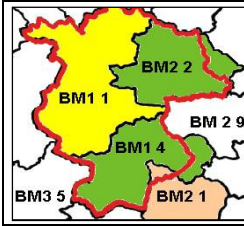




## Boundary Match Indicative Estimate (BM1877)

Residential Only delivery points Abingdon-on-Thames Town



This diagram shows a fictitious constituent boundary and how Royal Mail would enable the Member of Parliament to communicate to each constituent with the greatest mailing efficiency.

Yellow sector (BM1 1) - Indicates a postcode sector that is 100% enclosed by the constituency boundary line. We recommend that this area is booked using our Door to Door service.

Green sectors (BM2 2 and BM1 4) - Indicate postcode sectors with greater than 90% of constituents inside the boundary line. We recommend from a pricing efficiency perspective that this area is booked using our Door to Door service (please note that the whole of each green sector will receive the mail item).

Orange sector (BM2 1) - Indicates a postcode sector where less than 90% of constituents are within the boundary line and therefore we recommend this should be booked using our Addressed Mail service. Only the area within the boundary will receive the mail item..

|                                                      | Recommended Quote |
|------------------------------------------------------|-------------------|
| Acceptable percentage of delivery points within area | 90%               |
| Overall accuracy                                     | 99.76%            |
| No of items sent Door to Door*                       | 9,782             |
| Door to Door price**                                 | £746.27           |
| No of items sent Addressed                           | 5,769             |
| Addressed price***                                   | £3,750.09         |
| Items required to be produced****                    | 5,942             |
| Total items delivered                                | 15,551            |
| Total price*****                                     | £4,496.36         |
| Average Unit Price                                   | £0.29             |

All item numbers and pricing are indicative and may alter slightly

\* Quoted door to door item numbers are indicative, and may alter, depending on availability.

\*\* Price based on 20g item and under A4 size (letter rate) unless otherwise notified

\*\*\*Addressed Mail Price includes data/enveloping/application of address/sorting and postage (Please note price does not include cost for VAT incurred)

\*\*\*\*Please note, 3% extra quantity of items will be required for Addressed mail element

\*\*\*\*\*New User discounts may apply. Please discuss with your account manager