



Election Promo Post

What is Election Promo Post?

Election Promo Post is a discounted service for electoral candidates and political parties to send bulk volumes of addressed promotional mail within Australia up to eight weeks prior to a government election. It offers reduced prices based on mail being barcoded and sorted, enabling more efficient processing.

What qualifies?

Volume: Minimum of 4,000 barcoded articles per lodgement. Articles must be promotional in nature: The mail piece needs to provide political or campaign information, or member, party or policy information, intended to win favour of constituents. The information can include how to vote information or polling locations when it is incorporated within the letter or pre-populated with candidate selection. E.g. Vote 1 Mary Smith. Election Promo Post articles must be prepared, sorted and lodged in accordance with the *PreSort Letters service guide*, available online at auspost.com.au/presort

Lodgement

If paying with your Australia Post account, articles must be lodged at the lodgement point/* nominated on your account.

For lodgements greater than 50,000 articles for Priority delivery, please advise your Australia Post Account Manager at least three business days prior to ensure a timely delivery.

Size categories

Small articles only.

Small	
Maximum weight	125g
Minimum size	88 x 138mm
Maximum size	130 x 240mm
Maximum thickness	5mm

* Approved lodgement facilities are those you nominated when you applied for an Australia Post account.

Delivery

There are two delivery options:

- **Priority** – our faster delivery option, delivered up to 2 days faster than Regular delivery.
- **Regular** – our standard option, delivered within 3–7 business days.

For delivery	Priority		Regular	
	Same state	Other state	Same state	Other state
Within metropolitan areas of capital cities or within the same city or adjacent city or town	2 days	—	3–4 days	—
Between metropolitan areas of capital cities	—	3 days	—	4–5 days
Between metropolitan areas of capital cities and country locations	3 days	4 days	4–5 days	5–6 days
Between country locations	3 days	4 days	4–5 days	6–7 days

Pricing

	Priority timetable	Regular timetable
Same state barcode direct tray (\$)	1.085	0.825
Other state barcode direct tray (\$)	1.130	0.860
Barcode residue (\$)	1.180	0.905
Unbarcoded (\$)	2.380	1.630

Pricing effective from 17 July 2025 and may be subject to change.

How to send Election Promo Post

1 Assess your articles

Ensure your articles qualify—they must be promotional in nature. Refer to the previous page and if you are still unsure email a pdf copy of your article to: **BulkMailProducts@auspost.com.au**

Speak with your mail house, Account Manager or the team at your local lodgement facility.

2 Prepare your mail

A mail house or similar agent can prepare your articles. Refer to the *PreSort Letters service guide* (available at auspost.com.au/content/dam/auspost_corp/media/documents/presort-letters-service-guide.pdf) for detailed instructions on how to prepare and sort the articles.

If there is uncertainty whether your mail meets the service requirements for addressing, send a pdf copy of your article to:

BulkMailProducts@auspost.com.au

We'll test for barcode accuracy and readability.

3 Payment options

You can pay for Election Promo Post by cash, credit card, postage meter or on your Australia Post Account.

If you would like to set up an account or arrange a postage meter visit: **auspost.com.au/business-credit-accounts-postage-meters**

For more information

The information in this fact sheet is a summary only. If you would like more information about Election Promo Post or other Australia Post products and services:

- contact your Account Manager
- go to **auspost.com.au**
- or call **13 11 18**.

4 Lodgement

Election Promo Post is available to be lodged at all lodgement points across Australia if paying by cash, debit/credit card or postage meter.

If payment is to be made using your Australia Post account, then lodgement must occur at the approved lodgement facilities nominated on your Australia Post account.

Complete the *Election Promo Post lodgement document*. Take your completed form, with your articles and two unsealed samples, to the lodgement point, or your mail house may use the Electronic Lodgement Management System (e-LMS).

Please note: For Priority lodgements greater than 50,000 articles please advise your Australia Post Account Manager at least three business days prior to lodgement to ensure timely delivery.

