



Reply Paid

What is Reply Paid?

- A Reply Paid address is a marketing tool for business to encourage responses
- It is postage free for your respondents, and you only pay for the replies you receive
- If you promote your products or services, or require responses, Reply Paid can be very useful to you

Reply Paid is a cost-effective way to:

- increase responses to your direct mail campaigns
- build goodwill with your customers
- provide an easy response mechanism

The Reply Paid service can be used for:

- generating sales leads or enquiries for further information
- encouraging prompt payment of accounts
- generating responses to questionnaires
- encouraging responses to a request for information
- building your database of current and prospective customers

Reply Paid envelopes or cards can be pre-printed and placed in your customer mailings.

The Reply Paid service can also be used with television, radio and print advertising by including the Reply Paid address in your advertisement.

<http://www.auspost.com.au/IXP/0,1465,CH2043%257EMO19,00.html>