

# Ordering the maximum reach delivery

## Home Direct Premium service

### Electronic services

### PTP

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# Basic requirements for the Home Direct Premium product

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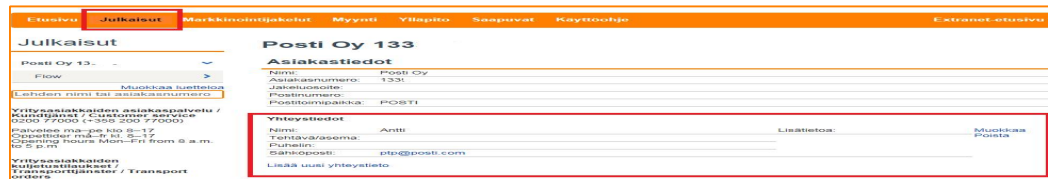
- **Maximum reach delivery is implemented** as the Home Direct Premium service and related supplementary services
- **Delivery days and posting days in 2016**
  - Delivery on **Tuesday** (posting day is the previous Friday for 02 speed, Monday for 01 speed)
  - Delivery on **Thursday** (posting day is the previous Tuesday for 02 speed, Wednesday for 01 speed)
  - Delivery on **Friday** (posting day is the previous Wednesday for 02 speed, Thursday for 01 speed)
- **Posting place**
  - The posting locations are postal centers and Posti terminals (orders that include speed 01)
  - Small batches can also be posted at Posti shops
- **Addressees and minimum order quantity**
  - Orders must be for an entire postal code area
  - The target group can be selected, households (Finnish/Swedish), full delivery, public announcement, single-family houses
- **Size requirements for shipments to be delivered**
  - Minimum size 90 x 135 mm
  - Maximum size 320 x 353 x 5 mm ( 320 x 470 x 30 allowed, requires an order for the supplementary folding service)
  - Shipment item weight 5–200 g
- **Delivery ordering times and order confirmation**
  - Orders must be placed at least two days before the delivery date.

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- The order will be accepted for delivery if the delivery capacity required for the order is available
- PTP instructions, ordering the maximum reach delivery  
October 15, 2015



# Begin by checking your publication's contact details

Check your company's contact details by **clicking** the name of your company in the "Julkaisut" (Publications) menu. Indicate the details of your company's contact persons at "Yhteystiedot" (Contact details). Their details will then be allocated to the publications they are responsible for.



We recommend that you indicate your company's contact person for each publication. **Click** the name of your publication to view publication-specific information.



At "Asiakkaan yhteystiedot" (Customer's contact details) on the "Lehden Perustiedot" (Publication's basic information) page, you can enter the details of your company's contact person for the publication by **selecting the person from the list** and clicking "**Tallenna**" (Save).

- If the name of the person is not shown on the list, add it by **clicking** "Muokkaa yhteystietoja asiakkaan perustietosivulla" (Edit contact details on the customer's basic information page).



# Start ordering the maximum reach delivery

Click “Julkaisut” (Publications) at the top of the page. From “Julkaisut” (Publications) on the left side of the page, select the publication under your company for which the delivery’s advance information is entered. Click the name of the publication to access its page.



On the publication page, select either the “Kalenteri” (Calendar) tab or the “Lehden numerot” (Publication issues) tab



If you choose the “Kalenteri” (Calendar) tab, click the publication date for which you wish to add maximum reach delivery.



If you choose the “Lehden numerot” (Publication issues) page, click the publication issue in the list for which you wish to add maximum reach delivery.

10.11.2015 01	numero 45 11.11.2015	3729 44 g	(Avoin) 10976
17.11.2015 01	numero 46 18.11.2015	3729 44 g	(Avoin) 10976
24.11.2015 01	numero 47 25.11.2015	3729 44 g	(Avoin) 10976
1.12.2015 01	numero 48 2.12.2015	3729 44 g	(Avoin) 10976
8.12.2015 01	numero 49 9.12.2015	3729 44 g	(Avoin) 10976

**Note** that the mailing list must have Open status for you to add the maximum reach delivery order

# Adding maximum reach delivery to a mailing batch

The mailing list must have “Avoin” (Open) status for you to link a publication to it

If a mailing list number is **not yet displayed** on the “*lähetyserien tiedot*” (Mailing batch information) screen, **Click** the “*Luo lista nyt*” (Create list now) button to start creating the mailing list (this takes 10–20 minutes)

Sähköinen lähetylista

Lähetylistan numero **Luo lista nyt**

Lähetylistan luomistapa Työpöytä luosi sähköisen lähetylistan automaattisesti. Työpöytä luoi listan 60 päivää ennen postinjäätöpäivää (klo 00:01) [Muokkaa](#)

When the mailing list number is displayed, you can start placing your order.

10.11.2015	numero 45	3729	(Avoin)
01	11.11.2015	44 g	(Avoin)
17.11.2015	numero 46	3729	(Avoin)
01	18.11.2015	44 g	10976
24.11.2015	numero 47	3729	(Avoin)
01	25.11.2015	44 g	10976
1.12.2015	numero 48	3729	(Avoin)
01	2.12.2015	44 g	10976
8.12.2015	numero 49	3729	(Avoin)
01	9.12.2015	44 g	10976

Under “*Lähetylistalle kirjattavat rivit*” (Rows to be recorded on the mailing list), **click** the “*Muokkaa peittojakelun tietoja*” (Edit maximum reach delivery information) link to enter the information.

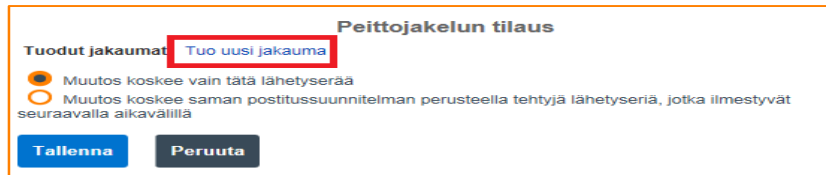
8vko					
L 01-nopeutus (Kotisuora)	16825	FI	46 896 kpl	0 g	-
Telinejakelu	7632	FI	41 kpl	0 g	-
Kimppulähetys 1 perusjakelussa	1008	FI	1 kpl	0 g	-
Press Basic	12840	FI	66 kpl	60 g	-
<a href="#">Muokkaa kappalepäännön jakelunpalvelulle</a>					
<b><a href="#">Muokkaa peittojakelun tietoja</a></b>					
<a href="#">Muokkaa muita lisäpalveluja</a>					

# Entering the delivery area for the maximum reach delivery (postal codes)

Indicate the area for the maximum reach delivery by entering the postal codes for the delivery.

Click the “*Tuo uusi jakauma*” (*Import a new distribution*) link

**Note** that maximum reach delivery is only offered for full postal codes. You can also place an order here for maximum reach delivery for postal codes for which there are no subscriptions for the publication.



Next, indicate the content of the file to be imported. Is the shipment the same for all postal codes, or does the file include multiple versions of shipments (for example advertisements from different retailers).

Click the box on the left if all of the shipments for the order are identical.

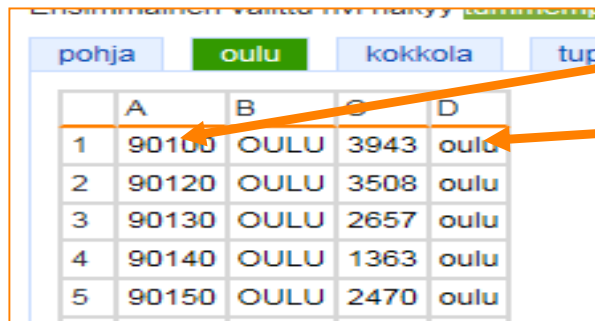
Click the box **on the right** if your mailing batch includes multiple versions, meaning there are regional differences and you will indicate these differences by postal code.



# Indicating the delivery area according to postal code 2/3

The source material from which you wish to import information into the system must be in a specific format in order to complete the import and for the information to be correct. The **"Näytä ohjeet"** (**Show instructions**) link at the top of the page contains instructions concerning the content of the material.

Click the **Browse** button to find the file that you wish to send. Once you have selected the file, click **"Seuraava"** (**Next**). A preview will be displayed to show you the content of the file you have sent.



	A	B	C	D
1	90100	OULU	3943	oulu
2	90120	OULU	3508	oulu
3	90130	OULU	2657	oulu
4	90140	OULU	1363	oulu
5	90150	OULU	2470	oulu

Click the cell in the table from which the postal codes begin.

Then click the cell from which the version information begins (if multiple versions are used).

Click **"Seuraava"** (**Next**) to proceed.

Next, you will see the content of the imported material, i.e. the number of postal codes found and the total deliverable quantity for the households found for the postal codes in question. The total quantity is also displayed for each version if you use multiple versions.

At this stage you can still change the name of the file.

Finally, click **"Hyväksy"** (**Accept**).



**Jakauman yhteenveto**

Postinumerojakaumalle kannattaa antaa nimi, joka kuvaa jakauman sisältöä tai ajankohtaa, jolloin tiedot on kerätty. Jos tuot lehdelle useita tiedostoja, anna kullekin oma erillinen nimensä. Oletusarvoisesti työpöytä käyttää sen tiedoston nimeä, jonka latsit tietokoneeltasi työpöydälle.

Jakauman nimi: tilausesite\_Vantaa\_Tuotanto.xlsx / oulu

Postinumeroiden määrä: 39

Jaettavien lähetysten kokonaismäärä: 88106

Versiotunniste: Kappale määrä

oulu: 69674

oulu ympäristö: 18432

< Edellinen   Seuraava >   Keskeytä   Hyväksy



# Displaying the price of maximum reach delivery

Before the information is finalized and saved, you will see the names of the imported tables and the quantity to be delivered.

At this stage, you can still **import new tables via the “lisää uusi jakauma” (add new distribution)** link.

You DO NOT necessarily need to submit all of the postal codes for your order in a single table. You can submit them using the tables that are available to you. The system will merge the tables so that they will all apply to the same order.



Peittojakelun tilaus

Lisäpalvelu : 16573 Kotisuora, Premium

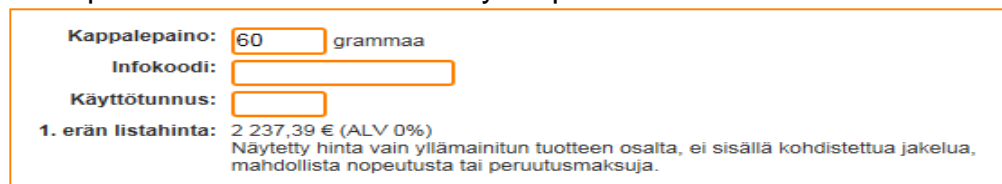
Tuodut jakaumat: Esitejakelu X15X7 mm, määki (17119 kpl, päivitetty 17.10.2015) Poista

Tuo uusi jakauma

At this stage of the order, you can also link an info code (max. 15 characters) for the order, which will be included in the publication invoice, and a usage code if its use has been agreed upon.

The price of the maximum reach delivery will also be displayed at this stage. Note that this will only display the list price for delivering the items to be delivered. This means that the price does not include the surcharge for targeted delivery or the surcharge for 01 speed.

The surcharge line for 01 speed will be automatically displayed on the “lähetyserien tiedot” (mailing batch information) page if the 01 speed has been selected for your publication.



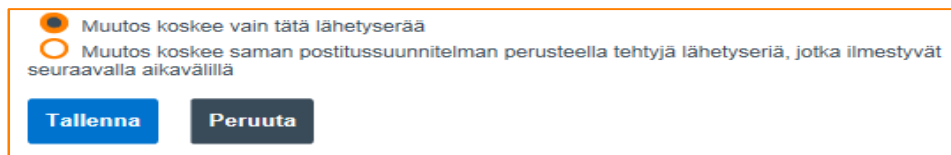
Kappalepaino: 60 grammaa

Infokoodi:

Käyttötunnus:

1. erän listahinta: 2 237,39 € (ALV 0%)  
Näytetty hinta vain yllämainitun tuotteen osalta, ei sisällä kohdistettua jakelua, mahdollista nopeutusta tai peruutusmaksuja.

Finally, you can indicate whether your order applies to this single mailing batch (default) or multiple mailing batches. Click “Tallenna” (Save) when you have entered all the required information.



Muutos koskee vain tätä lähetyseriää

Muutos koskee saman postitussuunnitelman perusteella tehtyjä lähetyseriä, jotka ilmestyvät seuraavalla aikavälillä

Tallenna Peruuta

# Displaying the confirmed order

Confirming the order will display a new item on the screen that shows the quantity to be delivered and the creation date.

Click the “*Avaa tiedostona*” (*Open as a file*) link to display an Excel spreadsheet with the maximum reach delivery quantities to be delivered by postal code.

Postinumerojakauma ei osoitteelliselle jakelulle	
Tuodut jakaumat	esitejakelu.xlsx / riihimäki (17119 kpl, tuotu 17.10.2015)
Vastaanottaja yhteensä (peittojakelu)	16 171 kpl <a href="#">Avaa tiedostona (.XLS)</a>

In the Excel spreadsheet that is displayed, you can see how the delivery quantity for the maximum reach delivery is derived for each postal code.

	A	B	C	D	E
1	Postinumero	Sallitut taloudet	Osoitteellinen jakelu	Peittojakelu	
2	11100	3753	63	3690	
3	12310	777	8	769	
4	12700	1240	847	393	
5	13100	6218	19	6199	
6	13500	5131	11	5120	
7					

As you can see, calculating the correct quantity for a maximum reach delivery for a publication also requires up-to-date information on the number of subscriptions.

To import a new postal code distribution or subscriber register information, click the “*Muokkaa*” (*Edit*) link in the “*Postinumerojakauma*” (*Postal code distribution*) section.

Postinumerojakauma	
Tuodut jakaumat	Postinumerojakauma_LL.xls / Sopimusrivit_postinumeroittain (3729 kpl, tuotu 18.12.2014) <a href="#">Muokkaa</a>
Vastaanottaja yhteensä	3729 <a href="#">Avaa tiedostona (.XLS)</a>

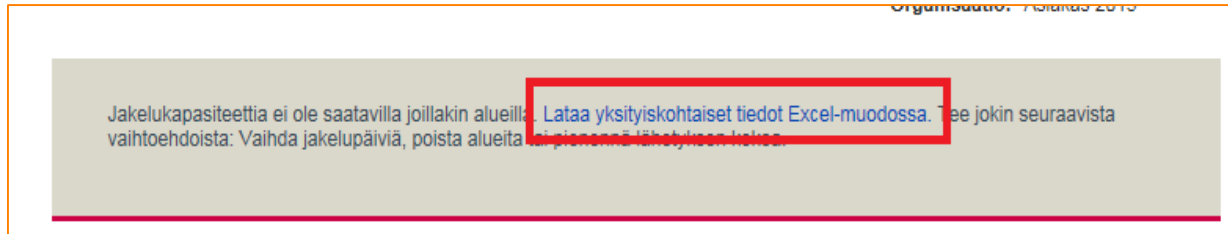
The item “*Lähetyslistalle kirjattavat rivit*” (*Rows to be entered in the mailing list*) will automatically display the “*Kohdennettu jakelu*” (*Targeted delivery*) row indicating the quantities for maximum reach delivery and the 01 speed row if the 01 speed has been selected for your publication at the order stage.

L Kotisuora, Premium, 4vko	16739	FIB	15 778 kpl	44 g	-
L Kotisuora, Premium, 4vko	16739	FIC	393 kpl	44 g	-
L Kohdennettu jakelu	16824	FI	16 171 kpl	44 g	-
L 01-nopeus	16825	FI	16 171 kpl	44 g	-

# Notification of delivery capacity being full

If there is an obstacle concerning your order, i.e. the delivery cannot be implemented as you want, a notification will be displayed.

Click the link to display a spreadsheet indicating the postal codes and delivery dates for which delivery is not possible.



	A	B	C	D	E	F
1	Postinumero	Kappalemäärä	16.10.2015	18.11.2015	18.12.2015	
2	90100	7701	Loppuunmy	Saatavilla	Loppuunmyyty	
3	90120	5376	Loppuunmy	Saatavilla	Loppuunmyyty	
4	90130	4431	Loppuunmy	Saatavilla	Loppuunmyyty	
5	90140	2095	Loppuunmy	Saatavilla	Loppuunmyyty	
6	90150	3463	Loppuunmy	Saatavilla	Loppuunmyyty	
7	90220	842	Loppuunmy	Saatavilla	Loppuunmyyty	
8	90230	4211	Loppuunmy	Saatavilla	Loppuunmyyty	
9	90240	3251	Loppuunmy	Saatavilla	Loppuunmyyty	
10	90250	4479	Loppuunmy	Saatavilla	Loppuunmyyty	
11	90310	1103	Loppuunmy	Saatavilla	Loppuunmyyty	
12	90400	1112	Loppuunmy	Saatavilla	Loppuunmyyty	
13	90410	1973	Loppuunmy	Saatavilla	Loppuunmyyty	
14	90420	4214	Loppuunmy	Saatavilla	Loppuunmyyty	
15	90440	4666	Loppuunmy	Saatavilla	Loppuunmyyty	

In the **original** spreadsheet on your computer, **remove** the postal codes and delivery dates indicated in red.

**Go to** “Postinumerojakauma” (Postal code distribution), remove the previously uploaded file and then upload the new file.

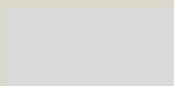
Then **click** “Tallenna” (Save).

## More information:

**Posti's corporate customer service**

**Tel: 0200 77000 (+358 200 77000),**

**e-mail: [yrittysasiakaspalvelu@posti.com](mailto:yrittysasiakaspalvelu@posti.com)**



posti