





how can I use **postmarks**  
for **publicising** my  
**company** or **product**

*This booklet is a comprehensive guide to all of Royal Mail's Postmark Slogans and Special Handstamp Services for publicising companies or products.*

*Special Handstamp*



*Postmark Slogan*

## *what is a postmark slogan*

Postmark slogans are messages which are franked automatically onto ordinary mail as the stamps are cancelled. You are probably familiar with some postmark slogans, for example, 'Pass on your Postcode', but did you know that messages of your own choice can also be franked on to mail?

A slogan is currently franked onto mail by means of a rotating metal die. (Royal Mail is presently developing ink jet technology for slogan application and this will eventually replace metal dies.) Large numbers of slogan postmarking machines are available throughout the UK at large sorting offices. A list of these is available to potential sponsors from the Postmarks Manager; address at the end of this booklet. Each slogan die can postmark hundreds of thousands of letters every week depending on the area(s) and machine(s) chosen.

The service is very cost effective and you can choose where and for how long the message appears (subject to cancelling machine availability).

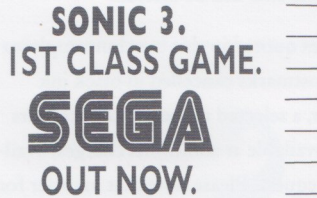
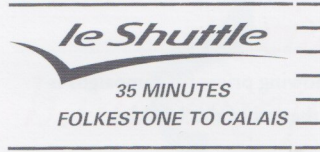


### POINTS TO NOTE

- ~ Slogans may be used to advertise an individual firm or refer to an event which is commercial or charitable.
- ~ Slogans which have a political or religious message, are controversial, or which may not be generally acceptable to the public will not be accepted.
- ~ They should not incorporate the portrait of a living person.
- ~ The proposed wording of the slogan should be referred to the Postmarks Manager for approval before proceeding to artwork.

## design

- ~ All artwork must include seven 'skid lines' at the right hand side of the design. The lines must be a minimum of 4mm each in length and should be included within the maximum size of the die.
- ~ The maximum size of the die is 47mm x 22mm. You will need to supply two bromides of the artwork, which should be produced to a professional standard. One bromide should be same size as the die and the other an enlargement, four times the size.
- ~ Slogans consisting of bold solid lettering about 4mm in height produce the best results. Please note that fine lines tend to break down quickly and large solid areas are liable to smudge.
- ~ Artwork must be submitted at least eight weeks before postmarking of the slogan begins.



Due to the huge volume and variety of mail involved the quality of slogan impressions cannot be guaranteed.

A SOURCE OF CELEBRATION  
**perrier**  
**90<sup>TH</sup>**  
ANNIVERSARY

### SLOGAN CHARGES

A table showing prices for campaigns is shown at the end of this booklet.

VAT at the current rate will be added to all charges.

Please choose the area where you require the slogan to run. If the local Royal Mail office cannot accept your slogan for the desired period, alternative periods or areas of a comparable size will be offered.

The prices quoted in this brochure apply to slogan postmarks cancelled in black ink. However, a selected range of other colours may be available at additional charges, available on request. Please note that in order for a colour other than black to be used for the slogan, a request should be made at least 4 months before the start of a postmark campaign. For further information, please contact our Postmarks Manager.

### INTERESTED?

If you would like further information about postmark slogans please contact:

Mr Kris Menon  
Manager Postmarks  
Royal Mail National  
Room G 06  
Royal London House  
22 - 25 Finsbury Square  
LONDON  
EC2A 1NL

Telephone ask the operator for:  
FREEPHONE HANDSTAMPS





## *what is a special handstamp*

Special Handstamps are attractive, pictorial postmarks used to cancel postage stamps affixed to envelopes (or covers).

## *how can they be of use to me*

You can sponsor a special handstamp and have a postmark produced to the design of your choice. This is an excellent and economical way to publicise special occasions such as anniversaries, exhibitions or other events and presents you and your organisations with the opportunity to produce a unique “souvenir cover” which can be sold to raise funds or given away as VIP gifts.

## how much will one cost

The charge for using this service is £195 (plus VAT) for a handstamp used to mark a single date. If you want your campaign to run for a number of days, we will use a handstamp with an interchangeable date, this option will cost £210 (plus VAT) per month or part of a month.



## what do I get for my money

- ~ We will produce the handstamp (this does not include design and artwork).
- ~ We ensure the handstamp is given publicity amongst stamp collectors by featuring it in our fortnightly publication "The British Postmark Bulletin".
- ~ All items submitted by you to be hand-stamped are given expert handling, in one of our Special Handstamp Centres.
- ~ If you are sending 500 or more items of mail to be cancelled, we will provide, free of charge, carriage by our guaranteed Registered Service both to and from the Special Handstamp Centre.
- ~ We will replace - free of charge - any items which do not meet your expectations as a result of mis-handling by Royal Mail.





*who should  
I speak to*

You can speak with your local Royal Mail Customer Service Centre or contact the Special Handstamp Centre direct. Our Special Handstamp Centre Managers will be pleased to help with every aspect of sponsoring a handstamp. We have seven Special Handstamp Centres around the UK - each covering its own specific area. A full list of these appears on pages 9 and 10.



*are there  
any pointers  
I should give  
my designer*

*will they help with  
the design*

Our Special Handstamp Centre Managers will certainly help and advise you in every way they can. However, we need professionally produced artwork to produce a handstamp. If you have not sponsored a handstamp previously, we recommend you employ the services of one of several specialist companies in this field. Your Handstamp Centre Manager will be pleased to give you an up to date list of companies specialising in this area.

- ~ Large solid areas do not always look very attractive (bear in mind the handstamp will be used to cancel postage stamps which can have very fine designs).
- ~ A handstamp can be designed in any shape so long as it fits within the maximum dimensions of 68mm x 48mm. If you want a changeable date, the maximum dimensions are 56mm x 30mm (remember to leave a central rectangle 30mm x 12mm free for the date). We advise you speak with the Special Handstamp Centre Manager on this point as the maximum dimensions allowable depend on the equipment available in the centre at the time.

- ~ Like most other postmarks, the handstamp must incorporate the name of a town and the date (usually a location and date appropriate to the event being marked). Of course, if an interchangeable date mechanism is being used, you will not need to incorporate the date within your design.
- ~ The handstamp should not incorporate the words "First Day of Issue".
- ~ Your handstamp should not incorporate the portrait of any living person. You must obtain copyright clearance for the use of any registered trade or other images which does not belong to you or the organisation you represent.
- ~ Your handstamp design must not be political, controversial or be in anyway unacceptable to the public.

Our Special Handstamp Centre Managers are on hand to offer you help and advice on all of these points so please do not hesitate to get in contact if you want to discuss any aspect of your campaign.

*is there anything else  
I should know*

You should contact the appropriate Special Handstamp Centre Manager at least six weeks before the date you require the handstamp to allow us time for production and announcement in the British Postmark Bulletin.

The Special Handstamp Centres operate special cancelling machines (Pad Cancellors) to provide very high quality impressions. Please note that the basic requirements for Pad Cancelling are:

- ~ The design does not need to be circular in shape but must fit within a circle of 45mm diameter
- ~ Artwork should be provided as a positive impression on film, right reading image, with emulsion side down.



Provide artwork in this format and you will save £15! Our standard fee will be reduced to £180 (plus VAT) if artwork is provided as a film positive. The positive image should be located on the film according to the format shown below. Centre lines should be marked on the film wherever possible. These will allow exact alignment of the film when the handstamp "plate" is produced but will not appear on appear on the printed handstamp impression.

The finished artwork, should be enclosed with the order form on page 10 and send to the appropriate Special Handstamp Centre no later than five weeks before the campaign is due to start. The Manager will send you a letter of agreement and a full VAT invoice.

Please note that Special Handstamps are the property of Royal Mail. A sponsor does not have exclusive use of a handstamp which will be used, on request, to cancel any covers received from other customers.

Should you wish to obtain Royal Mail stamps or associated products to use with your handstamp, please ask the Special Handstamp Centre Manager to put you in touch with staff at the British Philatelic Bureau, who will be pleased to help.

## SPECIAL HANDSTAMP CENTRES

### London (North) Special Handstamp Centre

Royal Mail,  
King Edward Street,  
LONDON  
EC1A 1AA  
manager: Jim Eldridge  
telephone: 071 239 5115

### London (South) Special Handstamp Centre

Royal Mail,  
53 Nine Elms lane,  
LONDON  
SW8 5BB  
manager: Sydney Sparham  
telephone: 071 239 6154

### Wales and the West Special Handstamp Centre

Royal Mail,  
220-228 Penarth Road,  
CARDIFF  
CF1 1AA  
manager: Sian Edwards  
telephone: 0222-392 454

### Midlands Special Handstamp Centre

Royal Mail,  
Royal Mail Street,  
BIRMINGHAM  
B1 1AA  
Manager: Dave Carless  
telephone: 021-644 8644

**South East England  
Special Handstamp Centre**

Royal Mail,  
15 Wexham Road,  
SLOUGH  
SL1 1AA

manager: Kevin Bingham  
telephone: 0753-871328

**Scotland and Northern Ireland  
Special Handstamp Centre**

Royal Mail,  
1-5 George Square,  
GLASGOW  
G2 1AA

manager: Jean Cassidy  
telephone: 041-242 4470

**Northern England  
Special Handstamp Centre**

Royal Mail,  
Royal Mail House,  
Forth Street,  
NEWCASTLE-UPON-TYNE  
NE1 1AA

manager: George Sewell  
telephone: 091-235 3484



**SPECIAL HANDSTAMP ORDER FORM**

TO THE MANAGER .....

SPECIAL HANDSTAMP CENTRE

FROM (YOUR NAME) .....

COMPANY/ORGANISATION NAME .....

ADDRESS .....

TELEPHONE ..... FAX .....

EXACT WORDING OF HANDSTAMP .....

## POSTMARK SLOGAN PRICES

		NUMBER OF OFFICES FROM WHICH CAMPAIGN IS TO BE RUN										
		1	2	3	4	5	6	7	8	9	10	NATIONWIDE 68
DURATION OF CAMPAIGN IN WEEKS	1	£380	£590	£800	£1010	£1220	£1430	£1640	£1850	£2060	£2270	£14450
	2	£430	£690	£950	£1210	£1470	£1730	£1990	£2250	£2510	£2770	£17850
	3	£480	£790	£1100	£1410	£1720	£2030	£2340	£2650	£2960	£3270	£21250
	4	£530	£890	£1250	£1610	£1970	£2330	£2690	£3050	£3410	£3770	£24650
	5	£580	£990	£1400	£1810	£2220	£2630	£3040	£3450	£3860	£4270	£28050
	6	£630	£1090	£1550	£2010	£2470	£2930	£3390	£3850	£4310	£4770	£31450
	7	£680	£1190	£1700	£2210	£2720	£3230	£3740	£4250	£4760	£5270	£34850
	8	£730	£1290	£1850	£2410	£2970	£3530	£4090	£4650	£5210	£5770	£38250
	9	£780	£1390	£2000	£2610	£3220	£3830	£4440	£5050	£5660	£6270	£41650
	10	£830	£1490	£2150	£2810	£3470	£4130	£4790	£5450	£6110	£6770	£45050
	11	£880	£1590	£2300	£3010	£3720	£4430	£5140	£5850	£6560	£7270	£48450
	12	£930	£1690	£2450	£3210	£3970	£4730	£5490	£6250	£7010	£7770	£51850
	13	£980	£1790	£2600	£3410	£4220	£5030	£5840	£6650	£7460	£8270	£55250
	14	£1030	£1890	£2750	£3610	£4470	£5330	£6190	£7050	£7910	£8770	£58650
	15	£1080	£1990	£2900	£3810	£4720	£5630	£6540	£7450	£8360	£9270	£62050
	16	£1130	£2090	£3050	£4010	£4970	£5930	£6890	£7850	£8810	£9770	£65450
	17	£1180	£2190	£3200	£4210	£5220	£6230	£7240	£8250	£9260	£10270	£68850
	18	£1230	£2290	£3350	£4410	£5470	£6530	£7590	£8650	£9710	£10770	£72250
	19	£1280	£2390	£3500	£4610	£5720	£6830	£7940	£9050	£10160	£11270	£75650
	20	£1330	£2490	£3650	£4810	£5970	£7130	£8290	£9450	£10610	£11770	£79050
	21	£1380	£2590	£3800	£5010	£6220	£7430	£8640	£9850	£11060	£12270	£82450
	22	£1430	£2690	£3950	£5210	£6470	£7730	£8990	£10250	£11510	£12770	£85850
	23	£1480	£2790	£4100	£5410	£6720	£8030	£9340	£10650	£11960	£13270	£89250
	24	£1530	£2890	£4250	£5610	£6970	£8330	£9690	£11050	£12410	£13770	£92660
	25	£1580	£2990	£4400	£5810	£7220	£8630	£10040	£11450	£12860	£14270	£96050
	26	£1630	£3090	£4550	£6010	£7470	£8930	£10390	£11850	£13310	£14770	£99450
	27	£1680	£3190	£4700	£6210	£7720	£9230	£10740	£12250	£14760	£15270	£102850
	28	£1730	£3290	£4850	£6410	£7970	£9530	£11090	£12650	£15210	£15770	£106250
	29	£1780	£3390	£5000	£6610	£8220	£9830	£11440	£13050	£15660	£16270	£109650
	30	£1830	£3490	£5150	£6810	£8470	£10130	£11790	£13450	£16110	£16770	£113050
	52	£2930	£5690	£8450	£11210	£13970	£16730	£19490	£22250	£25010	£27770	£187850



Royal Mail

*The information in this booklet  
is correct at the time of publication (April 1994)  
Royal Mail may, however,  
make changes to or withdraw  
any of the above without prior notification.*

*design: Wave*

*RMSH94*



