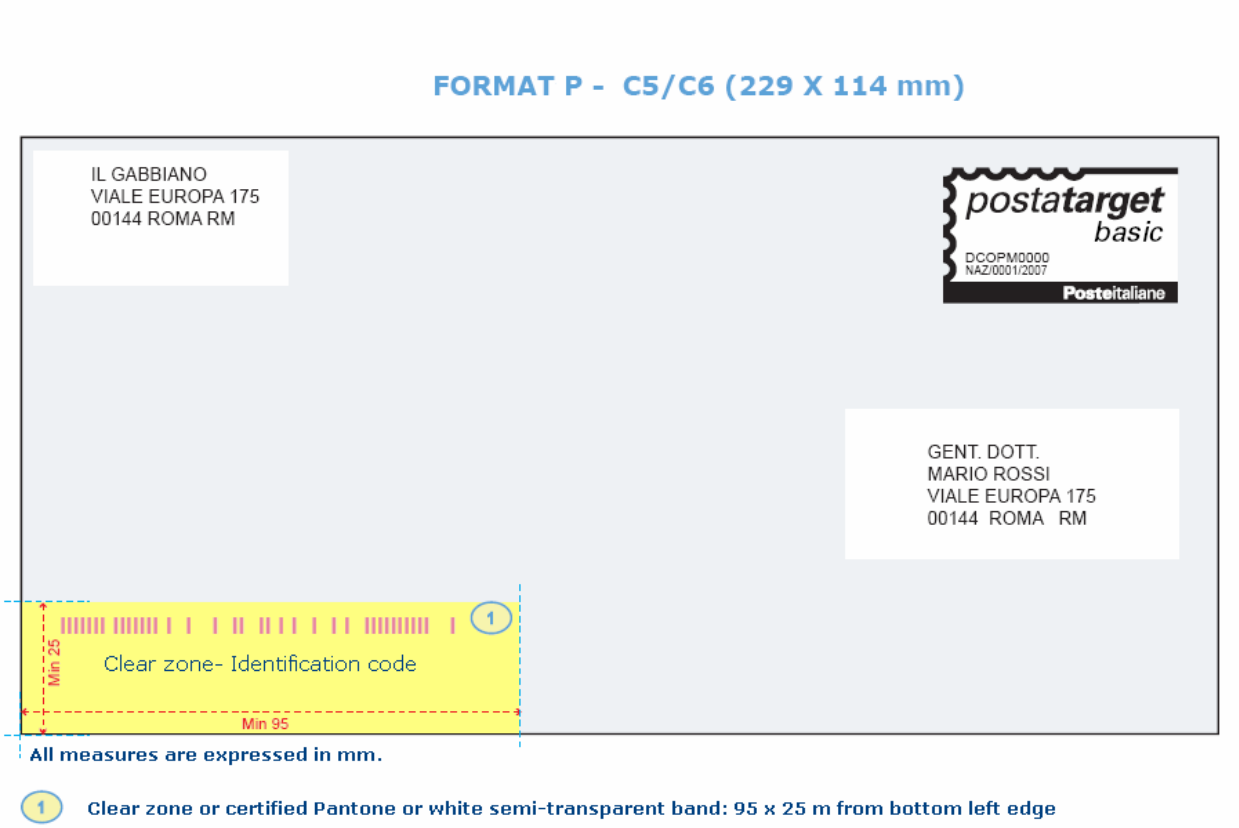
This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

10.9.2 Clear zones for item identification code

The sorting machines used for P Format apply a barcode for item identification within an area of 25 mm x 95 mm from the lower left edge.

Consequently, this zone must be white-coloured or in another colour certified by Poste Italiane (see paragraph 10.10.1, or it may present a white semi-transparent band, as described in paragraph 10.10.2.

Mandatory for: **P Format**



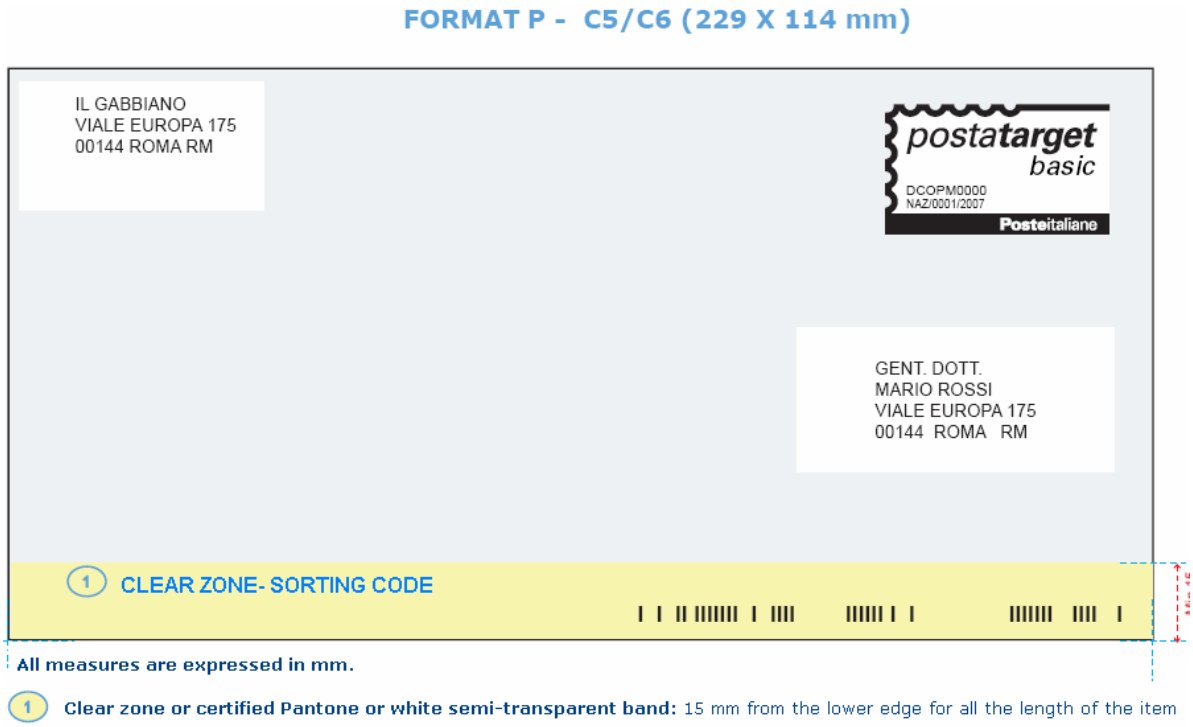
This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

10.9.3 Clear zones for sorting code

The sorting machines used for P Format apply a barcode containing item delivery information which are derived from the address block. This code is applied within an area of 15 mm from the lower edge for all the length of the item.

Consequently, this zone must be white-coloured or in another colour certified by Poste Italiane (see paragraph 10.10.1), alternatively, a white semi-transparent band may be applied as described in paragraph 10.10.2.

Mandatory for: **P Format**



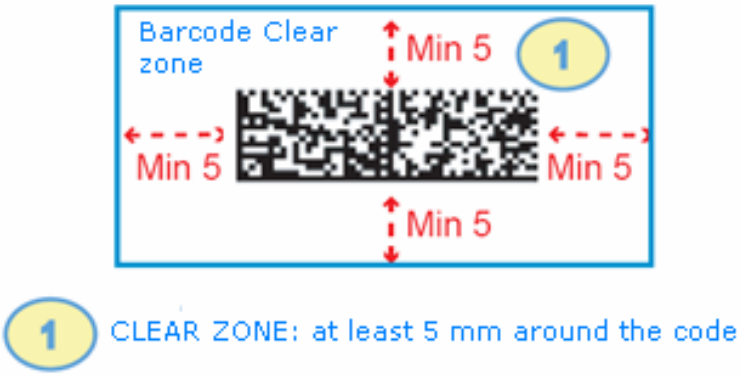
This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

10.9.4 Barcode clear zone

In order to ensure the recognition of 2D Code by automated readers, a clear zone of minimum 5 mm must be kept around the barcode.

This zone must be white-coloured.

Mandatory for: **P Format AND M Format**



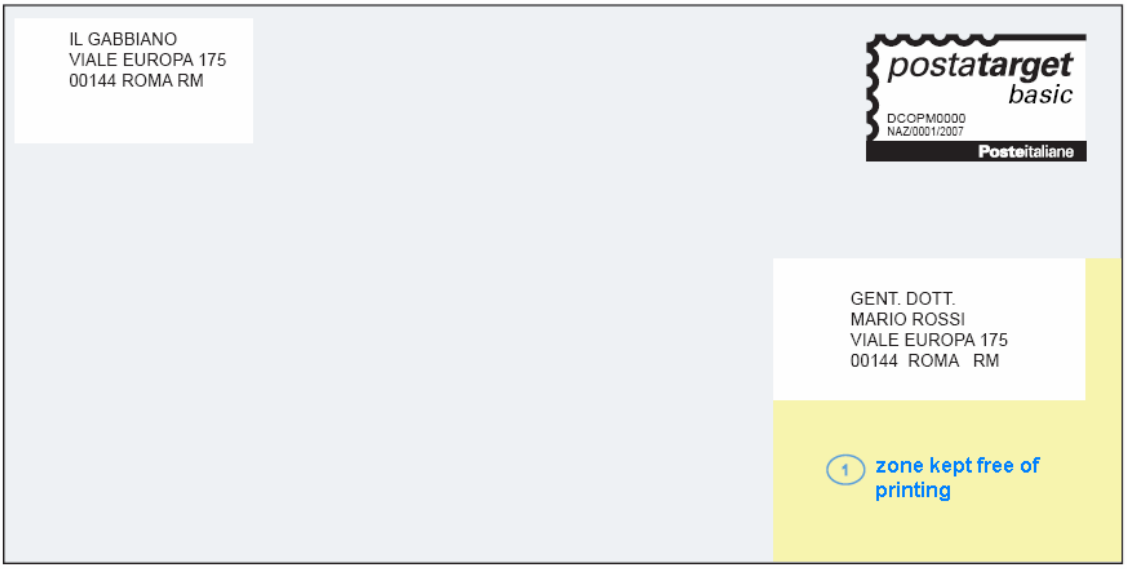
This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

10.9.5 Clear Zone kept free of printing

In order to ensure its recognition by automated readers, the area below and to the right of the address block must be free of printings.

Mandatory for: **P Format**
Recommended for: **M Format**

FORMAT P - C5/C6 (229 X 114 mm)



1 ZONE KEPT FREE OF PRINTING: below and to the right of the address block

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

10.10 CLEAR ZONES MANAGEMENT

In order to avoid limits to Clients' creativity/graphics and to ensure product automated compatibility at the same time, Poste Italiane has identified two innovative solutions to manage the clear zones required for identification and sorting codes.

- use of a list of colours certified by Poste Italiane;
- application of a white semi-transparent band.

10.10.1 Pantone colours

Poste Italiane has decided to certify colours allowed for clear zones (except for the address block and barcode clear zones) through "Pantone" technology, which is used as an international colour match system for colour selection, specification, identification and control.

The set of Pantone colours allowed and all updates regarding Pantone colours and other systems of colorimetric management are published in the following document, available on the site of Poste Italiane (www.poste.it):

Elenco Pantoni ammessi nelle zone di rispetto

Example: standard envelope using Pantone 101 U in clear zones reserved for item identification and sorting codes.

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

10.10.2 White semi-transparent band

In case the item bears uncertified logos, designs or colours in the clear zones reserved for item identification and sorting codes, it is possible to apply to its graphic arrangement and print a white semi-transparent band with a percentage of opacity equal to **85%** .

Example: standard envelope using a white semi-transparent band 85% in clear zones for item identification and sorting codes.

10.11 GADGETS

The insertion of non paper objects (gadgets and other attachments), with no commercial value, is allowed only in compliance with the following specifications and within their restrictions.
The presence of gadgets inside the item must be declared at the time of homologation request.
During homologation phase (Type C, see para. 8) compatibility to Product standards shall be verified.

10.11.1 Plastic cards

It is allowed to insert standard ISO 7810 plastic cards measuring 54x86 mm and 0.76 mm thick. (for instance Fidelity Cards).
For P Format, in addition to requirements detailed in previous chapters (dimensions, grammage, thickness, etc.), the regulations described below must be respected.
M Format requires no specific arrangements.

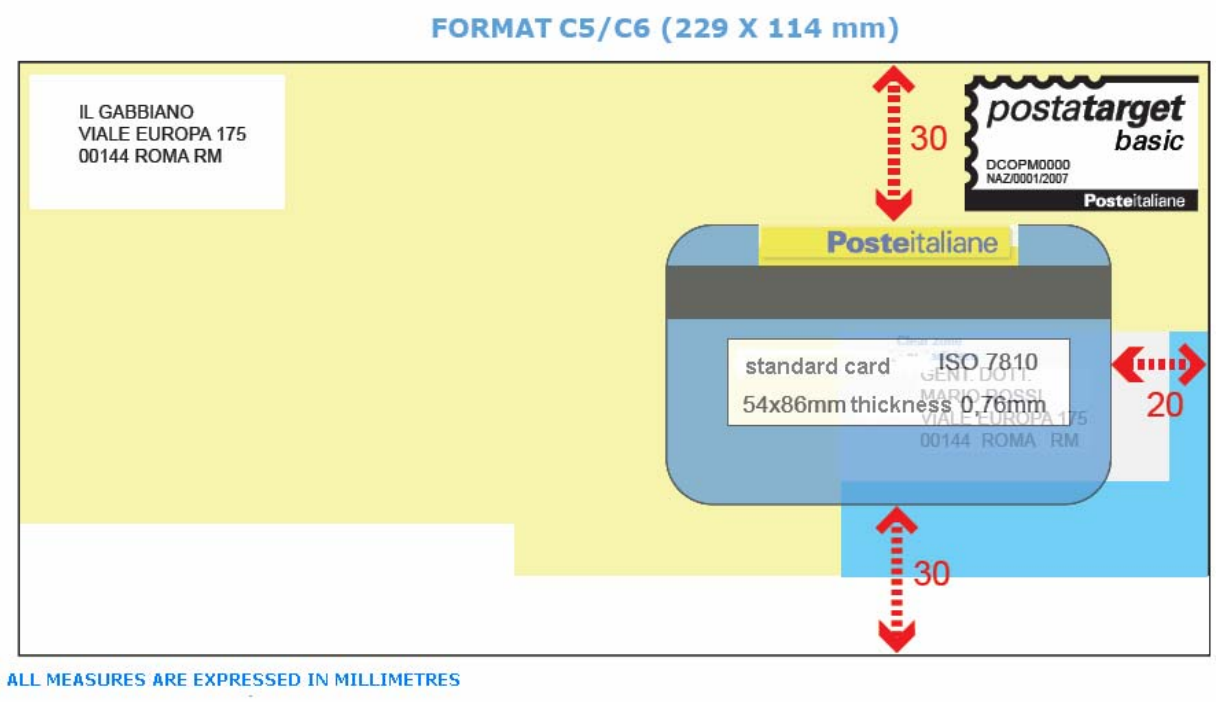
Placement of plastic card for P Format

The plastic card must be placed inside the item (see figures below), in one of the following positions with respect to the side of the envelope showing the address block:

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

- centrally with respect to the short side of the item
- at 20 mm ± 5 mm from the right edge
- so that the longer side of the card is parallel to the longer side of the item

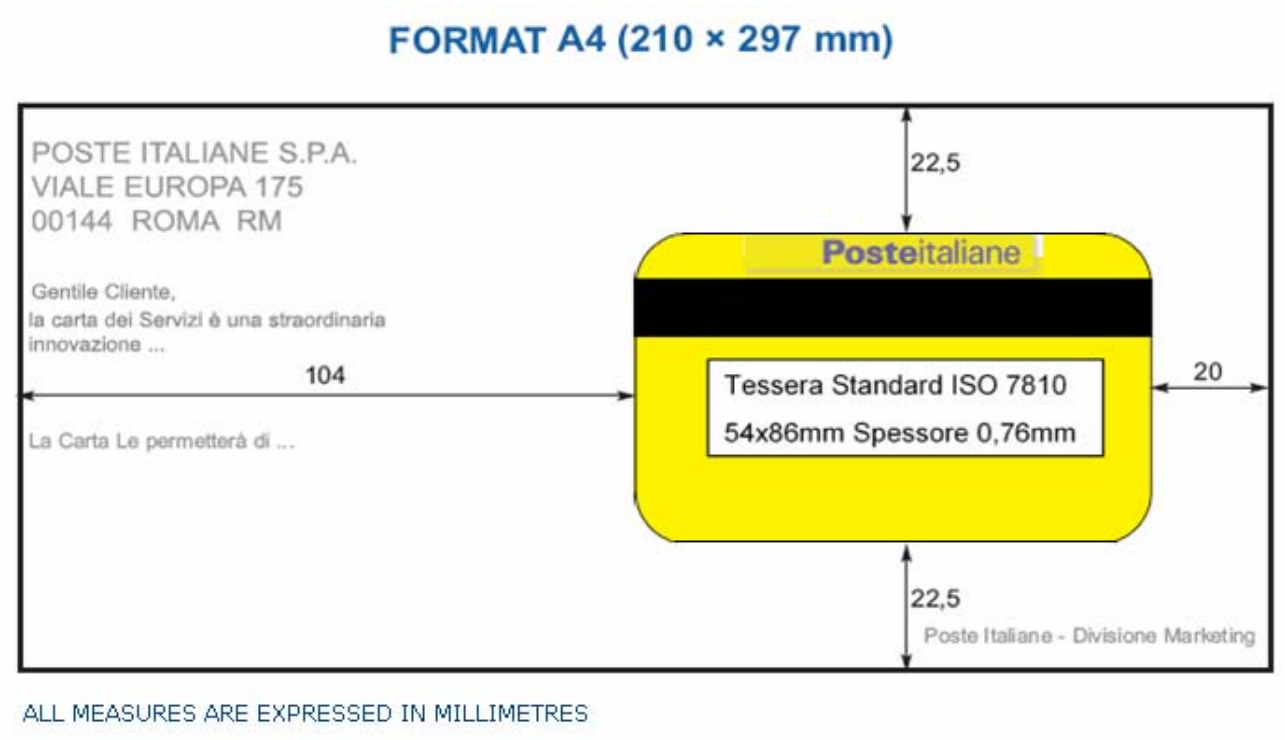
Below is an illustrative image of a P Format – Standard C5/C6 item.



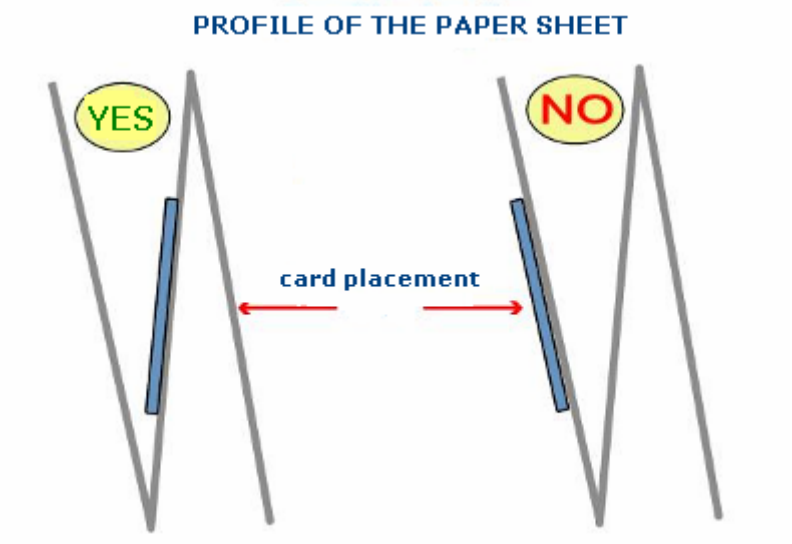
The plastic card must be correctly fastened to the support (sheet or cardboard) in order to prevent it from moving.

The image below illustrates the position of a plastic card (56x84 mm) on a A4 paper with two folds inserted in a P Format – Standard C5/C6 item.

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.



In the event of plastic cards fastened to a “Z” fold or to a C fold, the card must be placed inside the folded sheet.



10.11.2 IT storage media (CDs and DVDs)

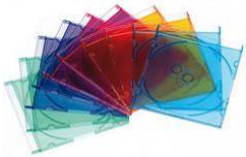
For M format only it is allowed to insert in items multimedia/ IT storage media, such as DVDs or CDs, in compliance with requirements detailed in previous chapters (dimensions, grammage, thickness, stiffness, etc.) as well as in accordance with the following indications:

.

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

It is required that CDs and DVDs packaging and their arrangement inside the item ensure that both covering and content remain intact during automated postal processing.

As it would be impossible to define the characteristics of all packaging typologies available on the market, only the most common types are reported below, along with their level of compatibility with Automated Postal machines.

Packaging	Description	Example	Allowed
Pvc sleeve	CDs/DVDs are inserted in a transparent pvc sleeve		**YES**
Paper sleeve	CDs/DVDs are inserted in a paper sleeve		**YES**
Cardboard	CDs/DVDs are inserted in a cardboard sleeve		**YES**
Cardboard with a panel	CDs/DVDs are inserted in a cardboard case with a panel which closes the packaging		**YES**
Slim box	CDs/DVDs are inserted in a 5 mm thick plastic case with a panel which closes the packaging		**NO**
Jewel box	CDs/DVDs are inserted in a rigid plastic case with a panel which closes the packaging		**NO**
Dvd Box	CDs/DVDs are inserted in a rigid plastic case which seals the packaging		**NO**

In order to ensure that the content remains intact it is recommended to prepare the item according to one of the systems in 10.11.4.

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

10.11.3 Heat-sealed bags

It is allowed, for M format items only, to insert product samples in heat-sealed wrappings, in compliance with all requirements described in previous chapters (dimensions, grammage, thickness, stiffness, etc.), as well as in accordance with the following indications.

A fundamental requirement is that the packaging of the heat-sealed bag and its arrangement inside the item must ensure the integrity of both content and wrapping during automated postal processing.

Packaging	Example	Allowed
Heat-sealed bags with no rigid parts		**YES**
Heat-sealed bags with rigid stout		**NO**

In order to ensure that content remains intact it is recommended to prepare the item according to one of the systems in 10.11.4.

10.11.4 Preparation of gadgets inside the item

It is recommended to prepare the item so that the packaging:

- ensures an adequate protection of the content
- is as close to the content as possible

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.

- does not allow shifting of the gadget inside the item

The recommended preparation standards are listed below:

Preparation	Description	Example
Air bubble padded envelopes	Padded envelopes with air bubble polyethylene lining	

This document is property of Poste Italiane S.p.A. - Sole Shareholder Company. All rights reserved.