



# Posti's payment indications

## January 1, 2025

User instructions: letters, direct mail, publications and reply mail

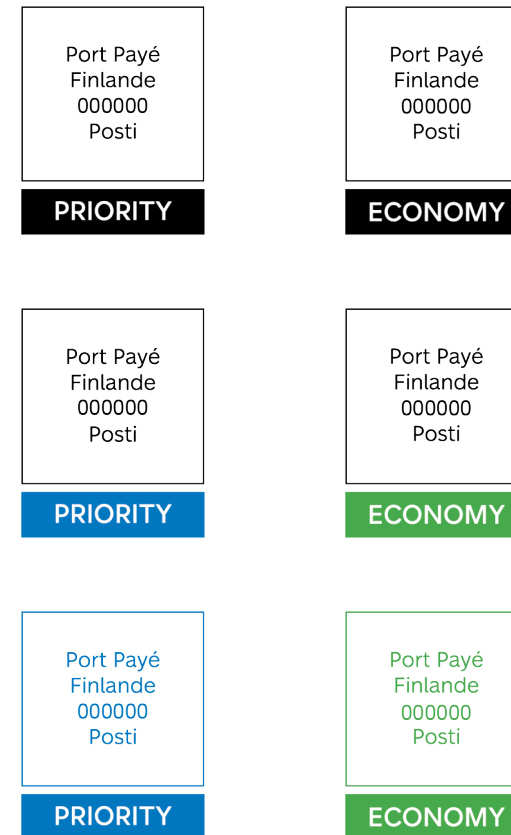


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# Posti Priority and Economy letters in Finland and abroad

- Payment indications must always be imprinted or otherwise printed out in blue (Priority), green (Economy) or black-and-white, as shown below. A customer code (6 characters) is always included in payment indications, based on which the mailing list for invoicing must be made.
- Recommended size for C and E series envelopes 24mm x 37.5 mm, minimum width 20mm
- The aspect ratios of the indications must not be changed
- The colors to be used are:
  - Posti blue: C:90 M:48 Y:0 K:0
  - Posti green: C:80 M:0 Y:98 K:0
  - Black: K:100
  - White



# Priority and Economy letter indications in text format on the item

- The indication can be imprinted or printed out in text format using Arial, for example, as a text font.
- No handwritten indication is acceptable. Also, it is not allowed to use a pressure stamp.
- The indication should be typed on three lines, on the window envelope or self-adhesive address label on one line. More information on the next page.
- The minimum font size for the indication is 12 pts.
- Any color used in the indication is acceptable, if it is distinct from the item cover and easily readable.

| Priority                                | Economy                                |
|---|--|
| Priority PP Finlande<br>Posti<br>000000 | Economy PP Finlande<br>Posti<br>000000 |



# Priority and Economy indication in text format on a window envelope, self-adhesive address label or separate label

## Window envelope or address label

- The indication must be printed above the address information on the window envelope or self-adhesive address label, so that it is easily readable and distinct from addressee information.
- The indication should be typed on one line.

Priority PP Finlande 000000 Posti

1234 9876 4567  
Matti Vastaanottaja  
Kotiosoite 124 as 34  
00000 POSTITOIMIPAikka



## Separate label

- When the payment indication is printed on a separate label, it is attached to the upper right side of the envelope.
- The indication should be typed on three lines.

Lähetäjän nimi  
Postiosoite  
00100 POSTITOIMIPAikka

Economy PP Finlande  
Posti  
000000

Vastaanottajan nimi  
(Täydennetiedot)  
Postiosoite  
00100 POSTITOIMIPAikka



# Posti Customer Direct

- The payment indication can be imprinted, printed out, stamped on or, if using a self-adhesive label, affixed to the item cover. Any color used in the indication is acceptable, if it is distinguishable.
- The indication can also be printed on a window envelope’s address field or self-adhesive address label.
- Recommended size for C and E series envelopes 27mm x 35.5 mm, minimum width 20mm
- The aspect ratios of the indications must not be changed.

## Indications in text format on the item

- The indication can be imprinted or printed out in text format. The minimum font size for the indication is 12 pts.
- Do not write the indication by hand.
- Any color used in the indication is acceptable, provided it is distinct from the item cover and easily readable.



| Customer Direct |                 |
|-----------------|-----------------|
| Recommendation: | << A - Posti << |
|                 | A - Posti       |

# Posti Publication

- The payment indication can be imprinted, printed out, stamped on or, if using a self-adhesive label, affixed to the item cover. Any color used in the indication is acceptable, if it is distinguishable.
- Recommended size 27mm x 35.5mm, minimum width 20mm
- The aspect ratios of the indications must not be changed.



## Indications in text format on the item

- The indication can be imprinted or printed out in text format. The minimum font size for the indication is 12 pts.
- Do not write the indication by hand.
- Any color used in the indication is acceptable, provided it is distinct from the item cover and easily readable..

| Publication     |                   |
|-----------------|-------------------|
| Recommendation: | << LHT - Posti << |
|                 | LHT - Posti       |



# Posti Magazine Pro

- The payment indication can be imprinted, printed out, stamped on or, if using a self-adhesive label, affixed to the item cover. Any color used in the indication is acceptable, if it is distinguishable.
- Recommended size 27mm x 35.5mm, minimum width 20mm
- The aspect ratios of the indications must not be changed.



## Indications in text format on the item

- The indication can be imprinted or printed out in text format. The minimum font size for the indication is 12 pts.
- Do not write the indication by hand.
- Any color used in the indication is acceptable, provided it is distinct from the item cover and easily readable.

| Magazine Pro    |                   |
|-----------------|-------------------|
| Recommendation: | << AKL - Posti << |
| AKL - Posti     |                   |



# Posti Economy Publication

- The payment indication can be imprinted, printed out, stamped on or, if using a self-adhesive label, affixed to the item cover. Any color used in the indication is acceptable, if it is distinguishable.
- Recommended size 27mm x 35.5mm, minimum width 20mm
- The aspect ratios of the indications must not be changed.



## Indications in text format on the item

- The indication can be imprinted or printed out in text format. The minimum font size for the indication is 12 pts.
- Do not write the indication by hand.
- Any color used in the indication is acceptable, provided it is distinct from the item cover and easily readable..

| Economy Publication |                  |
|---------------------|------------------|
| Recommendation:     | << EL - Posti << |
|                     | EL - Posti       |

# Posti Daytime Publication Delivery

- The payment indication can be imprinted, printed out, stamped on or, if using a self-adhesive label, affixed to the item cover. Any color used in the indication is acceptable, if it is distinguishable.
- Recommended size 27mm x 35.5mm, minimum width 20mm
- The aspect ratios of the indications must not be changed.



## Indications in text format on the item

- The indication can be imprinted or printed out in text format. The minimum font size for the indication is 12 pts.
- Do not write the indication by hand.
- Any color used in the indication is acceptable, provided it is distinct from the item cover and easily readable..

| Dagsutdelning av tidning |                   |
|--------------------------|-------------------|
| Recommendation:          | << PPJ - Posti << |
|                          | PPJ - Posti       |

# Posti Long-distance Publication Delivery

- The payment indication can be imprinted, printed out, stamped on or, if using a self-adhesive label, affixed to the item cover. Any color used in the indication is acceptable, if it is distinguishable.
- Recommended size 27mm x 35.5mm, minimum width 20mm
- The aspect ratios of the indications must not be changed.



## Indications in text format on the item

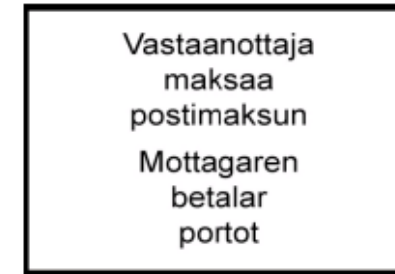
- The indication can be imprinted or printed out in text format. The minimum font size for the indication is 12 pts.
- Do not write the indication by hand.
- Any color used in the indication is acceptable, provided it is distinct from the item cover and easily readable..

| Long-distance Publication Delivery |                   |
|------------------------------------|-------------------|
| Recommendation:                    | << PET - Posti << |
|                                    | PET - Posti       |

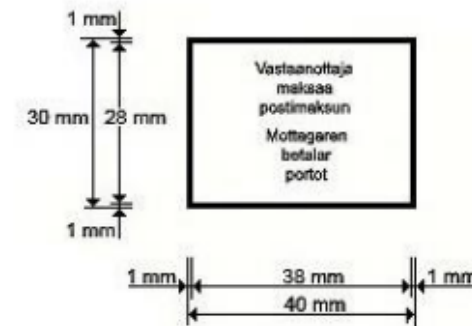
# Domestic Posti Economy Reply, 00003

- Reply Mail's payment indication marking is rectangular, border line must be flat. The payment indication may not contain logos etc.
- Rectangle line thickness: min. 1mm and max. 2mm
- Height: 30mm
- Width: 40mm
- The color of payment indication is black.

The postal code 00003 VASTAUSLÄHETYS is always used in Domestic Economy Reply items.



Maksumerkintä: Vastauslähetys 00003



Teksti vapaa, mutta sen tulee sopia suorakaiteen sisään (ei logoja yms.)  
Suorakaide (k x l) 30mm x 40mm (+/- 1 mm)  
Suorakaiteen viivan paksuus 1mm (ei alle 1mm, max 2mm)  
Maksumerkinnän väri: musta

# Posti Public notification

- An item to be delivered as a public notification must always bear the following printed text: “Julkinen tiedote” (Public notification) and/or the same in Swedish (“Offentligt meddelande”), as well as the sender’s information.

posti