

Fulfilment Direct Mail Pack

The fulfilment direct mail pack is an extremely important part of the process for two reasons:

- Firstly, it will contain the person's new card, giving them access to the new scheme and all of its benefits
- Secondly, this is the communication with which the recipients will most actively engage - now they've got their card, they'll want to know more about what it entitles them to and how to use it.

Because every TCA will have different local benefits, exclusions etc, you'll need to personalise certain elements of the pack – and because this is such an important pack, it's important that those personalised elements are clear, concise and relevant.

How do I use it?

The fulfilment DM pack should be sent to all people in your area who have said they would like a new card and who are eligible to receive one.

The pack consists of

- A DL outer envelope
- An A4 letter
- A DL 6-page leaflet

All elements of the pack can be personalised with your logo and your contact details. The letter **has to be tailored** as appropriate to your area and in the leaflet you can also tailor the intro and the content of the Questions and Answers section if you'd like to. Plus space has been left for you to add other local info and terms and conditions as you see fit.

You can choose how you would like to include the bus pass in the pack – either attach it to the letter, to another insert or have it loose in the pack – discuss the options with your printer.

What do I need to do?

1. If you haven't already, download the PDFs of the outer, letter and leaflet from the DfT website as this will show you what can be tailored and what additional content you might want to add.

2. Find out how much it will cost to print the pack by contacting a printer for a quote. **Discuss with them and get their advice on the options for including the bus pass in the pack.** You'll need to give them the following information:

- The volume of the print run, i.e. how many packs you would like to print in total
- The spec (the size, paper type etc). The recommended spec for the pack is:
Outer
Flat size (HxW mm) = Window size: 35 x 90 mm. Window position 19 mm from left edge and 18mm up from bottom edge

Finished size (HxW mm) = 110 x 220
Print = 4-colour process
Paper stock = 120 gsm recycled uncoated cartridge as near match to Revive 100 Offset as possible
Finishing = AMEND PPI as required. Overprint on face and flap (NO BLEEDS) on stock, white, window gummed, wallet outer.

Letter

Flat size (HxW mm) = 297 x 210
Finished size (HxW mm) = 99 x 210
Print = 4-colour process
Paper stock = 100 gsm Revive 100 Offset
Finishing = Laser simplex/duplex as appropriate and fold to finished size

Leaflet

Flat size (HxW mm) = 210 x 297
Finished size (HxW mm) = 210 x 100
Print = 4-colour process
Paper stock = 150 gsm Revive 100 Silk
Finishing = Trim and fold

Enclosing

Enclose folded letter into outer with leaflet, seal and mail (mailsorted if applicable)

- Inform the printer that you will need them to make some revisions to the artwork in order to incorporate your logo and, should you want to change them, the intro copy, Q&As, your contact details and terms and conditions

3. Email the zip files you have downloaded from the DfT website to your printer. The zip files contain all of the artwork files, images and fonts required - **do not attempt to open the artwork files contained within the zip file as they may corrupt**. You will also need to provide the printer with:

- confirmation that the artwork files are Quark 6.5 open (editable) files
- a high-resolution version of your logo
- a word document with your letter copy, intro copy and Q&As copy for the leaflet (if you want to change them from the default ones)
- your contact details for the letter and the reverse of the leaflet
- any additional terms and conditions specific to the entitlements in your area.

The printer should send you a proof and a sample pack for you to check and approve before they print and mail the pack.

NB: Please ensure your printer/studio read the font licence agreement contained within the zip file.