

FOR YOUR **DIALOGUE** WITH YOUR CUSTOMERS **AROUND THE WORLD:** THE INTERNATIONAL BUSINESS REPLY SERVICE.



Information regarding the use and layout of the International Business Reply.

INCENTIVE FOR MORE RESPONSE: INTERNATIONAL BUSINESS REPLY SERVICE.

Free for the sender and therefore particularly attractive for your customers abroad: the International Business Reply Service for your direct marketing campaigns around the world. High response rate because the International Business Reply Service makes it easy and convenient for your customers and interested parties to reply. Very efficient because you only pay for replies actually returned.

REQUIREMENTS

Form

- Postcards
- Letters up to 50 g
(The reply can therefore also be an extensive questionnaire.)

Contents

- Only written information and printed matter

WEIGHTS AND DIMENSIONS

Weights and dimensions

Minimum Dimensions	Maximum Dimensions	Maximum Weights
Length: 140 mm Width: 90 mm	Length + width + thickness = 900 mm but with a maximum length of 600 mm	50 g

Service Number (freecall)

00 800 / 13 45 62 45

Monday – Friday: 8.30 am – 6.00 pm
(accessible in most European Countries)

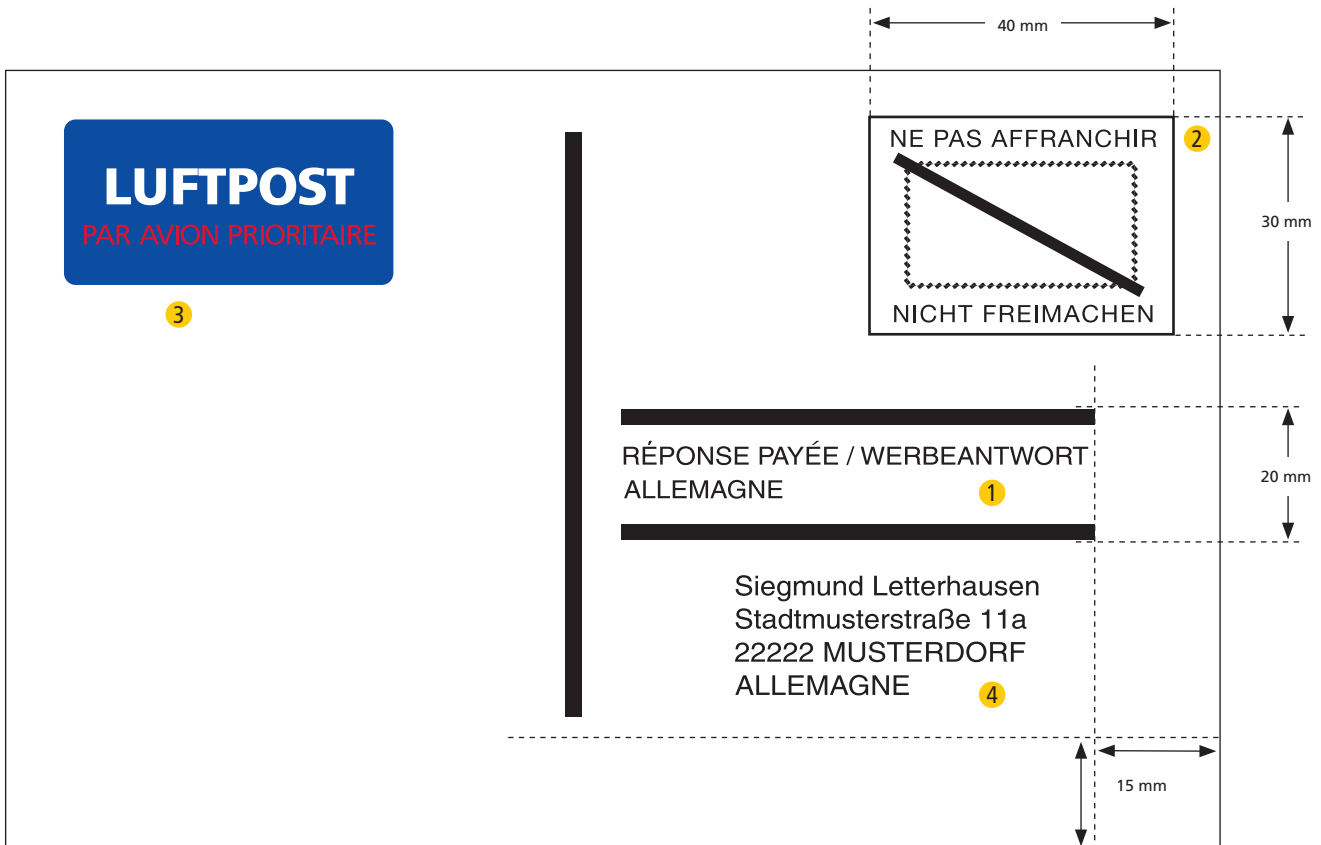
www.dhl-globalmail.com

The products and services described in this brochure are offered by Deutsche Post AG to its customers outside Germany under the brand name DHL Global Mail.

Layout

It is important you adhere to international guidelines regarding the form of the International Business Reply to ensure that replies are returned smoothly across borders. To make things easy simply use the

reproducible templates on the next pages. Your sales representative will be pleased to provide you with printable artworks.



The dimensions of the impression may deviate by up to 5mm from the dimensions portrayed.

1 Business Reply marking

- The imprint 'RÉPONSE PAYÉE/WERBEANTWORT' and the country of origin of the reply 'ALLEMAGNE'.
- You can also include the word 'Deutschland'.
- It is acceptable for the terms to be in French/German or French/national language of the customers being written to.

Positioning:

- Directly above the address.
- Highlighted conspicuously using two horizontal, parallel lines.

2 Postal paid impression

- The imprint 'NE PAS AFFRANCHIR/NICHT FREIMACHEN'.
- It is acceptable for the terms to be in French/German or French/national language of the customers being written to.

Positioning:

- In the top right-hand corner on the address side.

3 Conveyance impression

- The imprint 'LUFTPOST – PAR AVION – PRIORITAIRE' suitable for automation.

Positioning:

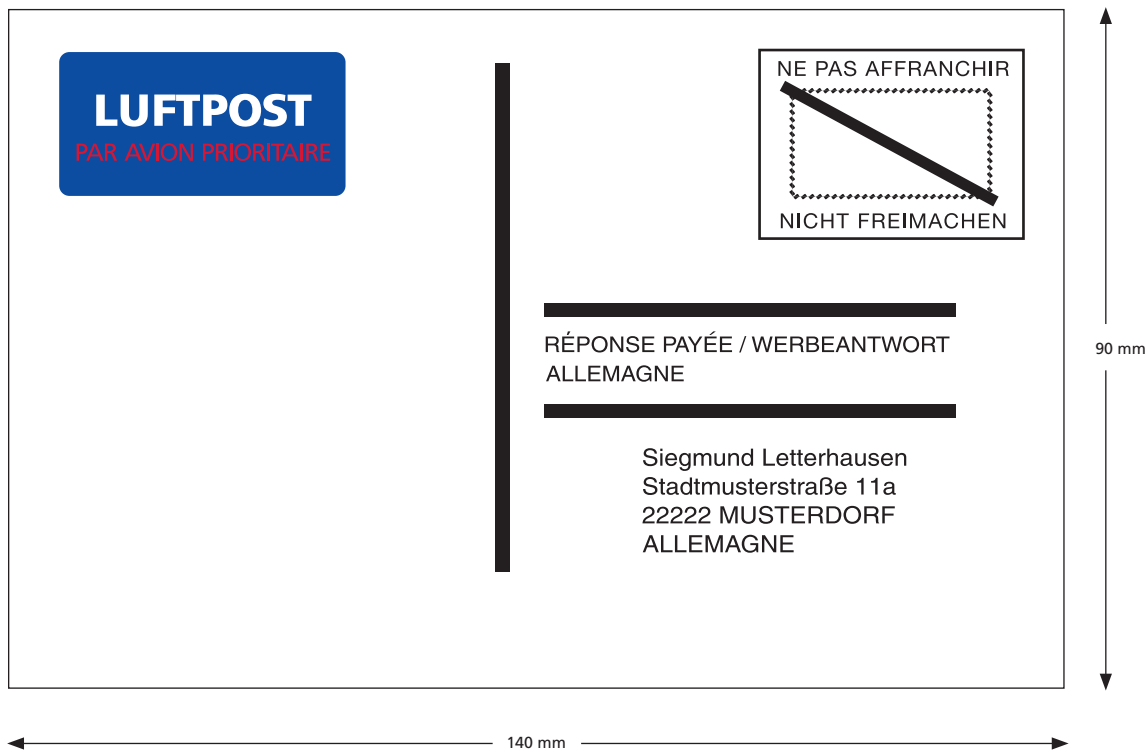
- In the top left-hand corner on the address side.

This impression ensures your International Business Reply is always prioritised and sent to you quickly.

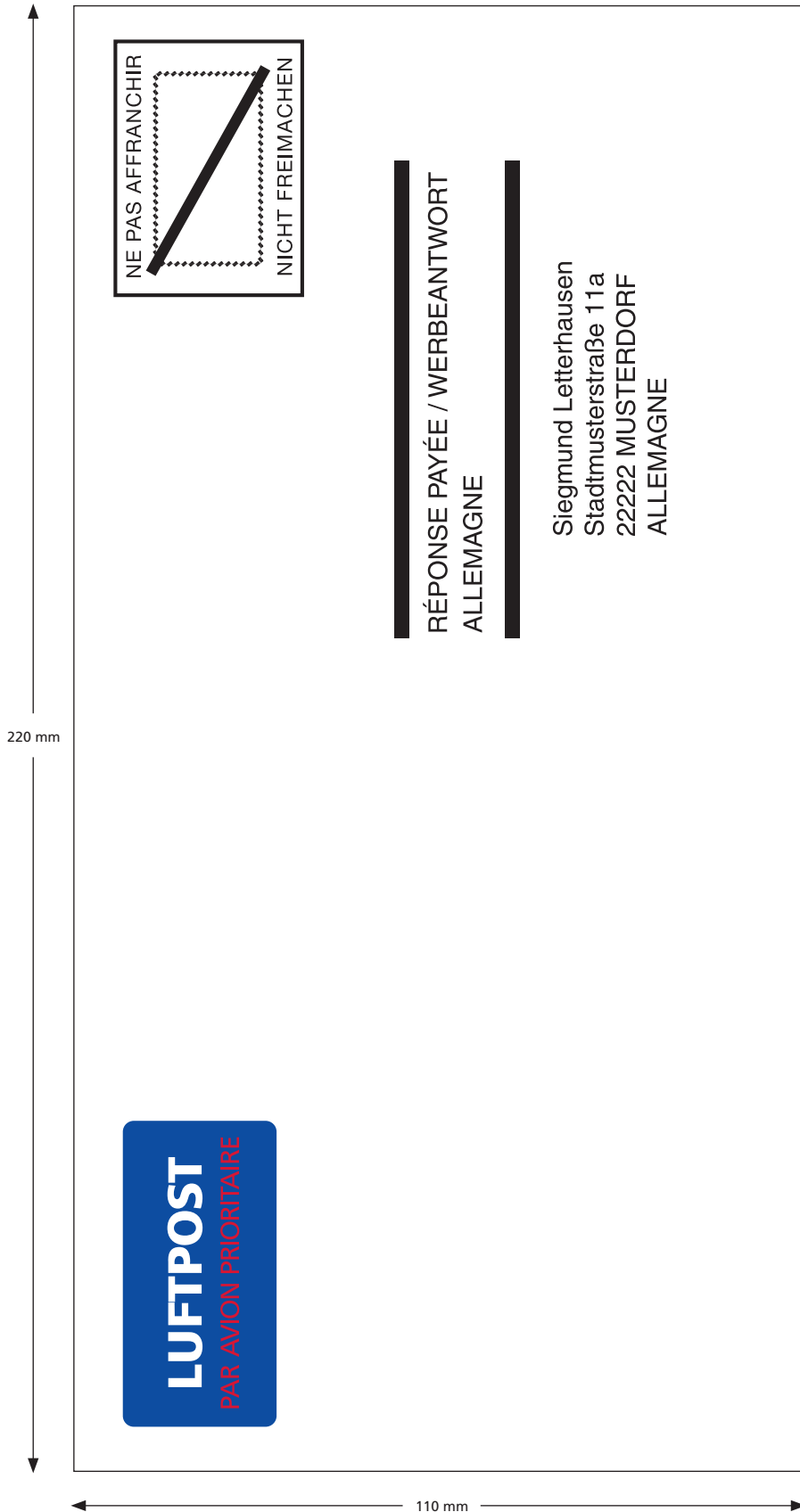
4 Recipient address

- Words in a dark colour. (ideally black or dark blue on a white background).
- The recipient address must contrast sharply with the surface of the envelope and it must be machine-readable.

Reproducible template for the International Business Reply in postcard format
(minimum dimensions)



Reproducible template for the International Business Reply in letter format
(e. g. DIN landscape)



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Head Office Global Mail
Product Management
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As at: 01/2007

