Shipment handling 2026

How to prepare and post your dialog marketing and Pressepost items.

Important information for
DIALOGPOST
DIALOGPOST SCHWER
POSTWURFSPEZIAL
POSTAKTUELL
POSTVERTRIEBSSTÜCK
PRESSESENDUNG

deutschepost.de/werben

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List of abbreviations

ABH	(Abholer) Items to be picked up: group of postal codes in which items, as a rule, are not delivered to the recipient's street address (P.O. box, bulk recipient) but are kept at a central Deutsche Post point of collection to be collected by the recipient.
AM	(Auftragsmanagement) Order management: interactive platform for managing customer orders – from order planning and posting to billing
BFS	(Bundfertigungsstufe) Bundle preparation step: only valid for bundles in Pressepost shipment preparation based on ZEBU data
BLZ	(Bundleitzettel) Bundle routing label
BZ	(Briefzentrum) Mail center
DF	Data field
DPAG	Deutsche Post AG
DPM	DIALOGPOST MANAGER: Deutsche Post's postage optimization and shipment preparation software for DIALOGPOST, DIALOGPOST SCHWER and POSTWURFSPEZIAL
D	Date of posting (day on which the items are handed over)
D+0	Same-day service: same-day delivery of items posted in the mail center of the destination region
D+1	Next-day service: items are normally delivered the day after they are handed over
D+2	Second-day service: items are normally delivered two days after they are handed over
D+4	Basic service: items are normally delivered within four working days after they are handed over
EKP	Standardized customer and product number
ELN	Express logistics network: this transportation network handles dialog marketing and Pressepost items (POSTVERTRIEBSSTÜCK and PRESSESENDUNG) with the basic service and the second-day service.
FS	(Fertigungsstufe) Preparation step: valid for bundle and pallet preparation based on ZEBU data
GE	(Großempfänger) Bulk recipient
GGE	Group of bulk recipients
GSA	Flat sorter: automatic sorting machine for large letters
LReg	(Leitregion) Routing region: the first two digits of the five-digit postal code
LZ	(Leitzone) Routing zone: the first digit of the five-digit postal code
MPD	MANAGER PRESSE DISTRIBUTION: Deutsche Post's software solution optimizing newspaper and magazine shipments
MPDX	MANAGER PRESSE DISTRIBUTION XML: Solution implementing MPD shipment optimization in the automated work process
SSCC	Serial shipping container code: uniquely identifies pallets during shipment. For details, see the AM.exchange developer handbook at **developer.dhl.com**
PalLZ	(Palettenleitzettel) Pallet routing label
PAM	POSTAKTUELL MANAGER: Deutsche Post's software supporting the posting of POSTAKTUELL items
PFS	(Postfachschrank) Post office box cabinet
PLZ	(Postleitzahl) Postal code
PrD	Presse Distribution
PSdg	PRESSESENDUNG: press products with a direct business-related publication purpose
PVSt	POSTVERTRIEBSSTÜCK: press products (e.g., consumer magazines and technical journals) with more than 30% journalistic reporting
PZ	Paketzentrum (parcel center)
Sdg	(Sendung) Shipped item
SLN	(Schnellläufernetz) High-speed transportation network: network that primarily handles next-day press items.
ZBez	Delivery district: part of a populated area which is normally covered by a single mail carrier
ZBG	Delivery district group: group of all delivery districts that are identified with one postal code
ZEBU	(Zeitungsbunde file) newspaper bundles; sometimes also used as a short name for all ZEBU data
ZEBU file	Data medium: the ZEBU file is a file and record description. It contains all information about the postal codes for shipment preparation of D+0, D+1 and D+2 press items.
ZKZ	(Zeitungskennzahl) Newspaper reference number
ZSP	(Zustellstützpunkt) Delivery base: smallest postal logistics facility at the end of the postal operations process chain

1. Trouble-free shipping – getting it right first time.

Deutsche Post is your reliable and competent partner for dialog marketing and press distribution. Every day, with our proven logistics system, we deliver millions of addressed, partially addressed and unaddressed promotional items to new and existing customers, and newspapers and magazines to their readers.

Trouble-free shipping starts with you, before Deutsche Post has even received your items.

To help you send off your dialog marketing and press items as easily and effectively as possible, this brochure sets out what you should know about shipment handling. The following pages contain all the information you need in order to ship items using our products, including planning, addressing, franking, sorting and posting.

Our dialog marketing products

- DIALOGPOST
- DIALOGPOST SCHWER
- POSTWURFSPEZIAL
- POSTAKTUELL

Our Pressepost products

- POSTVERTRIEBSSTÜCK (preferred periodicals)
- PRESSESENDUNG (standard periodicals)

Note:

- Where products are not specifically mentioned in the following sections of this brochure, the information applies to all the products listed above.
- If dialog marketing products are mentioned, the handling information concerns the four dialog marketing products.
- If the term Pressepost products or just Pressepost is used, the handling information concerns the two Presspost products listed above.

The **General Terms and Conditions of Deutsche Post for BRIEF NATIONAL (domestic mail)** and the **General Terms and Conditions of Deutsche Post for domestic Presse Distribution** (in the version which is valid at the time of posting) apply to the products described in this brochure.

2. At a glance: Product by product

2.1 DIALOGPOST

Use DIALOGPOST to send addressed promotional items, focusing on dialog with your existing customer base, e.g., reactivation or cross-selling/upselling. DIALOGPOST EASY is the right solution to send small quantities nationwide.

DIALOGPOST

Basic format	**Card (Standard)**	**Standard**	**Groß (large)***
Weight categories	**	Up to 20 g 21 g to 50 g	Up to 50 g 51 g to 100 g 101 g to 250 g 251 g to 500 g 501 g to 1,000 g
Dimensions	L: 150 to 235 mm W: 90 to 125 mm	L: 150 to 235 mm W: 90 to 125 mm H: to 5 mm	L: 140 to 353 mm W: 90 to 250 mm H: to 30 mm
Shapes	Rectangular***	Rectangular***	Rectangular or square****
Minimum quantities			
Nationwide		5,000 items	
Small quantities nationwide (DIALOGPOST EASY)		500 items	
For the same routing region		200 items	

Creative special shapes are possible with rectangular base dimensions of at least 140 x 90 mm.

*In the Groß (large) basic format, items in the form of catalogs/magazines with a bound edge or documents that are folded like a newspaper can also be sent without wrapping. Sending DIALOGPOST items without wrapping is only possible if the items

- are designed in portrait format with the fold/bound edge on the right-hand side,
- are longer than 235 mm or wider than 125 mm and weigh at least 30 g and
- are pre-sorted at least by routing region or postal code and posted in routing region and/or postal code trays or bundles.

**The card size depends on the minimum permissible grammage (max. grammage 500 g/m²).

***The length must be at least 1.4 times the width. DIALOGPOST items with a length of up to 148 mm (A6 format) are permissible (except for creative formats).

****Square items are possible if the sides measure at least 140 mm.

Requirements:

All items are advertising and have the same

- envelope format,
- basic format,
- unique sender (to be entered in the posting list),
- franking within a posting.

Sorting by ascending/descending postal code must always be the same for the whole of the posted quantity (i.e., across all trays and bundles).

2.2 DIALOGPOST SCHWER

Use DIALOGPOST SCHWER to send heavy addressed promotional items and catalogs. Here too, the focus is on dialog with your existing customer base, e.g., reactivation or cross-selling/upselling.

DIALOGPOST SCHWER items are delivered

- only to street addresses
  (DHL Packstations cannot be used for capacity reasons)
- without signed proof of delivery to the authorized recipient
  (mailbox, recipient's address or neighbor).

Drop-off is not available for DIALOGPOST SCHWER. Items may only be picked up at your location or the location of your service provider. The items are then transported by Deutsche Post to the relevant regional parcel center.

DIALOGPOST SCHWER

Weight per item	Over 1 kg Max. 10 kg
Dimensions	L: 150 to 400 mm W: 110 to 300 mm H: 10 to 150 mm
Shapes	Cuboid (rectangular or square)
Minimum quantities	
Nationwide	1,000 items per place and date of posting on at least one full Euro pallet

2.3 POSTWURFSPEZIAL

Use POSTWURFSPEZIAL to help you acquire new customers. You can send partially addressed promotional items with an individual address text such as “An die Bewohner des Hauses” (To the residents of the building)” or “An alle Sparer” (To all savers), plus the street+house/building number and the postal code and town/city. For more information, please visit **postwurfspezial.de**

POSTWURFSPEZIAL

Basic format	**Card (Standard)**	**Standard**	**Groß (large)***
Weight categories	**	Up to 20 g 21 g to 50 g	Up to 50 g 51 g to 100 g 101 g to 250 g 251 g to 500 g 501 g to 1,000 g
Dimensions	L: 150 to 235 mm W: 90 to 125 mm	L: 150 to 235 mm W: 90 to 125 mm H: to 5 mm	L: 140 to 353 mm W: 90 to 250 mm H: to 30 mm
Shapes	Rectangular***	Rectangular***	Rectangular or square****
Minimum quantities			
Nationwide		20,000 items	
Small quantities nationwide (POSTWURFSPEZIAL EASY)		5,000 to 19,999 items	
For the same routing region to reach the minimum quantities stated above (5,000 and 20,000).		Per 200 items	

Creative special shapes are possible with rectangular base dimensions of at least 140 x 90 mm.

*In the Groß (large) basic format, items in the form of catalogs/magazines with a bound edge or documents that are folded like a newspaper can also be sent without wrapping. Sending POSTWURFSPEZIAL items without wrapping is only possible if the items

- are designed in portrait format with the fold/bound edge on the right-hand side,
- are longer than 235 mm or wider than 125 mm and weigh at least 30 g.

**The card size depends on the minimum permissible grammage (max. grammage 500 g/m²).

***The length must be at least 1.4 times the width. DIALOGPOST items with a length of up to 148 mm (A6 format) are permissible (except for creative formats).

****Square items are possible if the sides measure at least 140 mm.

Requirements:

All items must have the same

- individual sender (to be entered in the posting list),
- address inside and outside,
- envelope format,
- franking within a posting,
- basic price (basic format and weight).

The sort order of the partial addresses – and therefore the order of items – must be the same across all posted items.

2.4 POSTAKTUELL

You can use POSTAKTUELL to send unaddressed promotional items with identical content to selected households nationwide. You can target a specific postal code, town/city, municipal district or delivery district in your local area, in your region or nationwide.

POSTAKTUELL

Service options	
Haushalte mit Tagespost [Households with daily post]	Delivery to households also receiving other mail on delivery day. On delivery day, remaining items will be delivered to households both with and without daily post if the daily average has not been met.
Alle Haushalte [All households]	Delivery to all households in the selected delivery area
Maximum weight	250 g* per item
Dimensions	L: 140 to 353 mm W: 90 to 250 mm H: to 30 mm
Minimum order value	€300

* Heavier weights on request

There are more details about the online selection options in section 3.3 on page 13.
For more information, please visit **postaktuell.de**

2.5 Pressepost

Whether you are looking for a way to send periodicals, magazines or newspapers to your readers in Germany, or if you are involved in corporate publishing of magazines for your customers, investors or staff, you will find the right shipping solutions with Pressepost. The handling information in this brochure applies to our two products **POSTVERTRIEBSSTÜCK** and **PRESSESENDUNG**.

We offer two shipping rates (SMART and CLASSIC). They have different requirements when it comes to automatic processing of the shipments.

The SMART tariff can be used for items that are fully suitable for automatic processing, have a TRACK&MATCH data matrix code, and are notified using AM.exchange. Using the data matrix code gives you more freedom in the design of the address side. For General Terms and Conditions, help on suitability for automatic processing, and more detailed information, go to **pressedistribution.de**

Our **STREIFBANDZEITUNG** (wrapper-packed newspapers) product is particularly interesting for the shipping of individual items or small quantities of press products without pre-sorting and batch preparation. Product and price information for **STREIFBANDZEITUNG (wrapper-packed newspapers)** can be found online at **pressedistribution.de**

Pressepost

	POSTVERTRIEBSSTÜCK	PRESSESENDUNG
Product features	Domestic shipping of press products with journalistic reporting in Germany	To send magazines for customers, investors and staff
Minimum requirements	– Regular publication – At least once a quarter	– Regular publication at least once a quarter – At least 1,000 items per issue number/ posting
Maximum weight	1,000 g	1,000 g
Service options		
Same-day service (D+0)	– Suitable for regional daily newspapers to be delivered via Deutsche Post in their main distribution area – Usually same-day delivery in the routing region if items are posted (by agreement before the nightly posting deadline of the mail center in the destination area)	
Next-day service (D+1)*	– Ideal for cross-regional daily newspapers and magazines containing the latest information – Items are normally delivered the day after they are handed over	
Second-day service (D+2)	– Items are delivered to readers on time every working day of the week, normally two days after they are handed over	
Basic service (D+4)	– Inexpensive basic service – Items are delivered to readers Tuesdays through Saturdays, normally within four days after they are handed over	

*Please contact your Deutsche Post customer advisor in advance to verify whether, on the basis of logistical availability, the next-day service can be offered at your printing location.

3. Digital services: It really can be that simple.

Do everything you need to do in seconds. Use our digital services to quickly get your items ready to ship while meeting all the requirements.

3.1 DIALOGPOST MANAGER

DIALOGPOST MANAGER Professional is Deutsche Post's easy-to-use postage optimization and shipment preparation software for DIALOGPOST, DIALOGPOST SCHWER and POSTWURFSPEZIAL projects.

When address files are imported for DIALOGPOST, the software has integrated routines that check salutations, addresses, and duplicates.

For POSTWURFSPEZIAL, the partial addresses downloaded by the data provider over the internet can also easily be imported into the software.

The postage optimization feature for DIALOGPOST calculates the lowest postage taking all discounts into account. For DIALOGPOST and POSTWURFSPEZIAL, shipping documents such as posting lists, statistics and routing labels for pallets, trays and bundles are issued in the required quantity and with all the details. The software makes serial addressing of mailings easy with a standardized franking mark, variable data matrix codes, a franking wave, IT franking and (for DIALOGPOST) a PREMIUMADRESS marking. It also supports electronic shipment notification for Deutsche Post's order management system (AM) and integration of IT franking.

For DIALOGPOST SCHWER items, DIALOGPOST MANAGER Professional not only generates the posting lists and routing labels, but also the address label with ID and routing coding.

For more information and to order, please visit **dialogpost-manager.de**

3.2 POSTAKTUELL MANAGER

Use POSTAKTUELL MANAGER to plan your direct marketing campaigns with unaddressed delivery to households, selected towns/cities, municipal districts, postal code areas and delivery districts. It is also easy to create your shipping documents. The software includes effective optimization for batch and pallet preparation. It is free software, available for Microsoft Windows and macOS.

When you select by municipal district, please note that there may be overlaps and that a clear differentiation is not guaranteed in all cases.

For more information and to download, please visit **postaktuell-manager.de**

3.3 POSTAKTUELL online planning tool

With our online planning tool, you select towns/cities, municipal districts, postal code areas and delivery districts in detailed digital maps and print all the necessary paperwork such as posting lists and routing labels to identify your packaging units.

To select online and prepare to send your POSTAKTUELL mailing, please visit **postaktuell-manager.de**

3.4 MANAGER PRESSE DISTRIBUTION

With MANAGER PRESSE DISTRIBUTION, we make it easier for you to prepare and send items in the postal system. You can use it to prepare shipments for POSTVERTRIEBSSTÜCK, PRESSESENDUNG and STREIFBANDZEITUNG (wrapper-packed newspapers).

In addition to shipment optimization based on ZEBU (D+0, D+1) or GSA (D+2, D+4) routing data, the software also provides comprehensive address management and enables extremely flexible importing of address data in any format. After optimization, all forms and the routing labels to identify bundles and pallets are ready to print. Additional services such as PREMIUMADRESS and TRACK&MATCH are included, as well as efficient mail merge for labels including data matrix code, plus electronic shipment notification for Deutsche Post's order management system (AM).

This is a sophisticated shipment optimization solution supported by virtually all system environments as an XML-based application. MANAGER PRESSE DISTRIBUTION XML is a module that you can integrate into your highly automated production flow/data flow to optimize Pressepost shipments.

For more information and a free 30-day demo license so you can try it out, please visit **manager-presse-distribution.de**

3.5 MAILOPTIMIZER

Deutsche Post's MAILOPTIMIZER software is an easy, quick and efficient way to optimize and frank DIALOGPOST and POSTWURFSPEZIAL items as well as all other mail and DHL parcel products including additional services.

MAILOPTIMIZER is available as a platform-independent online and server solution, and can be deployed in both front-end and batch mode. MAILOPTIMIZER processes a number of different input formats and handles all item preparation and franking tasks, including producing all documents and preparing and transmitting all the data needed for billing. MAILOPTIMIZER also has a standalone address label generator.

For more information, please visit **mailoptimizer.de**

3.6 Planning print mailings

Our online tool for **DIALOGPOST**, **POSTWURFSPEZIAL** and **POSTAKTUELL** makes it easy to design print mailings and to directly order printing and delivery. The tool can be used to easily produce and calculate the cost of mailings to existing customers or new target groups, giving you full control of your budget. Simply select the format (e.g., advertising letter or postcard), upload your print and address data or use our interactive maps to select the delivery districts for your advertising.

You can use your own design or one of our layout templates, which you can then personalize. Our user-friendly editing tool provides useful assistance. We print your items to a high quality and deliver them.

For more information, please visit **print-mailing-einfach.de**

3.7 DEUTSCHE POST POSTING LISTS

Our software for posting lists ("Deutsche Post Einlieferungslisten") is a convenient tool to help you complete the forms that are necessary for many Deutsche Post products. You can save and re-use the posting lists. The integrated customer management feature lets you select the right data about who is sending, posting, and (if relevant) paying. This free software also makes it easy to register orders in Deutsche Post's electronic order management system (AM).

You can also make changes to the way pallets are prepared, even after notification. The software is compatible with Microsoft Windows, iOS and Linux.

For more information, please visit **einlieferungslisten.de**

3.8 Automation Check online service:

Our free online service gives you a fast and easy way to check the requirements for automatic processing with regard to machine readability and the layout of the address side of DIALOGPOST and POSTWURFSPEZIAL items. If your items pass the check, you will receive a binding confirmation, valid for 12 months, that your item layout meets the requirements for automatic processing. Our online service is available on the **Post & DHL Business Customer Portal**.

For more information, go to **deutschepost.de/werben/automation**

3.9 Print mailing APIs

From our IT team to yours: APIs (Application Programming Interfaces) that you can use to optimize your print mailings. Our APIs integrate seamlessly into your software.

Our three solutions mean you can plan target groups, calculate prices, frank items and generate all the necessary shipping documents – in a quick, easy and automated process.

Use print mailing as an effective advertising channel
Alongside e-mail marketing and display ads, we offer a user-friendly print mailing automation service with printing and delivery included.

Extend your reach by adding print mailing to your advertising channels. Generate print mailings, customized individually to the marketing target group, automatically from your own system.

You can rely on high-quality printing and delivery by Deutsche Post.

Target group planning made easy
Our solution makes it easy and convenient to plan target groups for your print mailings independently of the dialog marketing products of Deutsche Post.

You have direct access to target region data such as postal codes or towns/cities, and receive fast responses on target group data selected according to relevant criteria like purchasing power.

The easy way to prepare your print mailings
Use our shipment preparation API for professional automation of your print mailing preparation processes.

Thanks to the interface with the electronic order management system (AM), you can automatically calculate prices, optimize postage and manage shipment notifications for your print mailings.

You can also frank your items (IT franking included) and generate the necessary accompanying documents such as posting lists directly from within the API.

Get the right solution for your company now!
Developers can find out more in our DHL Developer Portal **developer.dhl.com** or you can access more detailed information by visiting:
deutschepost.de/print-mailing/partner

CONTACT

For questions about software or IT integration
Post Customer Integration Service
E-mail: **it-csp@deutschepost.de**
Phone: **+49 (0) 228 182-23500**
Mon. - Fri. 8 a.m. to 4 p.m.
(except on national public holidays)

4. Suitability for automatic processing (introduction)

DIALOGPOST, POSTWURFSPEZIAL and the Pressepost products have certain requirements concerning the suitability of your items for automatic processing. This ensures speedy handling in an optimized process and delivery to your customers on time.

Deutsche Post is the market leader in transporting and delivering addressed and partially addressed items in Germany. We provide our customers with a versatile system of operational processes, transport networks and delivery services.

Relevant for DIALOGPOST, POSTWURFSPEZIAL, PRESSESENDUNG and POSTVERTRIEBSSTÜCK with the SMART tariff:
To process your mail items, Deutsche Post uses sorting systems that are able to read addresses fully automatically and sort mail items. This requires the items to be suitable for automatic processing, which also means that data matrix codes and their associated services can be used.

Whether an item is suitable for automatic processing depends on the following:

- **Machine readability**
- **Layout of the address side**
- **Physical characteristics of the items***
  Machine readability

Our sorting systems need to be able to read a variety of data elements including the recipient, postal code, destination town/city, delivery information, and franking. It is therefore essential for the address area and franking mark to be machine-readable.

If window envelopes are used, the contents of the item should not be able to move inside the envelope to the extent that parts of the address area, especially the address and the franking mark, become obscured or other information (text passages or graphics) appears inside in the window. To allow for trimming during label production, the entire address area must always fit on the address label with a clearance of at least 3 mm from all edges of the label.

Layout of the address side
The address side of an item is divided up into the following zones:

- **Reading zone**
- **Franking zone**
- **Sender zone**
- **Coding zone (Standard basic format)**

The division into zones forms the basis for manual sorting and is therefore essential even for items that are not suitable for automatic processing.

Physical characteristics of the items
Items are sorted by machines. To ensure that they can be processed automatically without additional handling by machine or by hand, they must meet the specifications concerning physical characteristics, content and stability as set out in the **guide on items suitable for automatic processing ("Leitfaden Automationsfähige Briefsendungen")**.

* The "physical characteristics" requirement is not applicable to POSTVERTRIEBSSTÜCK items with the CLASSIC tariff

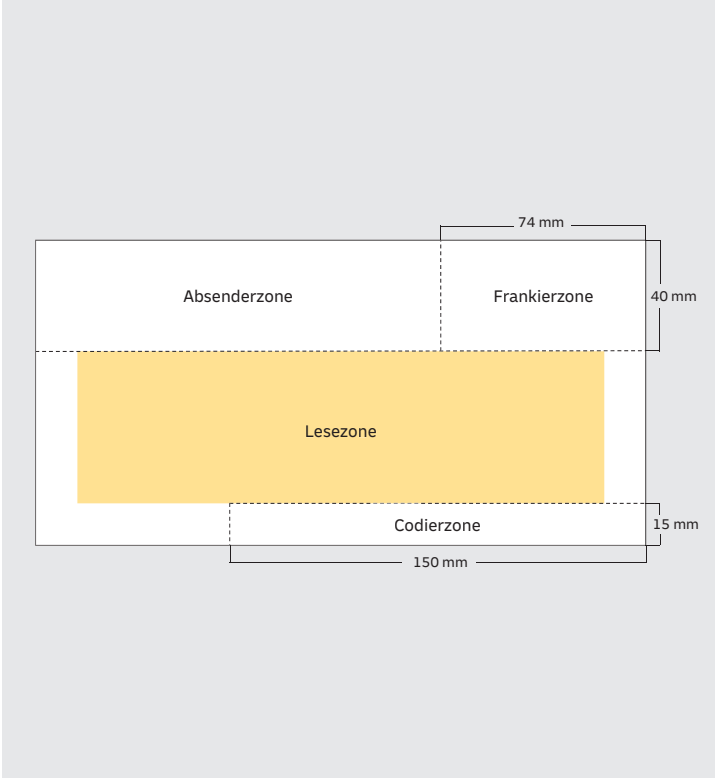


Fig. 1a: Example of zones on a DIALOGPOST item in the Standard basic format (DIN long)

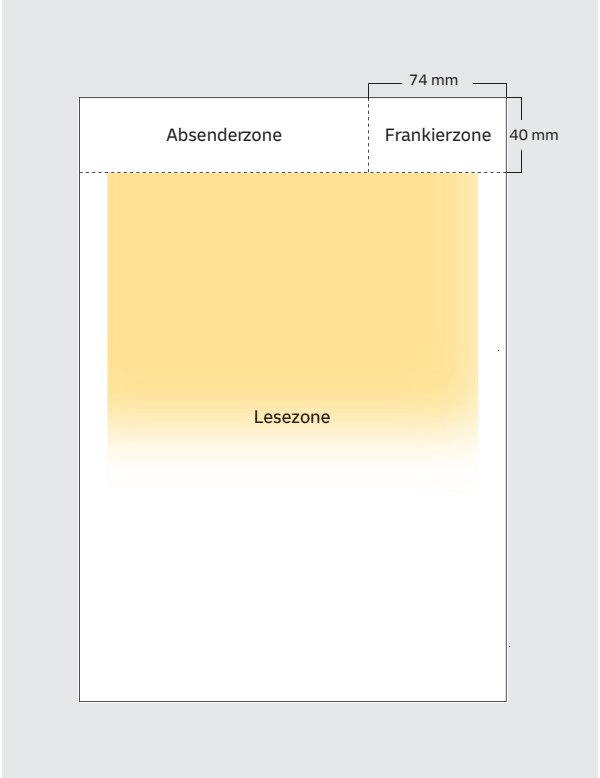


Fig. 1b: Example of zones on a DIALOGPOST item in the Groß [Large] basic format (portrait format)

Address area location

Note: DIALOGPOST, POSTWURFSPEZIAL and Pressepost items not suitable or nearly suitable for automatic processing are subject to a surcharge for the additional effort and expense during production. It may be charged retrospectively if your items cause production problems. POSTVERTRIEBSSTÜCK items with the SMART tariff that do not have the right physical characteristics for automatic sorting (but are otherwise suitable) are initially categorized and billed under the CLASSIC tariff. There is a list of requirements for automatic processing in the guide on items suitable for automatic processing ("Leitfaden Automationsfähige Briefsendungen"), which can be viewed at **deutschepost.de/automation**

5. Addressing and labeling

5.1 Layout of an address in Germany

The address information must be in the following order:

- Salutation, if desired
- Recipient's first and last names
- Additional/further description of the recipient, if desired
- Specification of municipal district, if desired or necessary (e.g., as a result of a territorial reform)
- Delivery or collection information (street name with building/house number or "Postfach" (P.O. box))
- Postal code and destination town/city in a single line (in postal style and without country code or ISO code)

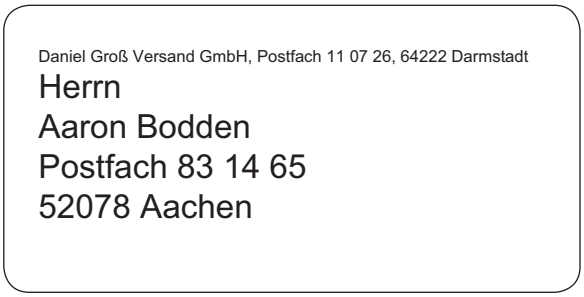


Fig. 2: Example of an address in Germany

Items sent within Germany should not show country information. Domestic addresses must be written exclusively with Latin characters and Arabic numerals.

Find out more about addressing, permitted typefaces, the structure of a foreign address and further details about the address layout in the guide on items suitable for automatic processing ("Leitfaden Automationsfähige Briefsendungen") here **deutschepost.de/automation**

5.2 DIALOGPOST SCHWER address label

Design of the address side/address label

- Please place the address information (street address) on your item and include the words “DIALOGPOST SCHWER” above the address.
- A routing code and a consecutive Identcode are also required. If the routing information is incorrect or missing, there will be an additional charge. If you intend to post items without routing information, please contact us ahead of time.

Note that DIALOGPOST SCHWER items do not carry franking marks and cannot be franked with franking machines.

If the item is wrapped in film, the address sticker and barcodes should preferably be affixed on the outside. If the address stickers are inside the film, the seam of the wrapping must not obscure the barcode and the recipient’s address. This guarantees legibility and speeds up processing.



Fig. 3: Example of a DIALOGPOST SCHWER address label

Ask us to check your address label

Poorly printed barcodes and address sides and reflective films are difficult to read and create delays and extra expense during carriage. To make sure your items are suitable for automatic processing, please send a sample copy to the following address at least seven days before the planned posting date:

Deutsche Post AG / NL Betrieb Kassel
Entgeltsicherung 3530-1
Ute Bielefeld
Im Rotte 2
34355 Staufenberg

Please print the following postal address on your sample copy:

Deutsche Post AG
Service Center National
8. Stock Raum 814/815
Kaltenkirchener Str. 1
22769 Hamburg

If your sample copy does not meet the requirements, we will let you know immediately.

5.3 POSTWURFSPEZIAL partial address

For each mailing campaign, POSTWURFSPEZIAL items carry a generic text instead of the recipient's name, for example "An die Bewohner des Hauses" (To the residents of the building), "An alle Sparer" (To all savers) or "An Sie persönlich" (For you personally). The text appears above the delivery information, with up to 87 characters including spaces and occupying up to two lines.

The partial address has to contain the following information:

- Generic text
- Street with building/house number
- Postal code and town/city

Find out more about the layout of partial addresses in the guide on items suitable for automatic processing ("Leitfaden Automationsfähige Briefsendungen") at **deutschepost.de/automation**

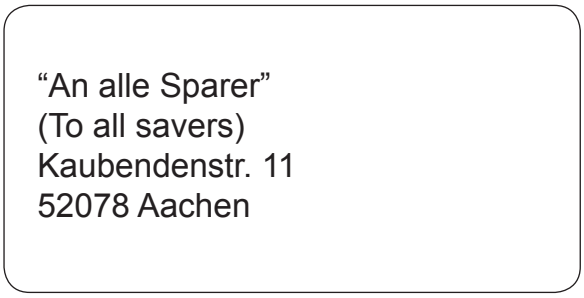


Fig. 4: Example of a POSTWURFSPEZIAL partial address

Please note: If you are sending advertising mail to companies (business and/or mixed-use buildings), make sure that the delivery information "Nur an Firmen zustellen" (Deliver to businesses only) is placed above the elements of the address area described above, and is well separated from them, easy to read and left-justified.

5.4 Pressepost address area

For rules about where address areas and address information can be placed, see the **guide on mail items suitable for automatic processing ("Automationsfähige Briefsendungen")**. The following information must be included when addressing Pressepost items:

- Sender and recipient addresses
- The press product ID (ZKZ)
  - Deutsche Post does not require any additional printing on the magazine itself (e.g., title page).
- The selected tariff
  - "CLASSIC"
  - "SMART"
- with the standard transit time codes for the shipping service:
  - Basic service "+4"
  - Second-day service "+2"
  - Next-day service "+1"
  - Same-day service "+0"
- The product name "PRESSEPOST"
- The Deutsche Post logo (including the post horn)
- Alternatively, the abbreviated franking mark can be used instead of the simplified indication of the product name with logo.

Schneider-Vogt, Forckenbeckstraße 21, 14199 Berlin
ZKZ 12345 CLASSIC+4 Pressepost Deutsche Post
123450123456789 / 2024001 / 0815
Frau
Annemarie Hartmann
Vogelsangstraße 17
27755 Delmenhorst

Fig. 5: Example of a Pressepost shipping label

5.4.1 Address area with the SMART tariff

With the SMART tariff, a franking type 48 data matrix code must be used which has a recipient address that is identical to the address that appears as text.

In addition to the requirements of this standard, the digital data matrix code must be used correctly in terms of content and quality. Depending on the service option selected, it may also be necessary to use a delivery identifier for additional letter mail services (in this example "P" for PREMIUMADRESS).

Musterverlag GmbH & Co. KG, Musterstraße 33, 73221 Musterhagen
P 64271
Deutsche Post
SMART +1 PRESSEPOST
*ov533*1012*01000072*
Frau
Elfriede Musterfrau
Appartement Nr. 1
Musterstr. 123
12345 Musterstadt

Fig. 6: Machine-readable address label for Pressepost with additional service PREMIUMADRESS

6. Additional services

You can attach additional address maintenance services to fully addressed DIALOGPOST or Pressepost items. Transit time measurement, delivery forecasts and CO_2e-compensated* shipping can all be combined with addressed and partially addressed items.

6.1 PREMIUMADRESS for DIALOGPOST and Pressepost

Our contract-based address maintenance service called PREMIUMADRESS provides information about undeliverable items based on the items you send and supplies continuously updated and corrected address data by comparing it against various databases. PREMIUMADRESS offers important advantages and puts an end to undeliverable items for good.

Information about undeliverable items: Deutsche Post will notify you if your items cannot be delivered.
Digital address maintenance: If recipient addresses are covered by relocation orders, relocation addresses will be made available to you if the recipients agree.
A variety of options for a flexible approach: Select from different product options and use PREMIUMADRESS exactly in the way you need.

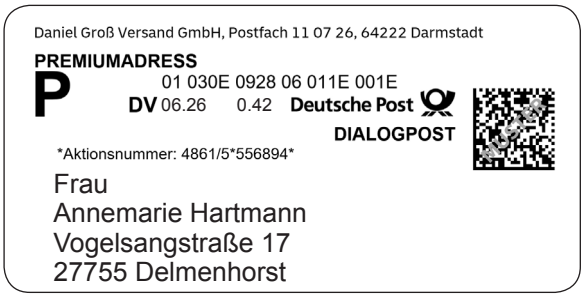


Fig. 7: Machine-readable address label for DIALOGPOST with additional service PREMIUMADRESS



Fig. 8: Machine-readable address label for Pressepost with additional service PREMIUMADRESS

*Additional details can be found in section 6.3.

If you want to use the PREMIUMADRESS service, a “P” and a data matrix code will be added to the address field/label (see figures 7 and 8).

Please note:
PREMIUMADRESS can be used together with IT franking only if the contract partner is also the party responsible for paying for IT franking.

You cannot use PREMIUMADRESS to send items with sachets. Additional information can be found in section 9.5.

For more information, please visit **premiumadress.de**

6.2 Item tracking (TRACK&MATCH)

DIALOGPOST, POSTWURFSPEZIAL and Pressepost

Our contract-based digital item tracking solution is free to use and means you always know the status of addressed and partially-addressed advertising and Pressepost items (DIALOGPOST,POSTWURFSPEZIAL,POSTVERTRIEBSSTÜCK, PRESSESENDUNG). Infographics and downloads are used to show you, the sender, how many items are being sorted now and how many are expected to go out for delivery the next day.

TRACK&MATCH can be used only if your items meet the requirements for automatic processing and are marked with a suitable integrated data matrix code.

For more information, please visit
deutschepost.de/trackmatch

6.3 GoGreen Plus*: CO_2e-reduced shipping

With the GoGreen PLus service, you can actively reduce CO_2e emissions when shipping your items within Germany. In doing so, you contribute to achieving the CO_2e reduction targets of the Science Based Targets Initiative.

Further information is available at:
www.**GoGreenPlus**.de

*) GoGreen Plus is a value-added service to a Deutsche Post and DHL shipment contributing to decarbonization measures within Deutsche Post an DHL's logistics network. By using alternative fuels and technologies, Deutsche Post and DHL reduces the usage of fossil fuels in the mode of transport and in builings used for GoGreen Plus shipments. This does not necessarily mean that the specific shipment is physically transported with vehicles or handled via facilities using these fuels or technoogies. Further information, e.g. on concrete decarbonization measures, is available at www.**GoGreenPlus**.de.

7. Address maintenance before shipping

DIALOGPOST, DIALOGPOST SCHWER and Pressepost

7.1 ADDRESSFACTORY

Deutsche Post Direkt offers end-to-end address management solutions for your sector, guaranteeing efficient contact with your customers. Use our Deutsche Post Direkt services to optimize the way your customer addresses are checked, corrected, updated, cleansed and maintained, and also enriched whenever necessary with qualifying information. ADDRESSFACTORY by Deutsche Post Direkt ensures that addresses are up to date for delivery to private customers – supplemented on request by valuable information to help you get to know your customers even better.

- Postal correction
- Name correction
- Deliverability check
- Relocation addresses
- Duplicate checks and negative comparison
- Microgeographic information
- Geo-coordinates
- Phone numbers

Updating your customer data before dispatch saves you costs for production, franking and returns. The basis for the address cross-check is Deutsche Post Direkt's postal reference file, which is unique in Germany.

More details about address maintenance before dispatch can be found online at **postdirekt.de**

7.2 Address updates

Deutsche Post Adress is Germany's leading service provider in address updating before dispatch and address searching after dispatch based on postal returns. Companies compare their customer addresses with resources such as POSTADRESS MOVE (the largest relocation database in the country) and POSTADRESS GONE (the deceased persons database, updated daily). For researching, companies use ADRESSRESEARCH (an interface with more than 5,000 registration offices in Germany) and can also access affordable alternative databases and additional services such as postal returns management, beneficiary searches, search forecasts, etc. Through its global network of service providers, Deutsche Post Adress also manages and updates international address databases.

For more information about the service portfolio of Deutsche Post Adress, please visit: **postadress.de**

7.3 POSTWURFSPEZIAL: Working with partial addresses

A data partner certified by Deutsche Post will provide you, as the appointed poster, the partial addresses for labeling items. They are sent exclusively for each respective order. The partial addresses must not be passed on to another poster (e.g., subcontracting) or a third party (e.g., including the sender).

Contract on the use of partial addresses
When you (the appointed poster) post POSTWURFSPEZIAL items for the first time, you must conclude a permanent contract on the use of POSTWURFSPEZIAL partial addresses with Deutsche Post before the partial addresses are given to you. Please contact your customer advisor about this.

Data transfer and data sorting
The data provider activates authorized data requests online. The partial addresses will be made available as a download, and DIALOGPOST MANAGER or MAILOPTIMIZER is used for all subsequent processing steps.

The sorting order of the partial addresses supplied by the data provider should not be changed in any way during item labeling and packaging. Addresses are sorted:

- By postal code in ascending order
- By town/city in alphabetical order within each postal code
- By street in alphabetical order within the town/city
- Within the street, first by all even building/house numbers and then by all odd building/house numbers in ascending order.

After you receive the partial addresses, it is important to check them on the first proof for completeness and plausibility.

Record layout for the partial address file
Instead of the recipient's name, a generic text such as "An die Bewohner des Hauses" (To residents of the building) is printed on all promotional items.
This text is included in the data provider's address file.
All subsequent fields must be separated by a semicolon.

Mandatory Fields

- Generic text
- Street
- House number
- Postal code
- Destination town/city

Possible additional fields:

- Retailer ID
  (e.g., for companies with a branch network)
- Additional field 2
- Additional field 3
- Additional field 4

Destroying data
Once a project is finished, you are obliged to destroy the partial address file within three months after the items have been posted or delivered.

8. Franking

Data matrix codes are becoming increasingly important in the postal system, and their use is mandatory for a growing number of products. That is why starting January 1, 2026, Deutsche Post will only offer franking types with the digital data matrix code, making shipments controllable and improving delivery reliability. If items use digital franking methods or additional services, the relevant information must be machine-readable. Only one franking method is possible within an order.

Please observe the applicable layout instructions for the various franking methods in the franking zone. For more information, please visit **deutschepost.de/automation**

8.1 Franking with digital data matrix codes for DIALOGPOST and POSTWURFSPEZIAL

8.1.1 IT franking for DIALOGPOST and POSTWURFSPEZIAL

If you use the IT franking procedure (available only by agreement with Deutsche Post), the product is designated in accordance with the IT Franking product and price list that was sent to you. The franking wave or the franking wave combined with the customer's individual motif can be used in conjunction with IT franking as an additional graphical element on DIALOGPOST and POSTWURFSPEZIAL items.

To find out more, please visit:
deutschepost.de/dv-freimachung



Fig. 9: Example of IT franking within the address area of a DIALOGPOST item

8.1.2 Franking machines for DIALOGPOST

With franking machines, postage is calculated exclusively on basis of the applicable base rate. Surcharges and other services for DIALOGPOST must be invoiced separately on the required posting list. Franking machines will print the DIALOGPOST item type in the franking mark when the relevant option is selected in the franking machine menu.

To find out more about franking with franking machines, please visit **frankit.de**



Fig. 10: A franking mark printed by a franking machine

8.1.3 FRANKIERSERVICE for DIALOGPOST

We will handle the franking for your items for an additional flat-rate charge. If you conclude a FRANKIERSERVICE SPEZIAL contract, you can also print your own customer design. There is no discount for pre-sorted items.

For more information see **frankierservice.de**



Fig. 11: A DIALOGPOST FRANKIERSERVICE franking mark

8.1.4 INTERNETMARKE for DIALOGPOST

INTERNETMARKE, our free online service, is a convenient way to frank smaller volumes of DIALOGPOST items online. You print the postage charge directly onto labels, envelopes or an insert, with an optional address area or a picture chosen from a large image gallery. Surcharges and other services for DIALOGPOST must be invoiced separately on the required posting list.

For more information, go to
deutschepost.de/internetmarke



Fig. 12: INTERNETMARKE for DIALOGPOST within the address area



Fig. 13: INTERNETMARKE for DIALOGPOST printed on a label

Special info about DIALOGPOST SCHWER

- Note that DIALOGPOST SCHWER items cannot use franking marks and cannot be franked with franking machines. In place of a franking mark, the “DIALOGPOST SCHWER” mark appears above the address area.

8.2 Other franking options: Abbreviated franking mark for POSTAKTUELL and Pressepost

If you do not have enough space on your POSTAKTUELL or Pressepost item or are planning to mail them without wrapping, you can use the abbreviated franking mark.

- It appears within the address area
- It must be clearly visible/readable on the right above the address, and on the left next to a data matrix code if there is one

Information on franking Pressepost items without a data matrix code can be found on page 21 of section 5.4. For more information about the franking wave and the individual customer motif, and to download the relevant graphics files, please visit **deutschepost.de/frankiervermerk**

Deutsche Post
CLASSIC+2 PRESSEPOST

Fig. 14: Abbreviated franking mark for Pressepost

POSTAKTUELL mark on the outside

Because POSTAKTUELL items are not addressed, please mark the largest outside surface of the items with the selected target group, as follows:

- “An alle Haushalte” [To all households] or “POSTAKTUELL – Alle” [All]
- “An Haushalte mit Tagespost” [To households with daily post] or “POSTAKTUELL - TagesP -”

9. Preparation for dispatch

For all the products in this brochure, always group your items together into batches and properly label them with routing labels. If the items exceed certain quantity or weight limits, they must also be loaded onto pallets intended for specific destinations. Batches are trays, bundles or pallets. For POSTAKTUELL only, boxes can be used as well as bundles.

The following general rules apply:

- Batches must be suitable for transportation and must not hinder internal processing in the postal system.
- Bundles must be stackable.

Sorting depths in batch preparation

<table>
<tr><th rowspan="3">Product</th><th rowspan="3">Basic format</th><th colspan="12">Batches and sorting depths</th></tr>
<tr><th colspan="4">Trays*</th><th colspan="4">Bundles</th><th>Boxes</th><th colspan="4">Pallets</th></tr>
<tr><th>PLZ</th><th>GSA</th><th>LReg</th><th>0–9</th><th>PLZ</th><th>GSA</th><th>LReg</th><th>0–9</th><th></th><th>GSA</th><th>LReg</th><th>LZ</th><th>0–9</th></tr>
<tr><td>DIALOGPOST</td><td rowspan="2">Standard
(including Card)</td><td colspan="2" rowspan="2">No</td><td rowspan="2">Yes</td><td>Yes</td><td colspan="4" rowspan="2">No</td><td rowspan="2">No</td><td rowspan="2">No</td><td colspan="3" rowspan="2">Yes</td></tr>
<tr><td>POSTWURFSPEZIAL</td><td>No</td></tr>
<tr><td>POSTAKTUELL</td><td>No</td><td colspan="4">No</td><td colspan="5">ZSP/ZBez</td></tr>
<tr><td>DIALOGPOST</td><td rowspan="2">Groß (large)</td><td colspan="3" rowspan="2">Yes</td><td>Yes</td><td colspan="2" rowspan="2">Yes</td><td rowspan="2">No</td><td rowspan="2">No</td><td rowspan="2">No</td><td colspan="3" rowspan="2">Yes</td></tr>
<tr><td>POSTWURFSPEZIAL</td><td>No</td></tr>
<tr><td>DIALOGPOST SCHWER</td><td>No</td><td colspan="4" rowspan="4">No</td><td colspan="5">No</td><td>PZ</td><td colspan="2">No</td><td>Yes</td></tr>
<tr><td>Pressepost D+2/D+4</td><td rowspan="3">Groß (large)</td><td colspan="3">Yes</td><td rowspan="2">No</td><td rowspan="2">No</td><td colspan="3" rowspan="2">Yes</td></tr>
<tr><td>Pressepost (D+1)</td><td colspan="3">ZEBU</td><td rowspan="2">No</td><td colspan="3" rowspan="2">Yes</td></tr>
<tr><td>Pressepost D+0</td><td>ZEBU</td><td colspan="2">No</td><td>No</td><td>yes</td><td>No</td></tr>
</table>

***Please use size 1 trays in the Standard basic format, and size 2 trays in the Groß (large) basic format**

0–9 = Germany trays, bundles and pallets
GSA = Flat sorter, program batch preparation for sorting systems (by routing region only)
ZSP = Delivery base
ZBez = Delivery district
ZEBU = Shipment preparation according to the newspaper bundles file (ZEBU), bundle preparation for specified destinations for collectors, bulk recipients, group bulk recipients, PO box cabinets, delivery district groups, delivery districts, routing regions, depots and 0–9
PZ = Parcel center

9.1 Pressepost: Shipment optimization based on ZEBU data

ZEBU data is a collection of database tables that Deutsche Post provides to its customers so they can prepare Pressepost shipments correctly for same-day (D+0) and next-day service (D+1) and label the resulting batches.

Note: In line with the procedure currently used for the basic service (D+4), starting January 1, 2026, Pressepost shipments using second-day service (D+2) must be optimized in accordance with GSA batch preparation requirements before posting. Optimization based on ZEBU data is only permitted for same-day and next-day items.

Contents
The ZEBU data always contains all German postal codes (PLZ) for delivery and pick-up. (Campaign postal codes and postal codes that were introduced after the last update and before the next update are not included.) Every postal code is described in ZEBU by means of a record consisting of 27 data fields (178 characters) and containing the individual consolidation rules for the various preparation steps. It regulates the mapping of each individual postal code to Deutsche Post AG's higher-level logistics batch destinations for POSTVERTRIEBSSTÜCK and PRESSESENDUNG items. It also contains the routing information for the labeling of bundles and pallets.

The first data field (DF 1) contains the five-digit postal code as a reference for the recipient's address. Bundle preparation is based on the information in DF 2 to DF 13. All the other data fields apply to pallet preparation, as do the data fields which are valid for bundle preparation.

Formats
ASCII and dBase with different character sets (normal font and CAPITAL LETTERS, with/without accented characters).

Validity and updating
ZEBU data is regularly updated by Deutsche Post and made available free of charge via Post Direkt GmbH to registered recipients of the data. Only the latest version is valid for Pressepost shipment preparation in the relevant period of use. New ZEBU data is regularly made available on Deutsche Post Direkt's Online Shop platform four to six weeks before the validity period begins: **datafactory.postdirekt.de**

The ZEBU data is already integrated in widely used IT solutions for shipment preparation, so these conditions are met automatically. To avoid misrouted items, please ensure that you are using the latest version of the files, which are updated every six months (May 1 and November 1).

ZZEBU data record: examples of bundle labeling

DF 1	DF 2	DF 3	DF 4	DF 5	DF 6	DF 7	DF 8	DF 9	DF 10	DF 11	DF 12	DF 13
PLZ	ZBG PLZ	ZBG Name	ZBG BKZ	ZBG Kenn	ZSP PLZ	ZSP Name	ZSP BKZ	ZSP Kenn	REG LZ	REG Name	REG BKZ	REG Kenn
29297	29297	Bergen	1	PFS	29296	Bergen	1	ABH	29			
29303	29303	Hermannsburg	2	ZBG	29320	Hermannsburg	2	ZSP	29051			
29304	29304	Winsen (Aller)	1	PFS	29308	Winsen (Aller)	5	ZSP	29			
29305	29305	Winsen (Aller)	1	PFS	29308	Winsen (Aller)	5	ZSP	29			
29306	29306	Winsen (Aller)	1	PFS	29308	Winsen (Aller)	5	ZSP	29			
29308	29308	Winsen (Aller)	5	ZBG	29308	Winsen (Aller)	5	ZSP	29051			
29309	29309	Hambühren	1	PFS	29313	Winsen (Aller)	5	ZSP	29			
29310	29310	Hambühren	1	PFS	29313	Winsen (Aller)	5	ZSP	29			
29313	29313	Winsen (Aller)	5	ZBG	29313	Winsen (Aller)	5	ZSP	29051			
29314	29314	Hermannsburg	2	PFS	29320	Hermannsburg	2	ZSP	29			
29315	29315	Hermannsburg	2	PFS	29320	Hermannsburg	2	ZSP	29			
29320	29320	Hermannsburg	2	ZBG	29320	Hermannsburg	2	ZSP	29051			
29321	29321	Wietze	1	PFS	29321	Winsen (Aller)	5	ABH	29			
29323	29323	Winsen (Aller)	5	ZBG	29313	Winsen (Aller)	5	ZSP	29051			
29326	29326	Faßberg	2	PFS	29326	Faßberg	3	ABH	29			

Record description for ZEBU file according to batch preparation steps

DF	Feldname	Typ *)	Länge	Feld von	bis	Erläuterungen zu den Datenfeldern		
1	PLZ	A	05	1	5	Empfängerpostleitzahl		
2	ZBGPLZ	A	05	6	10	Zustellbezirksgruppe **) : 5-stellige Postleitzahl	*oder* leer	Gebinde-fertigungs-stufe 1
3	ZBGNAME	A	24	11	34	Ortsname	*oder* leer	
4	ZBGBKZ	A	02	35	36	Betriebskennziffer	*oder* leer	
5	ZBGKENN	A	03	37	39	Kennung: ZBG oder PFS oder GE oder GGE **)	*oder* leer	
6	ZSPPLZ	A	05	40	44	Zustellstützpunkt ***): 5 stellige Postleitzahl	*oder* leer	Gebinde-fertigungs-stufe 2
7	ZSPNAME	A	24	45	68	Ortsname	*oder* leer	
8	ZSPBKZ	A	02	69	70	Betriebskennziffer	*oder* leer	
9	ZSPKENN	A	03	71	73	Kennung: ZSP oder ABH ***)	*oder* leer	
10	REGLZ	A	05	74	78	Leitregion: 2-stellige LR-Bezeichnung	*oder* 5-stellige [Sortier-] Leitzahl +)	Gebinde-fertigungs-stufe 3
11	REGNAME	A	20	79	98	leer		
12	REGBKZ	A	02	99	100	leer		
13	REGKENN	A	03	101	103	leer		
14	LBLZ	A	05	104	108	leer		Paletten-fertigungs-stufe 4 ++)
15	LBNAME	A	20	109	128	leer		
16	LBBKZ	A	02	129	130	leer		
17	LBKENN	A	03	131	133	leer		
18	GESCHL	A	08	134	141	leer		Paletten-fertigungs-stufe 5 +++)
19	DEPNR	A	02	142	143	Depot-Nr. im Schnelläufer-Netz		
20	TOURNR	A	02	144	145	leer		
21	ZSPBTL	A	01	146		leer		
22	OSLBTL	A	01	147		leer		
23	LBBTL	A	01	148		leer		
24	BZLZ	A	05	149	153	Briefzentrum-Nummer (2-stellig)		
25	BZNAME	A	20	154	173	leer		
26	BZBKZ	A	02	174	175	leer		
27	BZKENN	A	03	176	178	Kennung: BZE		

*) A=alpha **) Zustellbezirksgruppe=ZBG,Postfachschrank=PFS,Großempfänger=GE,GruppengroßEmpf=GGE ***) Zustellstützpunkt=ZSP,Postfiliale/Abholstützpunkt=ABH

+) In der Fertigungsstufe 3 werden 5-stellige Leitzahlen nur bei der Bundebildung angewendet. Für die Palettenbildung sind lediglich die Stellen 1+2 anzuwenden.

++) bildete früher die Leitbereiche ab; wird aktuell nicht angewendet

+++) Für Bundebildung nicht relevant

Preparation step 1

- ZBG Delivery district group
- PFS Post office box cabinet
- GE Bulk recipient
- GGE Group of bulk recipients

Preparation step 2

- ZSP Delivery base
- ABH Collector

Preparation step 3

In preparation step 3, bundles are only labeled with the routing number from data field 10 (DF 10) without any additional codes. The two-digit routing region codes or the operational five-digit ZEBU postal codes (DF 10) are used. When pallets (or pallet routing labels) are prepared, it is not the full five digits from DF 10 that are used but only the two-digit routing region codes or, if there are five digits, only the first and second digits.

Other preparation steps for pallets

In addition to preparation steps 1-3 (which only cover the preparation of bundles), other preparation steps apply to the consolidation of bundled Pressepost items on pallets.

Preparation step 4

Preparation step 4 (DF 14 to DF 17) referred to in the ZEBU record description is not used at present.

Preparation step 5

Pallets in the SLN network are known as depot pallets and labeled with the value of DF 19 from ZEBU-SLN, prefixed with the word “Depot” (e.g., “Depot 30”). Data fields 24 to 27: The routing information from DF 24 to DF 27 is not currently used for the preparation/labeling of Pressepost batches.

Preparation step 6

Items in bundles whose weight does not meet the net minimum for a pallet in preparation step 5 should be prepared as Germany pallets. “0–9” is to be used as routing information. This is not specified in the ZEBU data.

Same-day service only:
batches can be prepared for the region served by the mail center where they are posted.

Only direct bundles (bundle preparation steps 1 and 2) are allowed in the same-day service. Pallets are only allowed in preparation step 3 (routing region pallet).

9.2 Program batch preparation for flat sorters (GSAs)

DIALOGPOST (Groß (large) basic format), POSTWURFSPEZIAL (Groß (large) basic format) and Pressepost with the basic service and second-day service (D+4 und D+2)

To process your mail items, Deutsche Post uses modern sorting systems that can read addresses and sort items 100% automatically. At Deutsche Post, the automated sorting processes for items in the Groß (large) basic format have a number of sorting programs called GSA programs. They have names consisting of letters and numbers, e.g., FSQ_91.

Deutsche Post has introduced shipment optimization rules for GSA program batch preparation so that the batches with items in the high-volume stream (D+4 as well as D+2 for Pressepost) can be assigned to the correct sorting program immediately.

GSA program batches are mandatory for:

- DIALOGPOST and POSTWURFSPEZIAL in the Groß (large) basic format
- POSTVERTRIEBSSTÜCK and PRESSESENDUNG using basic (D+4) and second-day (D+2) service

The limits to be applied concerning the process-dependent minimum and permitted maximum batch contents are based on the general and (where applicable) product-specific physical batch preparation requirements in this description.

The shipment preparation rules of the GSA program are taken from the sequence file for GSA program optimization (GSA data). This file (GSA-Sequenzen BZ_bundesweit_JJJJ-MM-TT.csv) is updated four times a year at the same time as the latest postal routing data and made available for download via the API Developer Portal of DHL Group (**developer.dhl.com**). In each mail center, it assigns sequences of postal codes to the corresponding programs and routing regions.

The GSA data is already integrated into widely used IT solutions for shipment preparation, so these rules are automatically taken into account. To avoid misrouted items, please ensure that you are using the latest version of the files, which are updated every three months.

GSA program numbers by mail center (BZ)

BZ no.	BZ name	BZ RR	Program	PLZ from	PLZ to
24	Kiel	24	FSQ_91	24000	24568
24	Kiel	24	FSQ_92	24569	24999
25	Elmshorn	25	FSQ_91	25300	25499
25	Elmshorn	25	FSQ_92	25500	25799
25	Elmshorn	25	FSQ_93	25800	25999
26	Oldenburg	26	FSQ_96	26001	26219
26	Oldenburg	26	FSQ_95	26301	26486
26	Oldenburg	26	FSQ_93	26487	26489
26	Oldenburg	26	FSQ_95	26491	26524
26	Oldenburg	26	FSQ_93	26525	26529
26	Oldenburg	26	FSQ_95	26530	26532
26	Oldenburg	26	FSQ_93	26533	26736
26	Oldenburg	26	FSQ_93	26737	26757
26	Oldenburg	26	FSQ_93	26758	26759
26	Oldenburg	26	FSQ_93	27761	26969
28	Bremen	27	FSQ_91	27000	27210
28	Bremen	27	FSQ_92	27211	27389
28	Bremen	27	FSQ_91	27390	27999
28	Bremen	28	FSQ_93	28000	28999

The information in this example may not be up to date.

9.2.1 GSA program batch preparation in detail

The logical tray, bundle and pallet preparation for DIALOGPOST, POSTWURFSPEZIAL and Pressepost D+4 and D+2 shipments follows the preparation hierarchy described below. Trays can only be prepared for the two dialog marketing products, and not for Pressepost.

9.2.1.1 Tray and bundle preparation

1. **GSA postal code tray/bundle**
   If recipient postal codes have enough items to create a postal code bundle (direct bundle), the so-called GSA postal code bundles (postal code trays/bundles with additional marking of the relevant GSA program) should be created on the basis of GSA data.

   If the quantity for a postal code exceeds the maximum permitted quantity or weight limit for batch preparation (see pages 39 and 42), more than one batch should be created for that destination. If the GSA data does not have an assigned program for this postal code, the postal code batch should be created without the marking of a GSA program. The usual information which normally appears on a tray/bundle routing label is still required.

2. **GSA routing region tray/bundle**
   If the quantities are not enough to create direct (GSA) postal code batches or if (GSA) postal code tray/bundle preparation produces peaks, the quantities should be combined with items for other postal codes in batches from the same program and the same routing region. “Peaks” are items with the same shipment destination but that do not meet the required minimum amount for a tray/bundle. Within the batch, the items are arranged in ascending order by postal code. The trays/bundles are marked with the program name and routing region.

3. **Routing region tray/bundle**
   If the quantities are not enough to create direct GSA trays/bundles, the quantities should be combined with items from the same routing region. Information about the routing region is taken from the BZ-LR column in the GSA data. The same applies if GSA tray/bundle preparation results in peaks that do not meet the required minimum amount for a tray/bundle.

Product-specific specifications

DIALOGPOST:
- For posted quantities of 50,000 items or more, you must prepare destination-specific batches.
- If the quantities do not reach the minimum for routing region trays, Germany trays (0–9) may be prepared.

DIALOGPOST, POSTWURFSPEZIAL, POSTVERTRIEBSSTÜCK and PRESSESENDUNG:
- For Germany bundles (0–9) as well as trays and bundles, preparation by routing zone or at depot level is not permitted.

Note:
The preparation hierarchy for trays and pallets described in 9.2.1.2 also applies to DIALOGPOST and POSTWURFSPEZIAL in the Standard basic format, but without the requirements for GSA shipment preparation.

9.2.1.2 Pallet preparation

1. **GSA pallet**
   A GSA pallet can only carry trays/bundles with the same GSA program within a routing region. The minimum net weight of GSA pallets is 200 kg. However, these pallets can only be prepared if doing so does not increase the number of pallets for the whole shipment compared to so-called “layered pallet preparation”.

2. **GSA layered pallet**
   Several different GSA trays/bundles should be prepared for the same routing region. They should be stacked in layers in descending order of production on a pallet.

   On a layered pallet, batches are to be arranged in the following order: lowest alphanumeric program designations on top and higher designations in ascending order below them. Non-GSA batches in the same routing region can be placed as the last layer on top and marked “Rest” (remaining).

   The identifiers on the pallet routing label are arranged in the same way as the bundles on the pallet, with lowest alphanumeric program designations at the top.

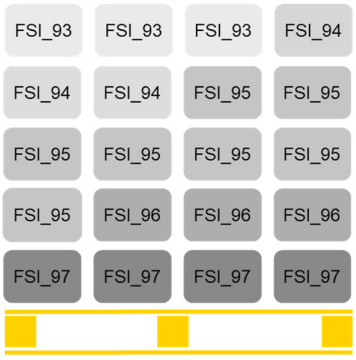


Fig. 16: Example of a sorting arrangement on a layered pallet

3. **Routing region pallet**
   If the GSA data does not have any GSA programs for the routing region or if it was not possible to prepare a GSA tray/bundle, routing region pallets should be prepared with the trays/bundles for this routing region.

4. **Routing zone pallet**
   If there is not a sufficient quantity for a GSA layered pallet or routing region pallet for the shipment, a routing zone pallet (LZ) should be created or (for Pressepost D+1) a depot pallet.

5. **Germany pallet (0–9)**
   f there is not a sufficient quantity for a routing zone or depot pallet, a Germany pallet (“0–9”) should be created.

9.2.2 GSA Eco batch preparation for Pressepost with the basic service (D+4)

Requirements: Pressepost with the SMART tariff
The Eco version of GSA bundle preparation can only be used for shipment optimization of orders with the SMART tariff and the basic service (D+4) and second-day service (D+2). The items must be fully suitable for automatic processing according to the guide on items suitable for automatic processing (“Leitfaden Automationsfähige Briefsendungen”), and the order must be correctly notified in full using AM.exchange. The free additional service TRACK&MATCH must also be used correctly with the data matrix code (franking method 048).

If operational difficulties are caused by the Eco shipment optimization of items that do not meet the requirements for the SMART tariff, the order is subject to a surcharge (based on the CLASSIC tariff) for the additional effort and expense during production.

9.2.2.1 GSA Eco bundle preparation

Unlike general GSA tray/bundle preparation, postal code bundles (direct bundles) are not created in GSA Eco bundle preparation. This remains the case even if there are sufficient numbers of items for the individual postal codes for creating postal code bundles.

1. **GSA routing region bundle**
   Items with the same and different postal codes are combined in GSA routing region bundles if according to GSA data they belong to the same program within a routing region. Within the batch, the items are arranged in ascending or descending order by postal code. The GSA routing region bundles should be marked with the routing region and the GSA program identifier.

2. **Routing region bundle**
   If there is no assigned program in the GSA for the recipient postal code, they are optimized in routing region bundles not marked with program names.

9.2.2.2 GSA Eco pallet preparation

GSA Eco pallet preparation does not differ from the general pallet preparation process (see 9.2.1.2 on page 34).

9.3 DIALOGPOST SCHWER

Pallets
DIALOGPOST SCHWER items must be placed on single-destination Euro pallets. Please note the following:

- To post DIALOGPOST SCHWER items, you must request a pick-up of the items at your location or that of a service provider.
- Place the shipments unbundled on pallets.
- Note that the items must be suitable for automatic processing and stackable.
- Protect the pallets with shrink wrapping or other pallet wrapping film and mark them with pallet routing labels.
- Only use Euro pallets that meet the quality standards of the “European Pallet Association (EPAL)” for exchangeable pallets
- Do not combine DIALOGPOST SCHWER with other shipment types (such as merchandise mail, small packages or parcels).

Dimensions and weights

- The pallets must either weigh 250 kg or measure 160 cm in height (both values include the pallet).
- The pallets must not weigh more than 900 kg and not exceed a height of 180 cm (both values include the pallet)
- Pallets up to a weight of 600 kg must be stackable.
- If the minimum height has been reached, the weight may be below the minimum weight.



Fig. 16a: Minimum height 160 cm and minimum weight (secured and marked)



Fig. 16b: Maximum height 180 cm and maximum weight

Protecting and marking pallets
Please use shrink wrapping or other pallet wrapping film secured with tape and make sure to pack the pallets so they are stable enough to easily meet transport requirements. Pallets must always be labelled with three pallet routing labels, with one routing label on the top side of the pallet, one on a long side and one on a short side. Enter the number of the destination parcel center in the “Leitangabe” (routing information) field on the routing label. Pallets should be marked as Germany pallets (“0–9”) if they contain remaining quantities which were already split up and sorted in the parcel center where they were posted.

Roll cage
Instead of Euro pallets, in exceptional cases you can use roll cages. The following applies to both pallets and roll cages:

- When shipments are sorted into single-destination roll cages, there may always be some remaining quantities for the respective parcel center. These remaining quantities for the individual parcel centers are loaded onto collective roll cages for the whole of Germany.
- There is a surcharge for items posted in “0–9” roll cages and therefore classed as unsorted.

The catalogs are to be stacked vertically on their narrow side and not on their largest area on top of each other, in order avoid the risk of slippage. As a rule, there is space for three rows, one behind the other, and two rows one above the other in the roll cage, provided the permissible maximum weight has not already been reached.

Sample copy
Before or at the time of delivery, please send an example of the item (sample copy) to our billing office:

Deutsche Post AG
Service Center National
8. Stock Raum 814/815
Kaltenkirchener Str. 1
22769 Hamburg

If there are different formats and weights, sample copies of each are required.

9.4 POSTAKTUELL

The permitted batch types are bundles or boxes (not trays), securely fastened and held together crosswise with plastic straps. The items should be packed in batches so that they are appropriate for carriage in the standard letter post, are protected from loss and damage and present no hazard to third parties. The batches should be created for specific delivery districts. Optionally, the POSTAKTUELL MANAGER shipping software can also configure batches for a delivery base. In this case, the items within the batch must be divided into groups of 100 by offsetting the stacks or inserting divider sheets. The maximum weight per batch is 10 kg.

Every batch must have a bundle routing label containing the information required for transport specifically to the delivery base. Complete the bundle routing label (see the example on page 45) using POSTAKTUELL MANAGER and state your postal customer number.

9.5 DIALOGPOST and POSTWURFSPEZIAL: Sachets

A sachet is a plastic or paper package containing a small amount of liquid, cream/gel, or a substance in powder/granulate form. Examples are cosmetic samples, detergents, seeds or pudding powder. Please notify your customer advisor of items containing sachets so that they can arrange the details for your posting.

Batches with sachets must be posted in routing region trays (in the Groß [Large] basic format or as routing region or postal code bundles). All batches (trays, bundles, pallets) must be marked with a note “Sachet – nicht maschinenfähig” (Sachet – not machinable). This label must be placed on each tray. In the case of bundles/pallets, you can include this information directly on the bundle/pallet routing label.

Due to the risk of damage, sachets cannot be handled by our sorting machines, **making them unsuitable for automatic processing**. Thus, a production surcharge is always charged for sachets.

DIALOGPOST and POSTWURFSPEZIAL items that cannot be delivered Items with sachets/product samples are disposed of at the sender’s expense.

Items with sachets – such as perfume samples or power banks – are frequently classified as hazardous goods because of their contents. To post them properly, they must be packed in routing region trays or produced as bundles. The routing label must be clearly marked with a note “Sachet – nicht maschinenfähig” (Sachet – not machinable) and the appropriate hazardous goods label applied pursuant to statutory requirements.

Please note the following for DIALOGPOST:
For items containing product samples that are not sachets and not made of paper, you must use a **PREMIUMADRESS** product. In this way, you ensure that undeliverable items can be returned to you. If the product sample is a paper product, you are not required to use a PREMIUMADRESS product.

PREMIUMADRESS is not available for sachet items. In accordance with German law, undeliverable items are returned by Deutsche Post at the expense of the sender.

10. Preparing trays
DIALOGPOST and POSTWURFSPEZIAL

10.1 Sorting correctly by format and destination

We carry your items in our mail trays throughout all processing and transport stages. Normally, we provide you with the required trays. For more information see the transport equipment brochure ("Transportbetriebsmittel"), which can be downloaded at **deutschepost.de/werben**. Your items will be processed without a problem if you post them in our standardized yellow trays. Please note the following information.

DIALOGPOST and POSTWURFSPEZIAL: Sorting options for trays

Basic format	Size 1 tray	Size 2 tray
Standard	Items sorted by: ▪ Routing region or ▪ 0–9 (Germany tray) (DIALOGPOST only)	No
Groß (large)	No	Items sorted by: ▪ Postal code or ▪ Routing region or ▪ 0–9 (Germany tray) (DIALOGPOST only)

10.2 Filling trays correctly by format

- **Items in the Standard basic format**
  - belong in size 1 trays
  - are loaded upside down, with the (partial) addresses all facing towards the tray routing label holder.
- **Items in the Groß [Large] basic format**
  - are stacked lengthwise and facing the same direction in size 2 trays
  - with the (partial) addresses on top and pointing towards the side with the tray routing label
- **Groß (large) items in DIN C5 format**
  - must be placed in two piles in size 2 trays.
  - The piles must face the same direction with the (partial) addresses facing upwards.
  - One item may be placed vertically between the two piles to stop them moving out of position.
- **Unwrapped items**
  - can only be posted presorted in postal code and routing region trays/bundles.



Fig. 17: POSTWURFSPEZIAL Size 1 mail tray for Standard basic format



Fig. 18: POSTWURFSPEZIAL Size 2 mail tray for Groß (large) basic format

Tray weight and fill level rules

- The maximum weight per filled tray is 10 kg.
- Each tray for a specific destination must be at least half full (minimum fill level).
- Each tray may only be filled up to the bottom edge of the cutout handle, to ensure that they can be securely grabbed and easily stacked.

Please also make sure your items do not stick together in the tray (if, for example, glue is not completely dry).

10.3 Marking with tray routing labels

- Letter mail trays must always be furnished with tray routing labels created in accordance with our specifications.
- Insert the tray routing label into the special holder or place it on the items if there is no holder.
- Tray routing labels for DIALOGPOST are available in small quantities from our mail centers.

10.4 Examples of tray routing labels

DIALOGPOST routing label for a routing region tray
Example with program information



Figure 19

Original dimensions 160 × 67 mm, cardboard-backed, paper thickness 120–150 g/m². Paper color light blue, imprinted in black

POSTWURFSPEZIAL routing label for a routing region tray
Example without program information

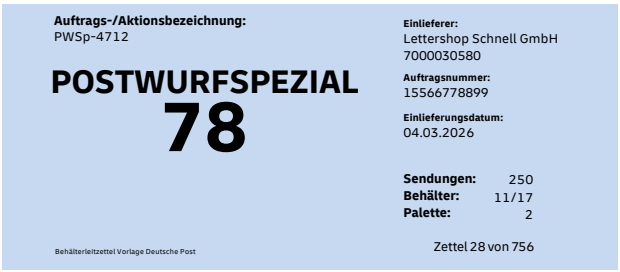


Fig. 20

Original dimensions 160 × 67 mm, cardboard-backed, paper thickness 120–150 g/m². Paper color light blue, imprinted in black

11. Preparing bundles

DIALOGPOST, POSTWURFSPEZIAL, POSTAKTUELL and Pressepost

Bundling is a prerequisite for transport through the postal system. The bundle must be able to withstand heavy handling, i.e., it must be strong and sturdy enough to undergo postal processing. You can achieve this, for example, by shrink-wrapping the bundle or using strapping. **For POSTAKTUELL, boxes or strapped bundles can be used for bundling.**



Fig. 21a: Bundle preparation with strapping
Pressepost items
This example is for illustration only



Fig. 21b: Bundle preparation with shrink wrapping
Pressepost items
This example is for illustration only

Sorting options for bundles

DIALOGPOST, POSTWURFSPEZIAL (Groß (large) basic format only)	**POSTAKTUELL**	**Pressepost**
Items sorted by: ▪ Postal code or ▪ Routing region according to program batch preparation for flat sorters (GSAs), see section 9.2	Items sorted by: ▪ Delivery district or ▪ Delivery base	▪ Shipping services D+0 and D+1 based on ZEBU data specifications (see section 9.1) ▪ Shipping services D+2 and D+4 according to program batch preparation for flat sorters (GSAs), see section 9.2

11.1 Sorting by specific destination

- Bundling is **mandatory** if there are ten or more items/copies per destination (postal code or routing region).
- Bundling is **recommended** if there are at least five items/copies per destination.
- Production peaks below the minimum quantity for a bundle can be set up as a “final bundle”.
- **(Partial) addresses** in the bundle must always face the same direction. The rules and destinations of GSA program batch preparation (see section 9.2) apply to the bundling of DIALOGPOST, POSTWURFSPEZIAL and Pressepost items with the basic service D+4. Pressepost items with the shipping services D+0, D+1 and D+2 are bundled for specific destinations based on ZEBU data (see section 9.1)

11.2 Weight and stability rules

- **Maximum weight** per bundle: 10 kg
- The **strapping** must be secure enough to prevent bundles from coming apart during carriage.
- A combination of bundles with tight strapping and additional film wrapping in one posting is not permitted.
- Rotary stacking in a bundle may be used if it is required by the manufacturer to create a bundle that is stackable and secure for transport (e.g., if the items protrude significantly on one side or have a cover binding with a smooth surface)
- If a stackable bundle can only be achieved through rotary stacking, the grip height of the aligned items in one rotation should be between 9 and 12 cm on the side of the thin edge **(except POSTAKTUELL)**.

11.3 Marking without bundle routing labels

Only possible with DIALOGPOST and POSTWURFSPEZIAL
To improve sustainability and conserve resources, you can save paper by not marking bundles with bundle routing labels. Instead, you can place the delivery code of the destination in an information line above the address, e.g., *54*. The routing information must appear on all items so that none of them are misrouted. If delivery is based on Deutsche Post’s GSA machine program, the relevant program information should be added to the delivery code as in the following example: *54 FSQ_91*. Please always place the delivery code and program information in the upper information line, and always at the start of the line. To find out more about this, see the technical specifications for IT franking “Technischen Spezifikation DV-Freimachung,” which can be downloaded from **deutschepost.de/dv-freimachung**

Please make sure that any strapping does not obscure the address field.



Fig. 23: DIALOGPOST: The address area contains the delivery code so there is no need for a bundle routing label.

11.4 Marking with bundle routing labels

- For shipping, bundles must have a bundle routing label.
  Please create the labels in accordance with our specifications and place them on top of the bundles.
- The bundle routing labels should correspond with the format of the items, minimum size:
  DIN A5 (210 × 148 mm) or for POSTAKTUELL DIN A6 (105 × 148 mm).
- With film-wrapped bundles, the bundle routing label must be DIN A5 so it cannot be confused with individual items.
- Please strap or film-wrap the bundle routing label and the items together.
- For examples and templates to help you complete routing labels, please visit **deutschepost.de/einlieferungslisten**

11.5 Example of a bundle routing label

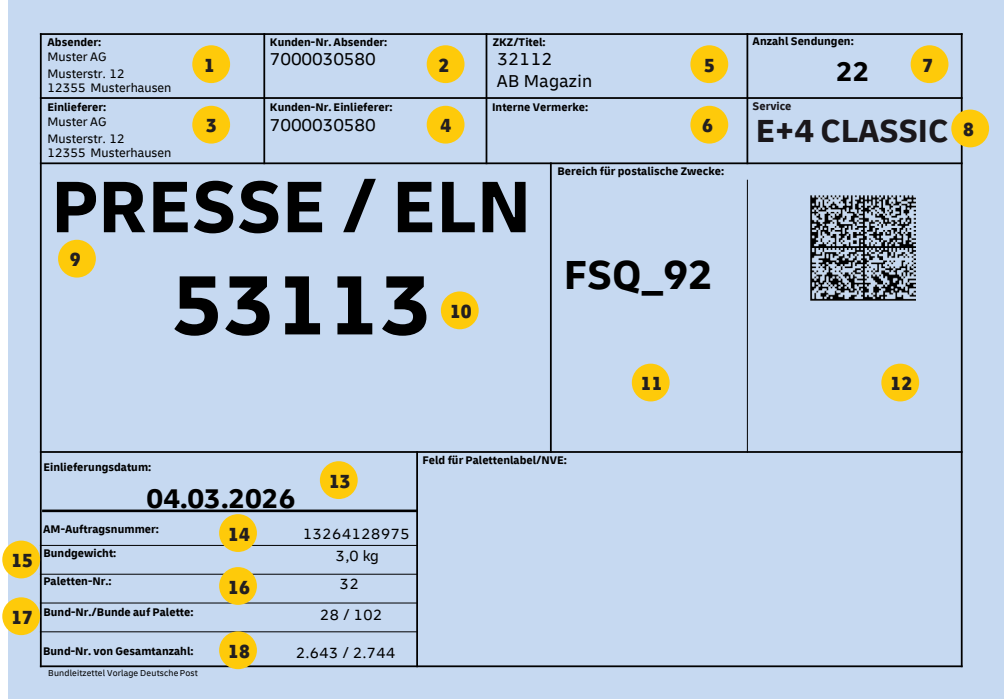


Fig. 24: Bundle routing label with notes

Notes

1. Sender's details
2. Sender's customer number (EKP)
3. Poster's details
4. Poster's customer number (EKP)
5. **Pressepost**: ZKZ/title
   Dialog marketing products: order/campaign name
6. Internal references from sender or poster
7. Number of items in the bundle
8. **Dialog marketing products**: Transit time target of the order, usually D+4 **Pressepost**: notified SMART or CLASSIC rate with selected shipping service D+0, D+1, D+2, D+4. Use light green paper for transit times D+0, D+1 and D+2. (E.g.: CLASSIC D+2)
9. Product **Pressepost**: with network information (ELN or SLN & depot number according to ZEBU-SLN)
   POSTAKTUELL: with product options (all households/households with daily post)
10. Bundle destination
    For **Pressepost** D+0/D+1, additional type code, e.g., delivery base according to ZEBU data
11. GSA machine program or delivery information/municipal districts for **POSTAKTUELL** or information about sachets ("nicht maschinenfähig" (not machinable))
12. Data matrix code integration (for **Pressepost** with mandatory AM.exchange)
13. Posting date
14. AM order number
15. Bundle weight
16. Pallet number
17. Bundle number/number of bundles on pallet
18. Bundle number/total number of posted items

DIALOGPOST routing label for a routing region bundle
Example with sachet

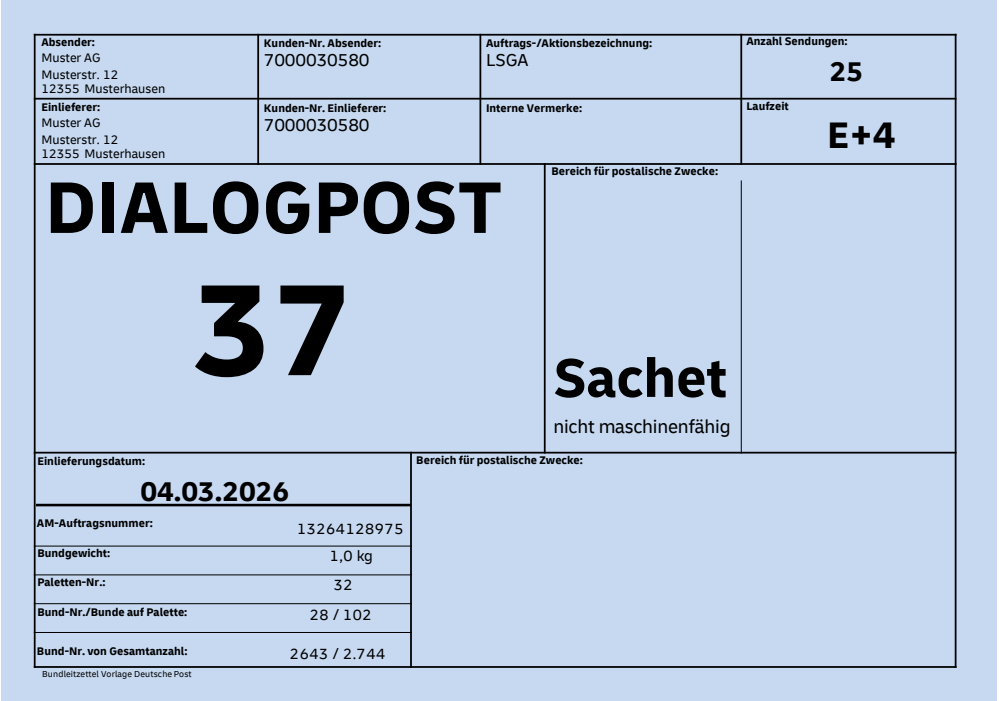


Figure 24

Original size at least DIN A5, paper color light blue, imprinted in black

POSTWURFSPEZIAL routing label for a routing region bundle
Example with program information



Fig. 25:

Original size at least DIN A5, paper color light blue, imprinted in black

POSTAKTUELL routing label for a delivery district bundle



Figure 26

Original size at least DIN A6, paper color light blue, imprinted in black

Pressepost routing label for a postal code bundle (based on BFS2 in ZEBU) Example for next-day service (D+1), destination delivery base

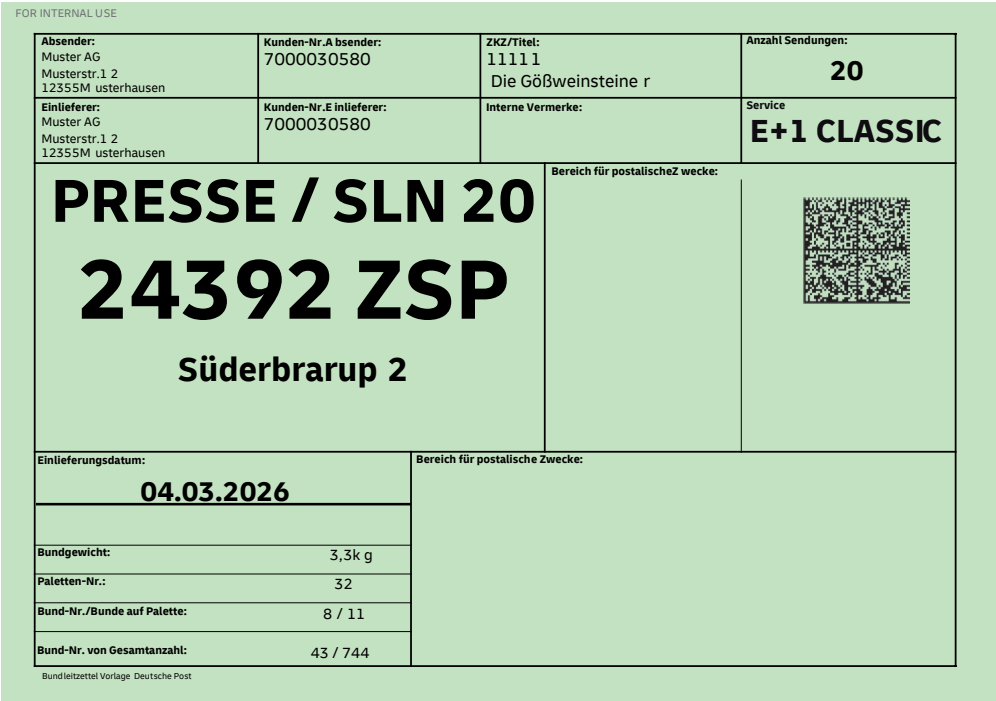


Figure 27

Original size at least DIN A5, paper color light green, imprinted in black

12. Preparing pallets

Pallet preparation – summary table by product

			Optional	Mandatory				
Product	**Basic format**	**Form of item**	**Minimum weight (net)**	**From total net weight***	**Maximum gross weight**		**Maximum height**	
					Not stackable	**stackable**	**Pallet collars (max. 5)**	
							With	**Without**
DIALOGPOST*	Standard	Card form	50 kg	500 kg	700 kg	600 kg	1.20 m	1.80 m
		Others	100 kg					
	Groß (large)	Card form	100 kg					
		Others	200 kg**					
POSTWURFSPEZIAL	Standard	Card form	No	50 kg				
		Others		100 kg				
	Groß (large)	Card form		100 kg				
		Others		200 kg				
POSTAKTUELL			100 kg	500 kg				
Pressepost			200 kg	500 kg***				
DIALOGPOST SCHWER			No	250 kg (here: gross)	900 kg		No	

All values are per pallet (net = excludes the weight of the pallet and tray; gross = includes the weight of the pallet and tray)
*For DIALOGPOST, the minimum weight of pallets is relevant for receiving price reductions for presorting during pallet preparation.
**Or at least 1.60 m pallet height
***For Pressepost next day 200 kg

The table above contains specifications for pallet preparation. **Please note:**

- Only place either trays or bundles (not a combination of the two) on the same pallet.
- Only use Euro pallets that meet the quality standards of the "European Pallet Association (EPAL)" for exchangeable pallets.*
- Only create single-product pallets – only one type of item is allowed (e.g., only DIALOGPOST or only POSTWURFSPEZIAL).
- With Pressepost, a pallet can only contain items that have the same title and are part of the same order.
- Tray carts cannot be used instead of pallets.

Note about POSTWURFSPEZIAL:
Pallet preparation is mandatory, and it will almost always be a routing region pallet.
A routing zone pallet or Germany pallet is only permitted if the above minimum pallet weight per routing region or routing zone is not reached.

* Deutsche Post will provide used Euro pallets (base height 9 cm) in exchange. There is no entitlement to new pallets.

12.1 Marking with pallet routing labels

Pallets must always be marked with three pallet routing labels:

- There must be a pallet label on the top of the pallet, on one of the long sides and on one of the short sides
- Mark a routing zone pallet by specifying the first digit of the postal code
- Mark a routing region pallet by specifying the first two digits of the postal code
- Postal code pallets are not permitted.
- For Pressepost items with next-day service (D+1), each routing label must include the network information and the destination depot from the ZEBU SLN file. For depot-specific pallets, the pallet destination data is also based on the specifications of the ZEBU SLN file.
- For examples and templates to help you complete routing labels, please visit **deutschepost.de/einlieferungslisten**

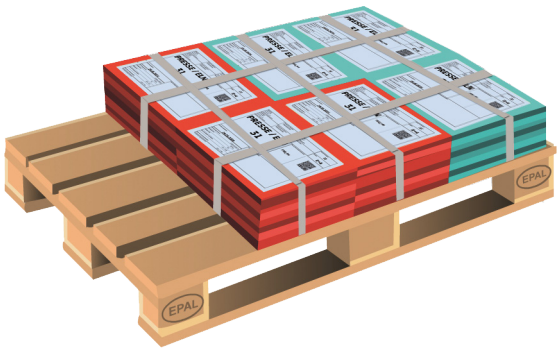


Fig. 28: Bundle stacking on a pallet
This example is for illustration only



Fig. 29: Pallet labeling with three routing labels
This example is for illustration only

12.2 Example of a pallet routing label

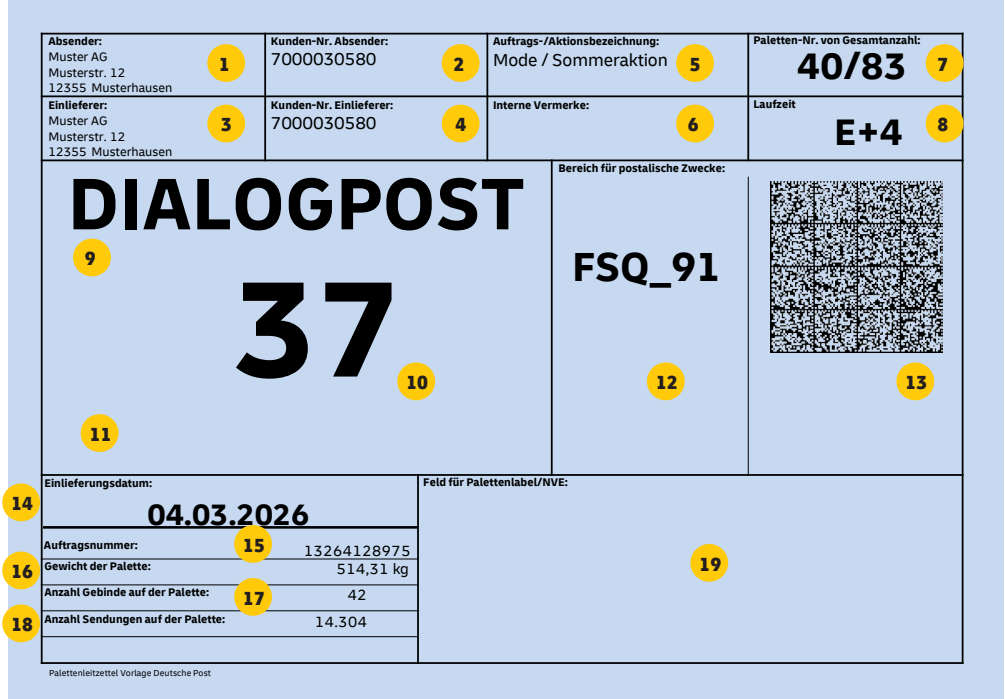


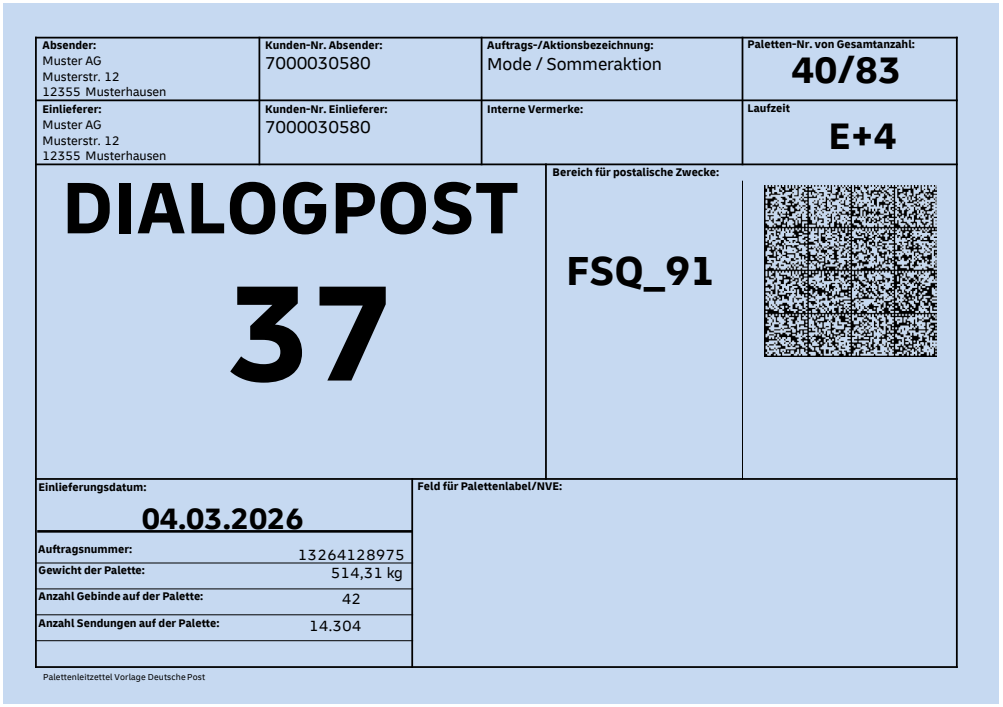
Fig. 31: Pallet routing label with notes

Notes

1. Sender's details
2. Sender's customer number (EKP)
3. Poster's details
4. Poster's customer number (EKP)
5. **Dialog marketing products**: order/campaign name
   Pressepost: ZKZ/title
6. Internal references from sender or poster
7. Pallet number/total number of pallet
8. **Dialog marketing products**: Transit time target of the order, usually D+4
   Pressepost: notified SMART or CLASSIC rate with selected shipping service D+0, D+1, D+2, D+4. Use light green paper for transit times D+0, D+1 and D+2. (E.g.: CLASSIC D+2)
9. Product
   Pressepost: with network information (ELN or SLN & depot number from ZEBU-SLN)
10. Pallet destination
    For **Pressepost** D+0/D+1, additional type code, e.g., delivery base according to ZEBU data
11. Space for other classifying information such as the name of the receiving location (e.g., "Lingen (Ems) 19" or "ZSP Rheinbach")
12. GSA machine program or delivery information/municipal districts for **POSTAKTUELL** or information about sachets ("nicht maschinenfähig" (not machinable))
13. Data matrix code integration
14. Posting date/date of removal from storage
15. AM order number
16. Pallet weight
17. Number of batches on the pallet
18. Number of items on the pallet
19. Space for pallet label/NVE (mandatory for PRESSEPOST as a barcode)

DIALOGPOST routing label for a routing region pallet
Example with program information

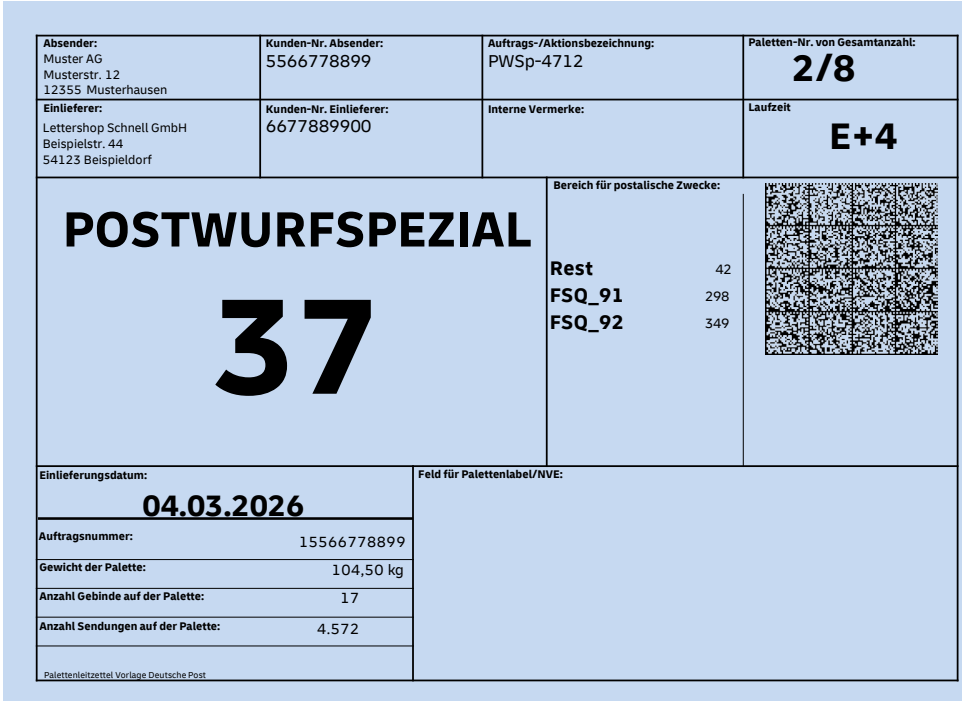
Figure 31



Original size at least DIN A5, paper color light blue, imprinted in black

POSTWURFSPEZIAL routing label for a routing region pallet
Example with different kinds of program information (called a “layered pallet”)

Figure 32



Original size DIN A4, paper color light blue, imprinted in black

POSTAKTUELL routing label for a routing region pallet

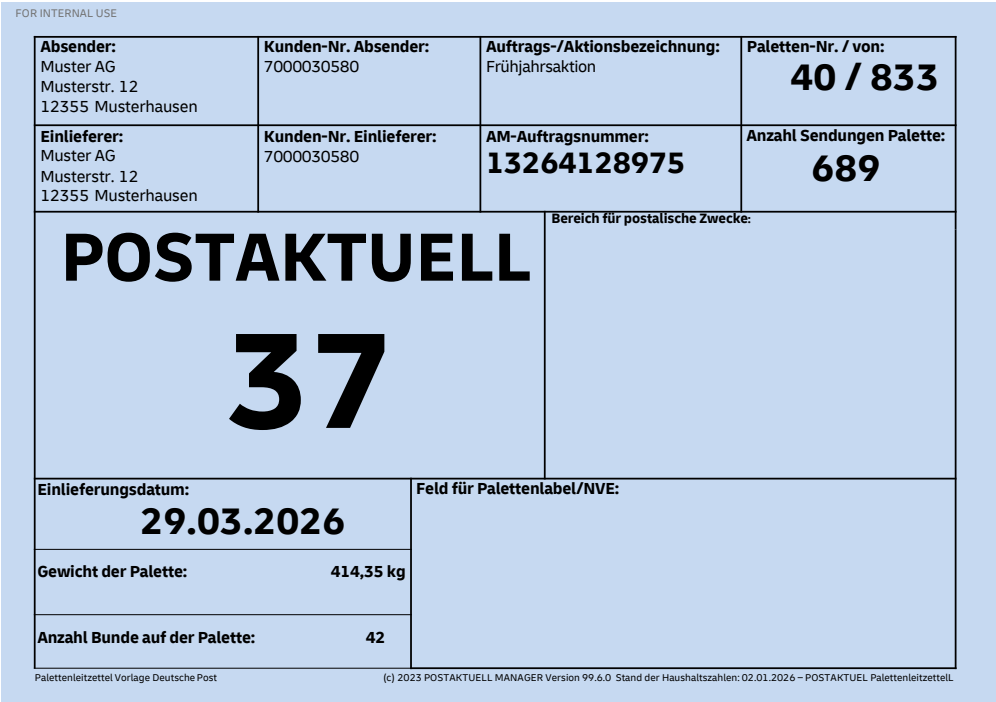


Figure 33

Original size at least DIN A5, paper color light blue, imprinted in black

PRESSEPOST routing label for a routing region pallet in the ELN with the basic service (D+4) Example with program information



Figure 34

Original size at least DIN A5, paper color light blue, imprinted in black

DIALOGPOST SCHWER pallet routing label

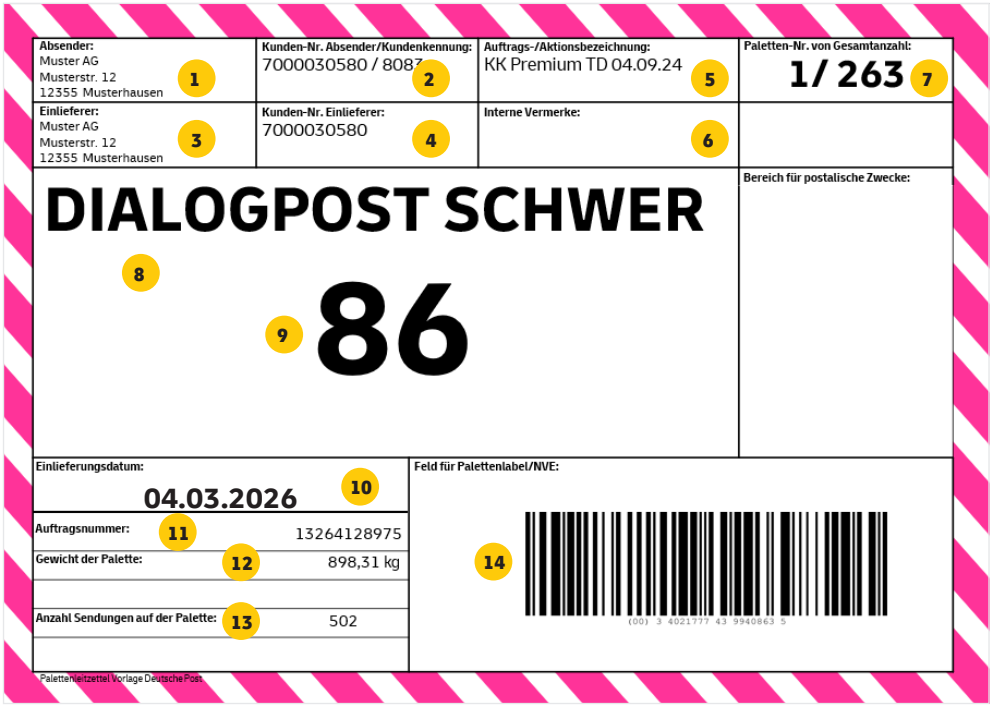


Figure 35

Notes

1. Sender's details
2. Sender's customer number/code
3. Poster's details
4. Poster's customer number
5. Poster's order/campaign name
6. Internal references from sender or poster
7. Pallet number/total number of pallets
8. Product
9. Pallet destination
10. Posting date
11. AM order number
12. Pallet weight
13. Number of items on the pallet
14. Pallet label/SSCC

DIALOGPOST SCHWER and Pressepost: About SSCC

The serial shipping container code (SSCC) must appear on the DIALOGPOST SCHWER or Pressepost pallet routing label. The AM.exchange Developer's Manual (see **developer.dhl.com**) offers a detailed description for generating the SSCC number for the AM.exchange and AM.GK-P. Please print the SSCC number both in the form of a barcode (in EAN 128 format) and as a string of numbers. They must be of the correct size and have sufficient contrast to ensure error-free reading by the scanner.

Linear barcode:
Minimum size: L 90 mm, W 22 mm
Maximum size: L 152 mm, W 49 mm
String of numbers below barcode: At least 3 mm spacing from the barcode, in a machine-readable font with a capital letter height between 4 mm and 6 mm (e.g., Arial 14).

The scannable SSCC number refers to the AM order produced during posting. In addition to the pallet label data in plain text, this includes, e.g., the AM order number, printed product ID (ZKZ), customer number, and other obligatory data:

- Number of trays/batches on the pallet
- Number of items on the pallet

13. Order management

You can use our electronic order management system to do such things as process, manage, cancel and notify us of your shipping orders. The system thus provides billing data and tracking information for different products. Here we offer two options. More information is available at **deutschepost.de/am**

13.1 AM.GK-P

AM.GK-P (Order Management, Mail on the Post & DHL Business Customer Portal) is the internet application for managing your shipments, and gives you direct access to up-to-date information about all the orders you have sent to Deutsche Post. The application provides an overview of your shipment orders at any time and lets you create and process shipment orders manually.

13.2 AM.exchange

AM.exchange is the B2B protocol for the automatic electronic exchange of data between business customers and Deutsche Post (e.g., for creating, changing, canceling, searching and loading orders). Deutsche Post provides software for this. For example, DIALOGPOST MANAGER, POSTAKTUELL MANAGER or MANAGER PRESSE DISTRIBUTION support reliable data communication through AM.exchange.

The benefits for you:
Without exiting your shipping software, you register your shipment with Deutsche Post digitally and send us all relevant logistical data such as the shipping schedule, quantity and composition of items, the content of trays, bundles, boxes and pallets. No personal data is transferred in this process. In the other direction, your shipping software registers data (identifiers) authorized by Deutsche Post via AM.exchange. You then integrate the data (e.g., order number, SSCC (serial shipping container code)) in mail merge and in pallet labeling. When pallets and items are tracked, these identifiers are scanned, showing you when batches and items have been received and processed by us. This provides support for a delivery forecast, for example at the regional level. This is crucially important for follow-on business processes planned by the sender.

13.3 Order notifications

Submitting timely notifications of your orders is important for us so we can plan transport capacity and personnel resources, irrespective of whether you post your items yourself or we pick them up. The following provides information on deadlines for digital advance notification when you use electronic order management procedures.

Advance notification of orders

Product	Advance notification per order/posting			
	Procedure* Order		**At least seven calendar days**** before item handover	
			Confirmation at least two calendar days** (if the first notification was not final)	
	AM.GK-P**	**AM.exchange**	**Less than 5,000**	**5,000 items or more**
DIALOGPOST	Yes	Yes	Optional	Mandatory
POSTWURFSPEZIAL			No	
POSTAKTUELL	No		Mandatory	
DIALOGPOST SCHWER				
Pressepost***	Yes			

*For more information about the order management system (AM), please visit **deutschepost.de/am**. You will find basic user information in the download area in Order Management, Mail on the Post & DHL Business Customer Portal (AM.GK-P).
**Only quantities of less than 20,000 items per order for POSTWURFSPEZIAL. We recommend AM.exchange for advance notification.
***For POSTVERTRIEBSSTÜCK weekly and daily titles, advance notification must be given at least two calendar days before the items are handed over and include a full electronic dispatch plan and batch information.
****For Pressepost, valid for the initial notification. Up until the time of posting, corrections can be made to finalize orders for which advance notification has been given.

Please note:
Acceptance of your orders can be delayed if advance notification is given late or not at all.

14. Posting and billing

When you prepare your shipment, you use your own shipping software to create and **complete** a **posting list**. Alternatively, please visit **deutschepost.de/einlieferungslisten** to find the right posting form for your product and your posting, as a PDF which you can fill in. Please present the posting list and a sample copy of your item at the acceptance office.

There is a list of all acceptance offices for your items on page 58.

14.1 Issues specific to Pressepost

- Using AM.exchange with your shipping software means you do no have to create and send the classic posting and dispatch list, because the information required for billing and other important information is communicated to Deutsche Post electronically.
- With AM.GK-P there is no need to create and send the classic posting list. However, this method still requires you to send a dispatch list by mail to our billing office.
- Regardless of which electronic procedure you use, when the magazine is shipped, a sample copy of each version of the magazine must be sent as a POSTVERTRIEBSSTÜCK or PRESSESENDUNG item to the billing office. As a contractual partner, you should thus always enter the address of our billing office in your database of subscribers/buyers. The address is a follows:

  Deutsche Post AG
  Auftragserfassung Pressepost
  22282 Hamburg

14.2 Posting DIALOGPOST and POSTWURFSPEZIAL items

Posting lists
Each DIALOGPOST or POSTWURFSPEZIAL posting list with the associated quantity of items is billed as one posting. It is not possible to combine multiple posting lists into one total posting.

For Groß (large) items that you have pre-sorted by routing region as well as postal code, please state the quantities separately in the posting list. Please visit **deutschepost.de/einlieferungslisten** to create posting lists yourself with various tools.

We require the following for every posting:

- A completed DIALOGPOST or POSTWURFSPEZIAL posting list
- If 200 items are posted for the same routing region or items for several routing regions are posted together, a separate posting list is required for each routing region (only applies to DIALOGPOST)
- A sample copy of your items*
- Electronic delivery of data (AM.exchange)** if applicable

If your items are not in German, a German translation must be included in your posting.

*__DIALOGPOST__: The sample item must bear an address outside and, where appropriate, inside and – with the exception of admissible differences – it must be identical to the other items. Please frank your sample item (if a franking machine is used: without impression, but with the note “Freigemacht mit FRANKIT” (franked with FRANKIT) or “Muster” (sample)).
POSTWURFSPEZIAL: The sample item must have a partial address and be identical to the other items with the exception of admissible differences (e.g., logo, contact person, company address, driving directions, coding and control characters).
** Binding for all senders with postings exceeding 5 metric tons who wish to have their items picked up.

Partial postings
You can also make partial postings of DIALOGPOST and POSTWURFSPEZIAL items over several days. The following conditions must be met:

Sorting
- Posting in completed ascending/descending routing region/routing zone blocks (e.g., routing zone 0 on the first day, routing zone 1 on the second day)
- No postal code overlaps for partial postings
- No posting of Germany pallets

Time and quantity limits
- Partial postings must take place within 30 days.
- Up to 10 partial postings per campaign are possible.

Minimum quantity per partial posting
- DIALOGPOST: 5,000 items
- POSTWURFSPEZIAL: 20,000 items
- Each partial posting is accounted for and billed on the day of posting.

Other rules
- The last partial posting must be indicated as the final posting (“S”) in the order management system (AM) and on the posting list.
- A fully completed posting list is required for every partial posting and every individual posting.
- Partial postings can only be handled in bulk mail acceptance offices in the mail centers.
- Every partial posting in an order must take place at the same bulk mail acceptance office.
- A sample copy must only be presented at the time of the first partial posting.

Issues specific to DIALOGPOST: Variations
If you post DIALOGPOST items with different weights, this is called a mailing with variations. When you post the items, you must include a sample copy of the heaviest item. The DIALOGPOST National posting list must also be accompanied by a variation list containing all the variations. If the posted variations are all the same weight, there is no need for the variation list. If you are preparing a mailing with variations, DIALOGPOST MANAGER can help with permitted packaging methods, and required production lists and posting lists.

Spot checks of sealed items
In order to check compliance with the content requirements, we reserve the right to open items to perform random spot checks. In the event that this results in items no longer being suitable for conveyance, the items will be returned to you for repackaging. The postage charge for these items will be refunded to you.

14.3 Posting DIALOGPOST SCHWER items

To post DIALOGPOST SCHWER items, you must request a pick-up of the items at your location or that of a service provider. Deutsche Post will then transport the shipments to the relevant regional parcel center. The items can also be divided into partial postings spread over several days and at different locations.

The following conditions must be met:

- Only single-destination pallets may be posted (Germany pallets with surcharge)
- The partial postings must take place within 30 days.
- The last partial posting must be indicated as the final posting (“S”) in the order management system (AM) and on the posting list.
- Every partial posting must have its own delivery note.
- A fully completed DIALOGPOST SCHWER posting list is required for every partial posting and every individual posting.
- If DIALOGPOST SCHWER items are posted at different locations/ on different days, a separate breakdown called “Übersicht aller Einlieferungen” (list of all postings) is required.
- The postings – bulk postings in particular – must be notified well in advance (at least seven working days before the planned posting). For larger DIALOGPOST SCHWER posting quantities (more than 100 pallets per campaign), general notification is required year-round at least four weeks in advance.

We require the following for every posting:

- A completed posting list
- A delivery note, if applicable
- A list of variations, if applicable
- Electronic delivery of data (AM.exchange), if applicable
- Transport notification, if applicable

DIALOGPOST SCHWER variations (“Vario”)

When DIALOGPOST SCHWER items are posted with different promotional contents (variations), a specimen of the lightest item must be provided as a sample copy. For the DIALOGPOST SCHWER posting list, further information is required when posting items with different weights (list of variations).

15. Posting offices

Please see the table below to find the right acceptance offices for your product and the quantity of items you intend to post. Our location finder offers tables and maps showing ALL Deutsche Post and DHL acceptance offices and their opening hours. Please visit **deutschepost.de/einliefern** or use our free Post & DHL App.

Drop-offs are not possible with DIALOGPOST SCHWER.

Posting and pick-up

		Posting		Pick-up
Products		**Retail outlet(s)**	**Bulk mail acceptance office(s)/ mail center**	**Express logistics network (ELN)/ high-speed network (SLN)**
DIALOGPOST		Maximum of 5,000 items per posting (or 10 trays), total max. weight of 100 kg, no pallets	Also palletized items with advance notification and drop-off, max. 20 pallets/day/poster	Pick-up of palletized items with advance notification
POSTWURFSPEZIAL*		No		
POSTAKTUELL		Maximum of 5,000 items per posting (or 10 bundles/boxes), total max. weight of 100 kg, no pallets		
Pressepost	Basic service or second-day service D+2/D+4	No	Also palletized items with advance notification	
	Next-day service, high-speed network D+1		No**	Pick-up/posting at the agreed acceptance office
	Same-day service D+0		In the destination mail center (inbound section)	No
DIALOGPOST SCHWER			No	Pick-up of palletized items with advance notification

*Pallet preparation and posting are mandatory for POSTWURFSPEZIAL.
**To post items with next-day service, you must use the contractually-specified SLN depot.

Be sure to note the last posting time.
To achieve your desired transit times, please observe the latest posting times of the acceptance offices and the published departure times of our mail centers. You can find further information at **deutschepost.de/einlieferungslisten**

Your items are delivered by Deutsche Post within the period from the date of posting* (standard transit time) specified for the particular product. This is a quality target and not a transit time commitment. Please note that as a general rule DIALOGPOST, POSTWURFSPEZIAL and POSTAKTUELL items are destroyed if they cannot be delivered. This rule does not apply to DIALOGPOST items with the PREMIUMADRESS service.

Standard transit times and delivery days*

Product	Transit time	Delivery days
DIALOGPOST	D+4	Tuesdays through Saturdays
DIALOGPOST SCHWER	–	Mondays through Saturdays
POSTWURFSPEZIAL	D+4	Tuesdays through Saturdays
POSTAKTUELL	–	Tuesdays through Fridays
PRESSE DISTRIBUTION**	D+4	Tuesdays through Saturdays
	D+2	Mondays through Saturdays
	D+1	Mondays through Saturdays
	D+0	Mondays through Saturdays

You can find out the last departure times for Presse Distribution in the high-speed transportation network (SLN) from your customer advisor.

Posting regional daily newspapers
Regional daily newspapers currently delivered using the same-day service of Presse Distribution must be posted at the mail center of the destination region – 82 mail centers across Germany are open at night.

*There are no deliveries on public holidays.
**The posting day is the day on which the batches belonging to the posting orders are first scanned in the depots/mail centers of Deutsche Post.

16. Pick-up

Shipments to be picked up must be registered digitally in the order management system (AM), but also with the operating offices so that vehicles, trips and equipment can be scheduled in advance to meet your needs. The following options are available depending on the selected product and service.

16.1 Pick-up below five metric tons (service journeys)

Dialog marketing products and Pressepost (D+2/D+4)
If your pick-up quantity for Germany has a total net shipment weight of less than five metric tons (except for the high-speed transportation network for press D+1), you can place an order online (taking account of the quantity, pick-up location and distance) at least one day in advance for your items to be picked up for a fee. The same menu allows you to order transport equipment (trays, pallets, pallet collars, tray carts, etc.). You can place the order at **deutschepost.de/servicefahrten**.

16.2 Pick-up from five metric tons in the express logistics network (ELN)

Dialog marketing products and Pressepost (D+2/D+4)
Please notify us of pick-ups in Germany and abroad of five metric tons or more using the form "ELN-Transportavis an das Depot" (ELN transport notification to the depot), which you can download at **deutschepost.de/einlieferungslisten**. Select the right depot for you, complete the form and e-mail it to the selected depot. **Please also remember to use the order management system (AM) to inform us of the full order data before the requested pick-up.** Quantities from different same-day pick-ups of DIALOGPOST, DIALOGPOST International, POSTAKTUELL, POSTWURFSPEZIAL and Pressepost items can be combined to make up the 5 metric tons.

ELN transport notification to the depot – available online at deutschepost.de/einlieferungslisten

- Please submit the transport notification by 12 noon at the latest at least two working days prior to the date of pick-up (three days outside Germany). A day in this context is generally considered to be any weekday except for Saturday, Sunday, holidays, and December 24 and 31.
- The order is confirmed when the delivery note is sent by 5 p.m. one day before pick-up. The pick-up is considered agreed once the relevant documents have been submitted. An order confirmation is issued for each vehicle.
- The pick-up cannot take place without an order confirmation.
- Please give at least four weeks notice of more than 1,000 pallets.

The poster is responsible for loading

- If there are more than 100 pallets or more than 13 pallets are produced for the same routing zone, they must be loaded for a single destination per vehicle, i.e., specifically for the respective destination depot/destination warehouse.

Pick-up outside Germany

- Before the first pick-up outside Germany, a pick-up contract in addition to the General Terms and Conditions must be entered into by Deutsche Post and the poster. Please contact your customer advisor.
- A pick-up order must be for a minimum of 20 pallets.
- The maximum distance for an international pick-up is 100 km by road from the logistically-relevant border crossing.

Note regarding dialog marketing products

- Before these items are picked up, they must be inspected at the pick-up location by Deutsche Post staff.
- For revenue collection purposes in an ELN pick-up, the pallets must not be stacked and must be safely accessible and without obstruction for the revenue collection staff.
- Pick-ups outside Germany cannot be ordered as part of a service journey.
- E-mail notification must always be sent in advance for pick-ups outside Germany (after consultation with the ELN scheduling department of Deutsche Post).
- Most pick-ups outside Germany usually have to take place by 12 noon (last possible departure time from pick-up location); pick-ups after 12 noon from the pick-up location extend the transit time by one working day.
- In individual cases, there may be different arrangements, in particular for Friday pick-ups. Please coordinate such pick-ups with your Deutsche Post scheduling department.

16.3 High-speed transportation network for press (SLN)

Pressepost (D+1)

For the fast transport of daily newspapers and magazines with the next-day service (D+1), you can notify us of pick-ups in Germany and abroad using our PDF form “SLN-Transportavis an das Depot” (SLN transport notification to the depot). Here, too, you select your depot, complete the form and e-mail it to the selected depot. You can access the form by visiting **deutschepost.de/einlieferungslisten**

16.4 Drop-off of pallets

Drop-off is not available for DIALOGPOST SCHWER.

DIALOGPOST, POSTWURFSPEZIAL, POSTAKTUELL, Pressepost (D+2/D+4):
You can drop off your items yourself or using a service provider at our mail centers as follows:

- No more than 20 pallets per day and poster may be posted. This restriction helps us to process your items.
- The pallets must not be stacked when they are posted.
- Items from abroad can be posted at an ELN warehouse close to the border if sufficient capacity is available and if revenue collection, processing and routing of the items can be ensured at the intended posting office in accordance with the transit time specifications.
- If storage is necessary in external facilities for capacity reasons at Deutsche Post, the poster will pay the applicable storage costs.
- When posting, posters must ensure that suitable vehicles are used for the respective loading and unloading heights at the loading ramps of the mail centers.
- The pallets must be delivered safely (in terms of transport and traffic) to the loading and unloading points in accordance with the guidelines of occupational health and safety and occupational medicine.

Please use the ELN transport notification online to notify us of drop-offs of more than 20 pallets.
It can be found online at **deutschepost.de/einlieferungslisten**

If a properly agreed drop-off with advance notification cannot take place or cannot take place as planned for reasons attributable to you or an appointed service provider, Deutsche Post is entitled to demand from you compensation for expenses that have been incurred by the company as a result of providing resources for transport and processing of the planned items. Drop-offs can be cancelled free of charge up to three days before the planned posting date. A day in this context is considered to be any weekday except for Saturday, Sunday, holidays, and December 24 and 31.

Please note: If you or your service provider would like to drop off more than 20 pallets at a time at one of our mail centers, you must arrange this with Deutsche Post in advance (seven working days before the planned posting*) and with binding effect. If a drop-off is not possible at the desired location, Deutsche Post will promptly suggest with binding effect another suitable posting office for the poster.

Acceptance of your items may be delayed if advance notification of a drop-off is given late or not at all.

16.5 Pallet storage

DIALOGPOST, POSTWURFSPEZIAL, POSTAKTUELL
We can store your pallets on request. For more information, for example the General Terms and Conditions for the Transportation and Storage of Pallets (“AGB Palettenlagerung”), please visit **deutschepost.de/einlieferungslisten**
You will also find orders for pallet storage there and in your shipping software.

Pallet storage is not available for DIALOGPOST SCHWER.

16.6 Planning a Pressepost pick-up

- **First pick-up**
  Please notify your customer service team two weeks before the first pick-up date.
- **Changes to regular pick-up dates**
  Please notify the customer service team at least 14 days before the changed pick-up date, otherwise it will not be possible to guarantee the desired pick-up.
- **Variations in regular pick-ups/no fixed pick-up day? Observe the ordering deadline.**
  If shipment quantities and/or shipment weights in regular pick-ups vary by more than 20% from the regular posting, or if a set pick-up day has not been agreed, please place your pick-up order at the latest by 12 noon on the second working day before the planned pick-up.
- **Notify us well in advance of a change of service provider**
  To ensure smooth processing of your pick-ups, please notify your customer advisor at least four weeks before you change service provider.
- **Plan realistic pick-up times**
  To help us achieve your desired transit time, when scheduling the pick-up of your shipments, please take our binding departure times in the routing regions into account, as well as the time needed for revenue collection. For a list of the departure times for the express logistics network (ELN), please visit **pressedistribution.de/downloadcenter**
  Information on posting/pick-up times for logistical availability in the high-speed transportation network (SLN) can be obtained from your customer advisor.

16.7 Pick-up conditions

Pick-ups are subject to a fee. Please consult our price lists for prices and conditions. Price lists for our dialog marketing products can be downloaded by visiting **deutschepost.de/werben**. The prices for Pressepost items are contained in the prices section of the Presse Distribution product brochure and are available online for download at **pressedistribution.de**.

If extra costs are incurred during the pick-up, surcharges may be payable:

- **Demurrage charges** are incurred if there are delays in the agreed pick-up times.
- **Cancellation surcharges** are incurred when a pick-up is canceled for reasons attributable to the contracting party. The pick-up charge for the one-way distance between the depot/warehouse and the agreed pick-up location will be calculated as a lump-sum expense and billed as a surcharge. Please ensure that a responsible contact person is available at the time of shipping.

For Pressepost:

- **Network change at short notice between ELN and SLN** You must notify us of a network change at least two working days before the planned pick-up date. Otherwise a special surcharge (additional production handling surcharge) will be billed in accordance with the applicable Presse Distribution price list.
- **Lack of network-specific preparation for dispatch** If the transport network is changed, it is essential to update the shipping code for posting. If items were incorrectly prepared for the transport network, another additional charge (additional production handling surcharge) will be incurred according to the current price list.

  Please consult our price lists for the currently applicable surcharge.

We are there for you wherever you are

Our customer advisors in your region will be happy to assist you with any other questions you may have about shipment handling.

We look forward to working with you!

We'll be happy to provide you with more detailed information.

Questions about Deutsche Post products

Customer Service Hotline:
Phone: +49 (0) 228 43 33 112*
Mon. - Fri. 8 a.m. to 6 p.m. and Sat. 8 a.m. to 2 p.m.
(except on national public holidays)

E-mail: **kundenservice@deutschepost.de**
deutschepost.de/geschaeftskundenservice

We're here to help you.

Questions about Deutsche Post IT applications

Post Customer Integration Service
Phone: +49 (0) 182 23500*
Mon. - Fri. 8 a.m. to 4 p.m.
(except on national public holidays)

E-mail: **it-csp@deutschepost.de**

* Calls are charged at the standard rate for German landlines.

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Dialog Marketing and Press Distribution
53250 Bonn

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