

## Pricelist Advertising Mail Unaddressed Volume 2009 - over 10,000 items

- Prices for Advertising Mail Unaddressed Volume are based on a *basic price* per item + a *weight price* per gram.
- Prices below are given in Norwegian Kroner (NOK), excluding 25% VAT.
- The basic price is split into three zones; zone 0 covers distribution to the four largest cities and neighbouring municipalities, zone 1 covers all other cities and township, while zone 2 covers the rest of the country.
- The criterion for using Advertising Mail Unaddressed Volume is a minimum of 10,000 items per mailing.
- With manual preparation it is only possible to distribute to the private segment (not businesses).

Basic price		Zone 0	Zone 1	Zone 2
Basic price per item		0.685	0.741	0.995
Weight price per gram	0 – 200 grams	0.0044		
	201 – 1,000 grams	0.0133*		
Minimum cost per item		0.773	0.829	1.083

\* Weight over 200 grams only by agreement

Additional services	Per item
Selection surcharge to businesses	0.50
Manual preparation (after agreement)	0.35
Distribution with embargo*	Free
Distribution on a certain day	0.21
Distribution on Saturday	0.21
Distribution in November and December	0.07
Distribution on special days (see list below)	0.21
Campaigns with shorter booking deadline (at least 3 days ahead of mailing)	2500**

\* Costs NOK 0.07 per item when the first day of the time limit is: Wednesday before Easter, or Tuesday, Wednesday and Thursday after Easter.

\*\* Cost per campaign

Demographic selection and selection of Postal Advertising Segments	Kr
0 – 29,999 items	3 000
30,000 – 99,999 items	5 000
100,000 – 299,999 items	10 000
300,000 or more items	15 000

### Special days

First workday in the new year
Second workday in the new year
Wednesday before Maundy Thursday
Tuesday after Easter
Wednesday after Easter
Thursday after Easter
Friday after Easter
May 4 <sup>th</sup>
Monday after Whit weekend
December 24th
December 31st

### Overview of the zones with counties and municipalities

Zone 0	Zone 1	
<p><b>Oslo and Akershus</b> Oslo, Asker, Bærum, Lørenskog, Oppegård, Rælingen, Skedsmo</p> <p><b>Bergen</b> (the entire municipality)</p> <p><b>Stavanger</b> Sandnes, Stavanger</p> <p><b>Trondheim</b> Malvik, Trondheim</p>	<p><b>Akershus</b> Frogn, Gjerdrum, Nesodden, Nittedal, Ski, Sørum, Vestby, Ås</p> <p><b>Østfold</b> Aremark, Fredrikstad, Halden, Hvaler, Moss, Rygge, Råde, Sarpsborg, Våler</p> <p><b>Hedmark</b> Eidskog, Elverum, Hamar, Kongsvinger, Løten, Ringsaker, Stange</p> <p><b>Oppland</b> Gjøvik, Gran, Jevnaker, Lillehammer, Lunner, Vestre Toten, Østre Toten</p> <p><b>Buskerud</b> Drammen, Kongsberg, Lier, Nedre Eiker, Ringerike, Øvre Eiker</p> <p><b>Vestfold</b> (the entire county)</p>	<p><b>Telemark</b> Bamble, Porsgrunn, Skien</p> <p><b>Aust-Agder</b> Arendal, Froland, Grimstad, Åmli</p> <p><b>Vest-Agder</b> Kristiansand, Songdalen, Søgne, Vennesla</p> <p><b>Rogaland</b> Haugesund, Karmøy, Randaberg, Sola</p> <p><b>Hordaland</b> Fjell, Os</p> <p><b>Møre and Romsdal</b> Fræna, Kristiansund, Molde, Ålesund</p> <p><b>Nord-Trøndelag</b> Steinkjer, Stjørdal</p> <p><b>Nordland</b> Bodø</p> <p><b>Troms</b> Harstad, Tromsø</p>

**Zone 2** – the rest of the country

## Discount conditions Advertising Mail Unaddressed Volume - under 500,000 items per year

### Conditions for discount

All discounts, except for the bulk discount, are subject to the fulfilment of the following criteria:

- Minimum 10,000 identical items, i.e. identical weight and format, per mailing.
- The mailing must correspond with the media plan received by Posten, no later than three weeks before the first mailing.
- Items for delivery must be lodged at a predefined sorting office.
- Bulk discount applies to mailings, where the items are of the same weight and format, as well as having the same front page.

Discounts		Per criteria	
Discount on ordinary postage	1. Special discount	Designated place of lodging	0-2 %
		Production-friendly lodging time	0-2 %
	2. Bulk discount, calculated gradually per mailing	Less than 200,000 items	0 %
		200,000 – 500,000 items	6 %
	3. Frequency discount, per chain	6 – 11 mailings per year	6 %
		12 – 24 mailings per year	7 %
		25 – 49 mailings per year	8 %
		50 – 69 mailings per year	9 %
		70 or more mailings per year	10 %

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Other discounts	4. Discount on the surcharge for certain day delivery	- Minimum 15 identical mailings annually (mailings include items with the same names) - Each mailing must consist of a minimum of 100,000 items of identical format and weight - The items must be suitable for automated processing	100 %
	5. Discount on the surcharge for special day delivery and in November/December	- Annual turnover over NOK 5 (five) million on the product Advertising Mail Unaddressed Volume	50 %

- Customers with an Advertising Mail Unaddressed Volume agreement are charged the corresponding price applying to the product even when the volume of items is less than 10,000. No discounts are allowed for mailings with less than 10 000 items.