

[**PPC ADMINISTRATIVE ORDER NO. 97-02, June 26, 1997**]

UNADDRESSED ADVERTISING MAIL SERVICE

An Unaddressed Mail Service (UAMS) shall be implemented effective July 1, 1997, to cater to the needs of customers, particularly business enterprises, who want to send information to target groups of customers, advertise their products or services, or encourage sales in specific areas of the country whether residential or commercial. Unaddressed mail items may be in the form of brochures, flyers, sales letters, cards, catalogues, or product samples. They may include public notices, research and survey questionnaires, and may contain business reply envelopes or cards.

1. TARGET MARKETS — The following shall be the target users of the Unaddressed Advertising Mail Service:

- > Direct Mail Companies
- > Service Companies
- > Mail Order Companies
- > Advertising Agencies
- > Government Entities

2. SCOPE OF THE SERVICE — Initially, the UAMS shall be available only in the Metro Manila area but shall be expanded later on to include selected major cities and towns nationwide. It shall also be available to other ASEAN-member countries on a bilateral arrangement.

3. WEIGHT AND SIZE LIMITS

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|---------------------------|------------------|
| > Maximum Weight | 50 grams |
| > Maximum Size | 229 mm by 324 mm |
| > Maximum Thickness | 1 cm |
| > Maximum Paper Quality - | 100 gsm. |

4. POSTAGE RATES — The following postage rates shall be charged on Unaddressed Advertising Mail items:

- > Off-peak period (March - October)
P2.50 per piece
- > Peak Period (December - February)
P3.00 per piece

5. ACCEPTANCE PROCEDURES