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Ensuring the fastest possible delivery

All printed materials (letters, envelopes, cards, bulk mailing, etc.) are messengers for your company and provide a good opportunity to strengthen your company’s image. As a rule, Austrian Post puts no limits on your imagination in this regard and is pleased to offer advice on how to realise your ideas. However, in order to deliver your items as quickly as possible, and avoid delays, they must be machine readable and machine processable.

Machine processing is a term describing a technology that can read up to 40,000 addresses per hour, translate them into codes and print the codes on envelopes. Certain design criteria must be satisfied to make machine processing possible (format, spacing, and above all empty coding areas, etc.). Items that are not machine processable must be manually sorted in the distribution centres, which can lead to longer delivery times.

Machine processing also provides you the benefit of lower cost when sending letters and advertising, as only lower rate categories are possible for items that can be machine processed.

This brochure provides all the important information you need to know.

Your benefits

• Lower rate category
• Faster delivery
• Professional look
THE OUTER FORM OF YOUR ITEM

FORMAT
Machine sorting is only possible for square or rectangular items with no holes, die-cuts or velcro fasteners.

PAPER AND ENVELOPE QUALITY
Corporate design is far more than specifying colours and fonts – many designers even specify special paper types as “corporate paper” for printed materials.

It is a good idea to test items prior to production to ensure they are machine processable. One of our customer service representatives will be pleased to help you with this.

THICKNESS AND MATERIALS
Item surfaces must be uniformly smooth and flat for machine processing. Items, in particular cards, must have a surface weight of at least 160 g/m² or 200 g/m² (> A6 format). The material for paper envelopes must have a surface weight of at least 70 g/m².

Fluorescent or phosphorescent, in particular smooth (and shiny) or reflective materials are not permitted.

CARDS IN SMALL LETTER FORMAT

<table>
<thead>
<tr>
<th>SMALL LETTER FORMAT</th>
<th>(max. 235 x 162 mm; C5 format)</th>
<th>Min. size</th>
<th>140 x 90 mm</th>
<th>Max. size</th>
<th>235 x 162 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper quality</td>
<td>Min. surface weight 135 g/m² for formats larger than A6, max. 200 g/m², max. 300 g/m²</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ENVELOPE

<table>
<thead>
<tr>
<th>SMALL LETTER FORMAT</th>
<th>(max. 235 x 162 mm; C5 format)</th>
<th>Min. size</th>
<th>140 x 90 mm</th>
<th>Max. size</th>
<th>235 x 162 x 5 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight</td>
<td>Max. 50 g</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Austrian Post products: Standard and Standard Plus letter mail, Maxi Classic, Sponsoring Post (at locality bundle sales up to 50 g) and monthly newspapers at reduced delivery rates.

ITEMS WITH A FLAT FORMAT

<table>
<thead>
<tr>
<th>MAX. 235 x 260 mm (B4 format)</th>
<th>Min. size</th>
<th>140 x 90 mm</th>
<th>Max. size</th>
<th>235 x 260 x 24 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight</td>
<td>Max. 1,000 g</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Austrian Post products: Maxi and Maxi Plus letter mail.

REQUIREMENTS

GENERAL REQUIREMENTS

<table>
<thead>
<tr>
<th>Min. size</th>
<th>140 x 90 mm</th>
<th>Max. size</th>
<th>235 x 162 mm (includes standard A6, C6, C5/A5 and C5 format)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper quality</td>
<td>Min. surface weight 135 g/m² for formats larger than A6, max. 200 g/m², max. 300 g/m²</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ENVELOPE

For items with open edges

<table>
<thead>
<tr>
<th>Paper quality</th>
<th>(for items with open edges)</th>
<th>Surface weight: 105 g/m²</th>
</tr>
</thead>
</table>

The bottom edge of the item must have a flap, or the edge must be glued along its entire length (no slit windows). The glue must always extend to the edges of the item. If the item has closure flaps, these must be glued up to the edge (especially the bottom edge), in order to ensure the closure flaps do not protrude.

SELF MAILER WITH CLOSED EDGES

The item must be completely sealed on all sides. Staples and clips may not be used to close items.

<table>
<thead>
<tr>
<th>PAPER QUALITY</th>
<th>(for completely sealed items)</th>
<th>Surface weight: 105 g/m²</th>
</tr>
</thead>
</table>

Permissible variations:

Self mailer, right and left edges open: Self mailer, top edge open:

SELF MAILER WITH OPEN EDGES

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Self mailer, right and left edges open: Self mailer, top edge open:

AUSTRIAN POST'S EFFICIENT BUSINESS SOLUTIONS
For window envelopes in particular, ensure that the contents and envelopes are precisely aligned so that the address is fully visible in the window at all times. Perforations must also not open or detach. Flaps must be designed to prevent items from interfering. Standard commercially available window envelopes are very suitable for machine processing.

The following points must be observed for custom-designed items:

- Rectangular window on the front side (i.e. the side of the envelope without the closure flap)
- Minimum window size: 90 x 35 mm
- The window material must not fold or crimp
- Non-rectangular die-cut items
- Non-rectangular cut-out items
- Items, particularly up to C5 format, with protruding closures, attached objects (staples/dips), movable or pull-out parts, cut-outs, etc.
- Protruding objects may not be contained in or attached to the outside of items.

**LAYOUT OF AN ITEM**

**UNFORTUNATELY NOT ALLOWED!**

Machine processing is not possible in the following cases. Please note that prior testing should definitely be done when using such items for large-scale mail-outs.

- **Transparent envelopes**
- **Envelopes with a window covering the entire front or rear side**
- **Expansion envelopes**
- **3D mailers and tube-shaped items**
- **Non-rectangular die-cut items**
- **Non-rectangular cut-out items**
- **Items, particularly up to C5 format, with protruding closures, attached objects (staples/dips), movable or pull-out parts, cut-outs, etc.**
- **Protruding objects may not be contained in or attached to the outside of items, i.e. objects such as key rings, thick small-size envelopes or sample products.**

**SENDING INFORMATION AREA**

The sending information must be positioned at the top left of the item, up to 40 mm from the upper edge. If otherwise impossible due to lack of space, the sending information can be located on the rear side of the item in exceptional cases.

If this information is shown in a window or on address labels, it must be single-spaced and positioned clearly above and offset from the recipient address.

**ADDRESS AREA (READING AREA)**

The address area contains the recipient address. The colour of the background must be white or light monochrome in colour (also no shading).

The address must be located to the right of the item in small letter format – small letter (width 15 mm).

**FRANKING AREA**

The franking area is used for the postage paid indicia. It must be kept free of other lettering.

**CROSSING OUT AREA UP TO C5 FORMAT – SMALL LETTERS**

The crossing out area for items in small letter format is along the lower edge of the item (height 15 mm) and along the left-hand side of items in portrait format (width 15 mm).

This area does not have to be kept clear for any other item formats.

The crossing out area may not contain printing or lettering, and must be white or light monochrome in colour (also no shading).

**LETTERING, LOGOS AND GRAPHIC ELEMENTS**

Lettering and other graphic elements must be at least 5 mm away from the window or address area (clear zone).

Lettering should have as little resemblance to the coding area as possible and should therefore be right-justified or centred.

**BLEED PRINTING**

Avoid bleed printing into the coding area (see illustration in example section). Please contact one of our Austrian Post customer service representatives, if you would nevertheless like to send a letter or mail item with bleed printing.

**SPECIAL DESIGN GUIDELINES FOR ITEMS WITH A DIVIDED ADDRESS SIDE**

The left side of the item must be divided from the right side (address side and address side) by a continuous mm, 1 mm wide printed black line.

The address must be located to the right of the dividing line, parallel to the longer side of the item. The distance between the dividing line and the right edge of the item may be between 64 and 66 mm, as needed (see grey lines in the illustration).

The distance to the top edge must always be 40 mm, and to the bottom edge 15 mm. The dividing line will therefore be longer on larger cards and shorter on smaller cards. A 5 mm zone to the right and left of the dividing line must be kept clear (red zone in the illustration).

Please refer to the fold-out section for exact measurements.

**ABSOLUTELY AVOID!**

- Printing in the franking area and/or coding area
- Partially printing over the window (printed window fall)
Two locations in a municipality with the same address

If two locations in a postcode area or municipality have the same address, the postcode must be followed by the destination city that makes the address unique, instead of the name of the municipality. There are two correct ways of addressing in these cases:

Option 1: The Ortschaft (municipal subdivision) name is used instead of the municipality.

Option 2: The Ortschaft (municipal subdivision) name is written on the second-last line.

The address and other information must be in Latin characters and Arabic numerals, and written so they cannot be erased.

The following information must be provided on the item:

• the recipient
• the delivery location
• the postcode and destination city
• the delivery location name (for international items only)

The delivery location name must be indicated precisely so that proper delivery can be performed quickly. The description of the delivery location includes the street name and street number. Places with more than one delivery location also require additional block, stairway and door numbers, as needed. These must be separated using slashes.

For P.O. Box addresses, instead of the street name and street number, the words “P.O. Box” (or “Postfach”) should be used followed by the box number, if applicable. In the case of poste restante items, the words “Poste Restante” (or “Postlagernd”) should be indicated as the delivery location.

Note: The postcode for P.O. Box addresses in metropolitan areas often differ from the postcode of the delivery address.

P.O. BOX ADDRESSES

TWO LOCATIONS IN A MUNICIPALITY WITH THE SAME ADDRESS

For two location in a postcode area or municipality that have the same address, the postcode must be followed by the destination city that makes the address unique, instead of the name of the municipality. There are two correct ways of addressing in these cases:

Option 1: The Ortschaft (municipal subdivision) name is used instead of the municipality.

Option 2: The Ortschaft (municipal subdivision) name is written on the second-last line.

Ms Michaela Sommer
P.O. Box 100
1011 Vienna

Ms Sonja Winter
Elisabethgasse 3
3400 Weidling

Ms Michaela Sommer
P.O. Box 100
1011 Vienna

Ms Sonja Winter
Elisabethgasse 3
3400 Weidling

Important:

- Left justified
- Space between postcode and destination city name (no hyphen)
- For international items, print the destination city and country in capital letters
- Only use the following special characters in the address:
  (.) period
  (,) comma
  (’) apostrophe
  (&) ampersand
  (/) and (-) slash and dash
  (-) hyphen, minus sign

Tip:

A list of all valid postcodes and destination cities is available at www.post.at/postcodes

The address and other information must be in Latin characters and Arabic numerals, and written so they cannot be erased.

The following information must be provided on the item:

• the recipient
• the delivery location
• the postcode and destination city
• the destination country (for international items only)

The delivery location must be indicated precisely so that proper delivery can be performed quickly. The description of the delivery location includes the street name and street number. Places with more than one delivery location also require additional block, stairway and door numbers, as needed. These must be separated using slashes.

Ms Michaela Sommer
Grünwaldweg 16/3/25
81671 MUNICH
GERMANY

Ms Sonja Winter
Elisabethgasse 3
3400 Klosterneuburg

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Tip:

A list of all valid postcodes and destination cities is available at www.post.at/postcodes
The entire address should be printed using the same font with the same attributes. Ensure that you use clear fonts with letters that are clearly separated from one another. No italic or decorative fonts (italic, shadow, narrow, etc.), or fonts with connected letters or reverse type (e.g. white on black) may be used.

Clear and simple font types (without serifs) are therefore the best, such as Arial, Helvetica, Univers or Futura, with a font size of 10 to 12 points.

Lines, underlining and borders are not permitted in the address area.

The height of the uppercase letters in the font must be at least 2 mm. For most fonts, this corresponds to a font size of at least 10 pt.

Lines must be separated by a uniform distance of 1 to 2 mm, measured from the descenders of one line to the ascenders of the next line (leading).

Text must be printed using uniform, dark print. The dark print must stand out clearly from the light monochrome background. You should therefore use black or similar dark colours.

Contrast

Examples of errors

Important:

- Use printed letters, not cursive or handwritten fonts.
- Do not glue address labels to the window.
- Do not use logos or graphic elements.
- Address must not shift out of the window.
- Avoid (partially) printing over the window.

1. Layout check

Due to the wide range of possible formats and variations, we recommend that you have newly designed items checked to ensure they satisfy Austrian Post layout and machine processing requirements. Please contact one of our customer service representatives for a layout check based on PDFs of the envelope or mail item.

2. Testing real items

Austrian Post offers test runs in its distribution centres to ensure that addressed items are machine processable. 50 sample items with real addresses are required. Please also contact one of our customer service representatives for further information in this regard.

Fluorescent and phosphorescent materials are not permitted.

Only use white or light monochrome backgrounds for the address area.

Keep the clear zone free.

Avoid bleed printing into the coding area, the clear zone and coding area must be free of printing and lettering.
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Austrian Post customer service:
Business hotline 0800 212 212

www.post.at

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