



**Magyar Posta Zrt.'s  
instructions on the correct addressing of letter-mail items and  
on preparation for dispatch, and conditions of suitability for  
automated processing, as well as production of bar-coded  
mail identifiers and postal forms**

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## 1. Item preparation

### 1.1. Correct packaging

The first step when preparing a postal item is the selection of the appropriate packaging material. The primary objective of the packaging is to protect the internal content. Good packaging always adapts to the nature, characteristics, shape and weight of the content, and provides suitable protection for and prevents access to the content without being obviously damaged, thereby ensuring the discretion and confidentiality of business and private correspondence.

#### 1.1.1 Good packaging material

- a) is strong and flexible,
- b) is clean and light in colour,
- c) does not interfere with the legibility of the front of the item or impede postal handling,
- d) is suitable for affixing stamps, various postal markings and labels easily and permanently,
- e) has a homogeneous surface, and
- f) surrounds the item as tightly as possible without bending the content.

#### 1.1.2 The packaging should not be

- a) shiny, fluorescent or translucent, and
- b) the surface should not be printed with shiny ink and should not contain a watermark.

#### 1.1.3 The paper cover should have the following properties:

| Envelope or paper cover         |                    |  |
|---------------------------------|--------------------|--|
| <i>Paper properties</i>         | <i>Unit</i>        | <i>Required value</i>                        |
| Minimum weight per square metre | g/m <sup>2</sup>   | For envelopes min. 80                        |
| Writability                     | mm                 | 0.4 - 1.0                                    |
| Smoothness                      | (Bekk) sec         | 20-60  |
| Contamination                   | pcs/m <sup>2</sup> | Max. 400 pcs 0.1-0.5 mm <sup>2</sup> in size |
| Whiteness (degree)              | %                  | at least 80                                  |
| Opacity                         | %                  | at least 85                                  |
| Luminescence                    | -                  | None or only traces                          |
| Surface absorption (Cobb60)     | g/m <sup>2</sup>   | For envelopes maximum 40                     |

Figure 1: Paper cover

## 1.2 Addressing

### 1.2.1 Domestic items

When addressing domestic items, the data of the addressee must be given in compliance with the law, the General Terms and Conditions for Postal Services and the Hungarian rules of addressing in the following order:

- a) Name or designation of addressee(s) (in the case of a building society, this may include the address of the property concerned), or on a mail item addressed to a post office box instead of the name or designation of the addressee a password or fancy name may appear based on a written contract with the addressee. For company names, the full company name or the official abbreviation must be given.
- b) Destination (name of town), and after this the district number of the town may be indicated if applicable.
- c) Precise address [(street name and type (út, utca, krt., tér, etc.) followed by the house number, building number, stairway number or letter, floor number, door number, Land Registry number<sup>1</sup> (hrsz) or, in the absence of these, indicating the room.)] For items addressed to post office boxes, the post office box number.
- d) Postcode. The postcode for the administrative address, or for items addressed to a post office box the postcode of the post office operating the post office box or the special postcode.

#### 1.2.1.1 Addressed to a geographical address

|  |  |
|--|--|
| Sender (and consolidator) address data               | Indicia area   |
| Area for other, primarily postal, markings           | Hortenzia Bt.<br>Budapest<br>Árpád fejedelem útja 82. B ép. B lph. 1. em.<br>3. ajtó<br>1036 |
| Space reserved for the processing machine's bar code |  |

Figure 2: Addressed to a geographical address; the company in this sample is fictitious

<sup>1</sup> We wish to advise you that if you use our universal service, and you indicate the Land Registry number instead of the precise address data when addressing the letter mail item, we may attempt to deliver the item, but we cannot be held responsible in case of its unsuccessful delivery.

### 1.2.1.2 Addressed to a post office box

|  |   |
|--|---|
| Sender (and consolidator) address data               | Indicia area                                  |
| Area for other, primarily postal, markings           | Hortenzia Bt.<br>Budapest<br>Pf. 123.<br>1376 |
| Space reserved for the processing machine's bar code |   |

Figure 3: Addressed to a post office box; the company in this sample is fictitious

### 1.2.1.3 Addressed to a Land Registry number

|  |  |
|--|--|
| Sender (and consolidator) address data               | Indicia area   |
| Area for other, primarily postal, markings           | Hortenzia Bt.<br>Kaskantyú<br>HRSZ.:3455/1233/00123365<br>6211 |
| Space reserved for the processing machine's bar code |  |

Figure 4: Addressed to a Land Registry number; the company in this sample is fictitious

#### **1.2.1.4 Addressed to a special postcode**

|  |  |
|--|--|
| Sender (and consolidator) address data               | Indicia area   |
| Area for other, primarily postal, markings           | Magyar Posta Zrt.<br>Tervezési Osztály<br>Budapest<br>1540 |
| Space reserved for the processing machine's bar code |  |

Figure 5: Addressed to a special postcode; the department in this sample is fictitious

#### **1.2.1.5 Hand-addressed domestic envelope**

- a) The item must be clearly, precisely and legibly addressed using Roman letters and Arabic figures to mark the address data on the item cover.
- b) Please give the sender's data in the top left corner of the front of the envelope so that the item may be returned if it cannot be delivered.
- c) For handwritten addresses we recommend the use of block capitals of a uniform size (e.g. BLOCK CAPITALS) ensuring that the characters do not touch each other.
- d) The address data should be written on the front of the envelope in parallel with the length of the envelope leaving a band of at least 15 mm from the bottom empty.
- e) The address data should be given using regular line spacing and without omitting lines.
- f) Guide lines should not be used when writing the address.

#### **1.2.1.6 Addressing by a consolidator**

If a postal service contract is made with a postal consolidator, the following must be done:

- a) The consolidator and the person of the client must be both indicated as the sender on the item in all cases.
- b) The address of the consolidator or the client must be marked as the return address on the item in all cases. The client's address may be marked on the item as the address for return delivery if the written contract between the consolidator and Magyar Posta includes this and on this basis the consolidator authorises the client in writing to receive items.

- c) In order to exactly identify the sender and the client, Magyar Posta expects the item to be marked with the names of the respective parties next to the titles or the clear abbreviation of the titles "Feladó" (Sender) or "Konzolidátor" (Consolidator) and "Megbízó" (Client) (Figure 6).

If the requirements for identifying the person of the sender and the client are not fulfilled by marking these titles, Magyar Posta will regard the person clearly marked in the first place in the area containing the sender's address details and other notes as the sender (Figure 7).

Title-based sender's address:

- a) The word "Feladó" or "Fa." (sender) or "Konzolidátor" or "Konzs." (consolidator) should appear before the name of the consolidator company;
- b) The word "Megbízó" or "Megb." should appear before the name of the client;
- c) Return address, which is the address of the consolidator or the client.



Figure 6: Title-based sender's address; the company in this sample is fictitious

Ranked sender's address:

- a) In first place the name of the consolidator
- b) In second place the name of the client
- c) Return address, which is the address of the consolidator or the client





Figure 7: Ranked sender's address; the company in this sample is fictitious

Sender's address when using a franking machine used by a consolidator



Figure 8: Addressing when using a franking machine used by a consolidator; the company in this sample is fictitious

### **1.2.2 International letters**

- a) When addressing items going abroad, the data of the addressee should be given in the following order:
  - aa) name of addressee
  - ab) precise address (street name, building number and, if applicable, the stairway number, floor and door number)
  - ac) the address postcode and the destination town of the item in one line
  - ad) the name of the destination country (this must be indicated in Hungarian but in order to ensure the smooth forwarding of the mail item in international traffic and its successful delivery it is useful to give it in English as well).
- b) Only one postal address for both the sender and the addressee may appear on international items.
- c) The address data must be written without underlining and without leaving empty lines between the town and the other lines of the address.
- d) The address must be written in Roman script and Arabic numerals and, if in the destination country script or numerals other than Roman script and Arabic numerals are used, the address must be written both in the script and numerals used in the country and in Roman script and Arabic numerals. The name of the destination town and the destination country must be written in capital letters together with the correct postcode.
- e) In the address of "Poste restante" items, after the name of the addressee, the post office where the item is to be collected (name, postcode and destination country) should be given as the address. "Poste restante" should be written in bold letters on the front.
- f) If the addressee is a post office box holder, the name of the destination town, the postcode of the postal service point providing the post office box and the number of the post office box must be indicated. On mail items sent to a post office box, instead of the name or designation of the addressee, a password or fancy name may appear based on a written contract with the addressee.

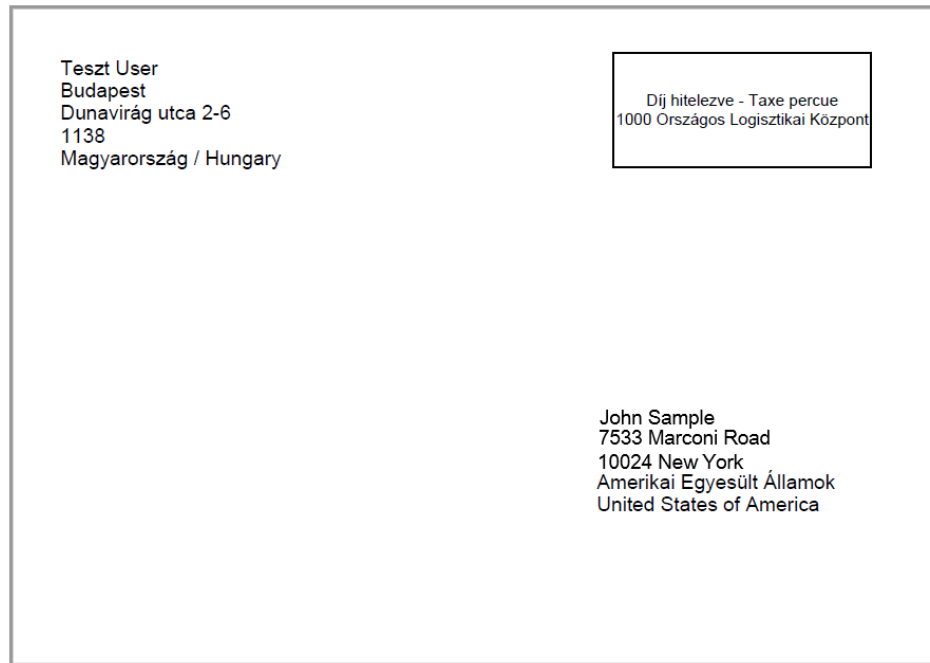


Figure 9: Addressing an international mail item; the person in this sample is fictitious

### 1.2.3 Front of large items suitable for bulk mailing

#### 1.2.3.1 Front of large items (landscape orientation) suitable for bulk mailing

|  |              |
|--|--------------|
| Sender (and consolidator) address data     | Indicia area |
| Area for other, primarily postal, markings | Address area |

Figure 10: Front of large items (landscape) suitable for bulk mailing

- a) Size limit: (largest size deliverable to a letter box) 324 x 229 x 24 mm
- b) Identical address block positioned in the address area if possible
- c) Machine addressing
- d) Left justified address block
- e) Identical at least 10 point font
- f) Uniform normal or 1.5 line spacing
- g) Clear zone of at least 5 mm around the address block
- h) For address labels, positioning with less than 6° skew

**1.2.3.2 Front of large items (portrait orientation) suitable for bulk mailing**

|  |              |
|--|--------------|
| Sender (and consolidator) address data     | Indicia area |
| Area for other, primarily postal, markings | Address area |

Figure 11: Front of large items (portrait) suitable for bulk mailing

- a) Size limit: (largest size deliverable to a letter box) 324 x 229 x 24 mm
- b) Identical address block positioned in the address area if possible
- c) Machine addressing
- d) Left justified address block
- e) Identical at least 10 point font

- f) Uniform normal or 1.5 line spacing
- g) Clear zone of at least 5 mm around the address block
- h) For address labels, positioning with less than 6° skew

### 1.2.3.3 Addressing the front of an item with a plastic film cover

The plastic film cover should have the following properties:

| <b>Low and high density polyethylene (LDPE and HDPE)</b> |                   |                              |
|--|-------------------|------------------------------|
| <i>Material properties</i>                               | <i>Unit</i>       | <i>Required value</i>        |
| Thickness:   | μm                | LDPE min. 30<br>HDPE min. 25 |
| Longitudinal stretching strength                         | N/mm <sup>2</sup> | LDPE min. 20<br>HDPE min. 40 |
| Lateral stretching strength                              | N/mm <sup>2</sup> | LDPE min. 15<br>HDPE min. 30 |
| Longitudinal stretch                                     |                   | LDPE 150 %<br>HDPE 200 %     |
| Lateral stretch  |                   | LDPE 300 %<br>HDPE 400 %     |
| Friction coefficient for a clean layer                   |                   | LDPE ≤ 0,3<br>HDPE ≤ 0,3     |

Figure 12: Properties of plastic film suitable for item packaging

Specifications for the plastic film cover of medium-sized and large items:

- a) The cover should be resistant to external physical effects and internal effects exerted by the content (e.g. the contents should not pierce the weld or the covering).
- b) The cover should surround the item as tightly as possible without bending the contents (the cover should not be more than 20 mm larger than the contents of the item).
- c) If the cover contains a protruding part, it is important for the address and the weld of the film not to be on the same side.
- d) The plastic film cover should ensure that the postmarks and postal markings printed directly on the surface are applied without smudging.
- e) The cover should be sealed by welding, and sealing with a stapler or other adhesive material is not appropriate.
- f) The address of the mail item must not be inside the plastic foil. In this case, the foil wrapping is considered the cover of the mail item. In any case, the address must be placed on the plastic foil, either directly (without smudging) or with a label (which does not have to be the same size as the full size of the address page, but can only be placed on the address page).

Specifications for the layout of the address block:

- a) Identical address block positioned in the address area if possible
- b) Machine addressing

- c) Left justified address block
- d) Identical at least 10 point font
- e) Uniform normal or 1.5 line spacing
- f) Clear zone of at least 5 mm around the address block
- g) For address labels, positioning with less than 6° skew
- h) Only the addressee's data should appear on the label and other information (sender's data, franking mark) must be indicated separately.
- i) If the addressee's and sender's data, and notes for any potential additional and supplementary service(s) are also given on the label, a rectangular label of at least 70 mm x 100 mm is required to ensure that the address of the sender and the address of the addressee are clearly legible and separated.

#### **1.2.4 Front of item complying with invoice image defined in Act CLXXXVIII of 2013**

The front of the window envelope of items complying with the invoice image defined in Act CLXXXVIII of 2013 on the standard invoice image of utility providers must be laid out in the manner described in the Act and particular care must be taken during laying out to positioning that ensures that the address data are legible in the window of the envelope. In respect of such items Magyar Posta applies the guidelines given in these Instructions in accordance with the relevant provisions of Act CLXXXVIII of 2013.

## **2 Defining items suitable for automated processing**

A check of suitability for automated processing may only be requested by the sender of the item, or the sender's agent or the producer of the item.

Only items that comply with the specifications set out in these Instructions in all respects are suitable for automated processing.

To test whether mail items, both registered and non-registered, are suitable for automated processing, at least 10 sample pieces with different addresses, fictional if so desired, must be sent to Magyar Posta's Automated Letter Sorting Centre at the National Logistics Centre (hereinafter "Test Unit"; postal address: OLK Bevizsgáló Labor, Budaörs 1000). The minimum amount is to be interpreted separately for each weight category for registered and non-registered items.

The items sent for checking must have the same format (weight, sealing, addressing, envelope profile, material, franking mark, etc.) as the items intended for posting.

The Test Unit checks the item samples within 3 working days following the receipt of the order and the samples at the latest.

The sender/producer may initiate checking the samples by completing the form entitled "Order for checking the suitability of barcode postal identifiers and the suitability of mail items for automated processing". The form is available from the postal contact person or the Test Unit, or may be downloaded through the link for "Forms related to letters/Order for testing barcode postal identifiers" on [Magyar Posta's website](#). For the specific contact details of the Test Unit, see point 4 of this document.

A report will be made of the inspection, which confirms the suitability or advises of the non-compliance of the items for automated processing. The report states the type of item checked (non-registered, registered), its size and its weight.

If the item checked is not the same as the item to be posted, the discount on suitability for automated processing will not be applicable.

For registered items with advice of delivery, the layout and the content of the item must be suitable for automated processing.

Magyar Posta regards permits for tested pieces to be valid as follows:

- a) those issued for a specific period of time: for the validity period stated in the permit, at most 5 years from the date of the test as stated in the permit;
- b) those issued before 1 January 2019: until 31 December 2025.



## 2.1 Standard envelope and postcard formats suitable for automated processing

|   | <i>Code</i>   | <i>Size (mm)</i>                     | <i>Tolerance (mm)</i> |
|---|---------------|--------------------------------------|-----------------------|
| Ordinary and medium-sized envelopes               | LC/6          | 114 x 162                            | ± 1.5                 |
|   | LA/4 (DL)     | 110 x 220                            | ± 1.5                 |
|   | LC/5 and TC/5 | 162 x 229                            | ± 1.5                 |
|   | C6/C5         | 114 x 229                            | ± 1.5                 |
| Recommended size of aperture for window envelopes |               | 45 x 90<br>(but at least<br>35 x 90) |                       |
| Postcards, picture postcards                      | A/6           | 105 x 148                            | ± 1.5                 |

Figure 13: Standard envelope and postcard formats suitable for automated processing

## 2.2 Non-standard envelope and postcard formats suitable for automated processing

|                                 | <i>Length</i> | <i>Height</i> | <i>Thickness</i>                 |  | <i>Weight</i> |
|---------------------------------|---------------|---------------|----------------------------------|--|---------------|
| Ordinary and medium-sized items | 125-255 mm    | 85-176 mm     | (up to LC/5 size)<br>0.15 - 6 mm |  | 2-100 g       |

Figure 14: Non-standard envelope and postcard formats suitable for automated processing

## 2.3 Sealing items

### 2.3.1 Correct sealing of items

- a) Letters must be sealed by adhering the full length of the sealing flap of the envelope.
- b) It is essential to ensure that over-wetting or excess adhesive on the sealing flap does not cause envelopes next to each other to stick together.
- c) The edges of the adhesive sealing flap should be covered evenly with adhesive to a width of at least 5 mm along the full length of the flap with the exception of at most the last 10 mm from the fold at each end of the flap.
- d) If adhesive tape is used, it should be positioned along the full length of the flap without coming into contact with the front.
- e) Adhesive spread using hot-melt technology may not be used. This is in order to protect Magyar Posta's machinery.



### 2.3.2 Incorrect sealing of items

- a) If the item is sealed not with the envelope's own sealing flap (i.e. using staples, binder clips, paper clips, brass fasteners, etc.).
- b) If the sealing flap is not sealed along its full length using its own adhesive.
- c) If, due to the inappropriate quality of the adhesive material, it is not possible to seal the item along its full length.

## 2.4 Front of domestic items

### 2.4.1 Front of ordinary and medium-sized items

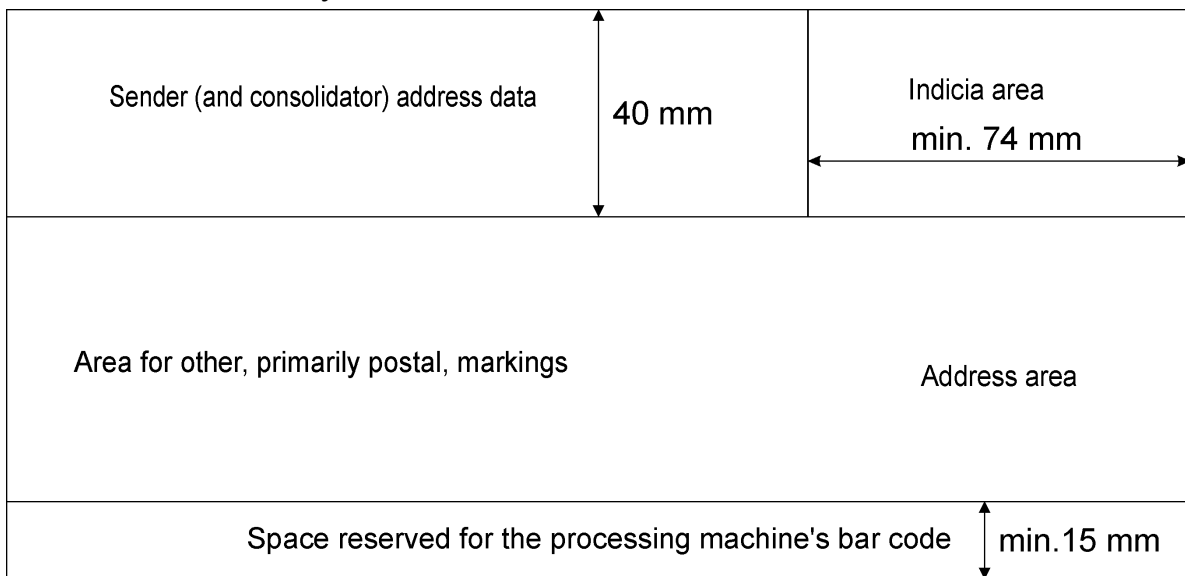


Figure 15: Front of ordinary and medium-sized items

Magyar Posta handles items posted in ordinary and medium-sized envelopes weighing over 100 g as well as mail items posted in the National Logistics Centre as bulk in the up to 50 g and the 51 to 500 g weight categories whose layout complies with all other conditions for automated processing as items suitable for bulk mailing and the sender thus becomes entitled to the current tariff for automated processing published in the General Terms and Conditions for Postal Services.

## 2.5 The five main sections of the front of an item

- a) Sender (and consolidator) address data (*marked green in Figure 15*).
- b) Indicia area for franking marks or affixing postage stamps (*marked green in Figure 16*).
- c) Area for other, primarily postal, markings (*marked green in Figure 17*).
- d) Area for the addressee's address data (*marked green in Figure 18*).
- e) Space reserved for barcode in postal processing (used in the automated processing system) (*marked green in Figure 19*).

### 2.5.1 Sender (and consolidator) address data

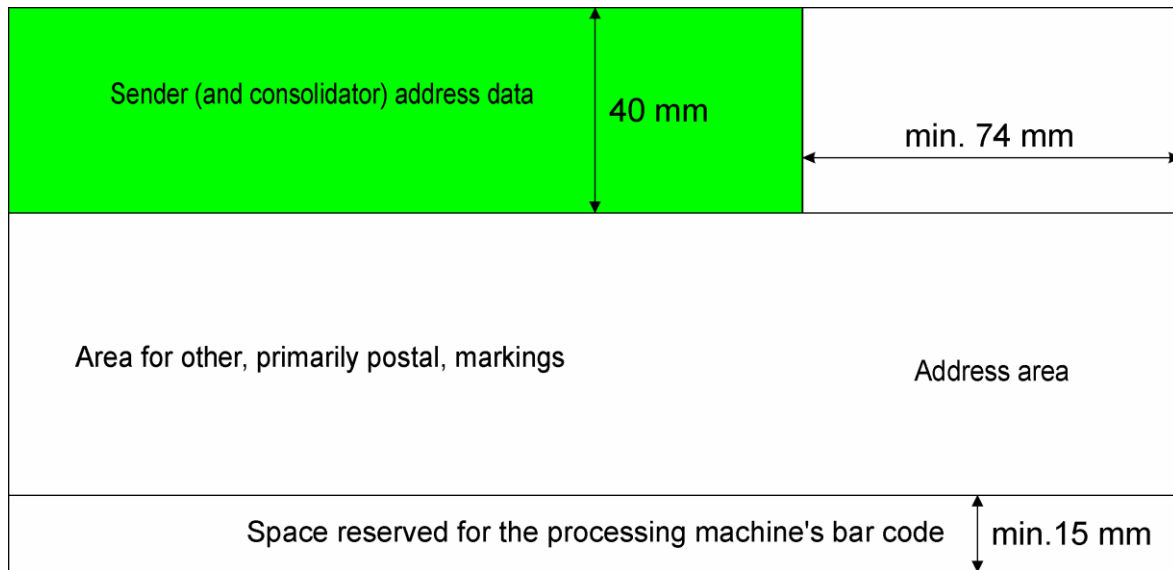


Figure 16: Area for the sender's address on ordinary and medium-sized items

- a) The sender's data may only be positioned in a 40 mm wide area from the upper edge of the item in the top left-hand corner of the front of the envelope.
- b) When posting under a postage on credit contract, the name and postal address of the sender must be indicated in every case.
- c) If the size of the front permits, the sender may note here the reference number of the document sent or its internal case number ensuring that this does not interfere with the legibility of the address.
- d) Except for items containing a tender proposal, the sender's data must include:
  - o the sender's name (person's name or company name),
  - o the sender's postal address, which may be an establishment or a post office box
- e) A logo or company sign may also be placed in the sender's address data area provided this does not extend into other areas of the front.
- f) It is important that among the sender's data the correct address for correspondence is given as your partners will use this address when replying.
- g) The sender's data may also appear in the aperture of a window. In this case the window may only be positioned in the top left corner on the front of the envelope ensuring that there is a clear zone around it (space free of characters, lines and any other printed element).

## 2.5.2 Indicia area

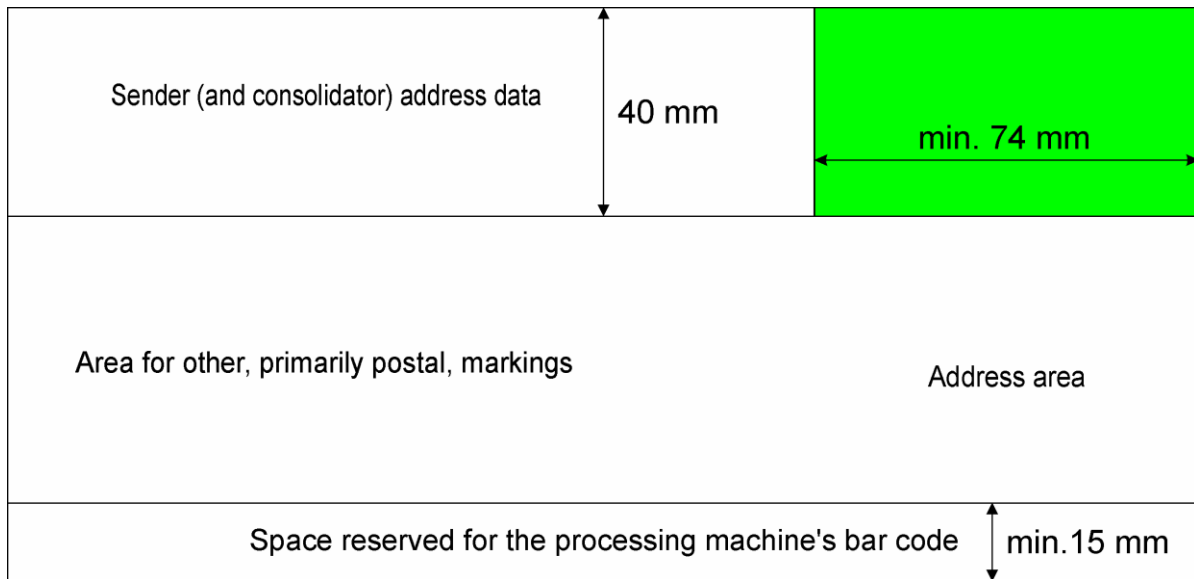


Figure 17: Indicia area of ordinary and medium-sized items

- a) Always position postage stamps and other marks indicating the method of paying postage in the top right corner on the front of the envelope in the manner described in the General Terms and Conditions for Postal Services.
- b) The stamps and franking marks may not overhang the indicated area.
- c) An advertising text may not be positioned in the indicia area.
- d) Non-postal stamps, charity or service labels, stamp impressions or drawings which could be mistaken for postage stamps, postal franking indicia or postal markings may not be placed on the front of the envelope but only on the back.

### 2.5.3 Area for other, primarily postal, markings

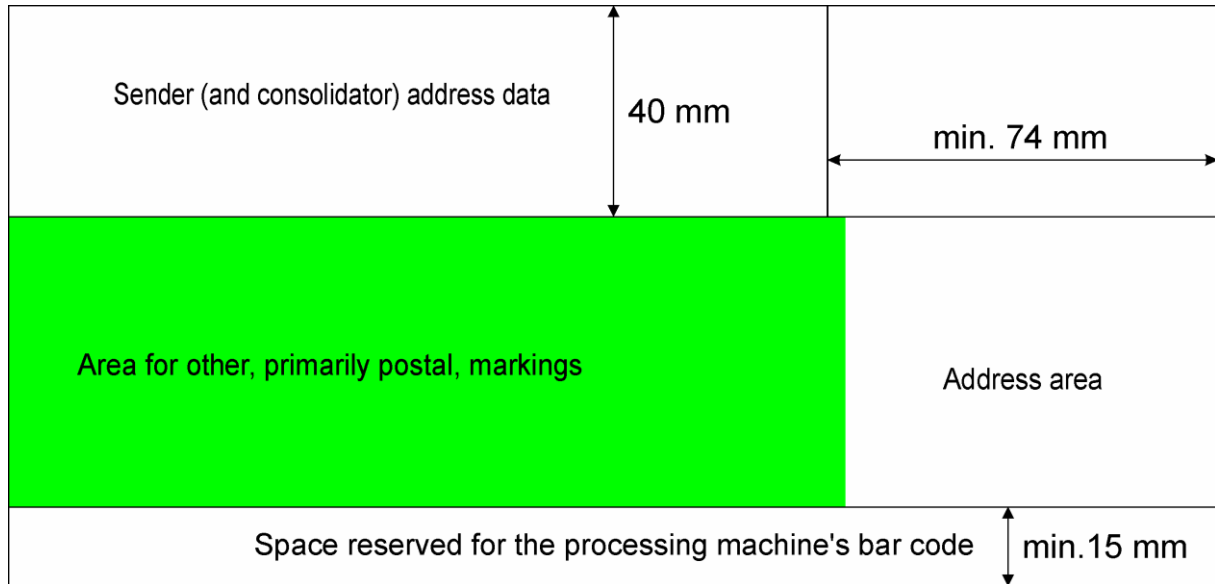


Figure 18: Area for postal markings on ordinary and medium-sized items

- a) The lower left area on the front of items (or the lower right area for envelopes with a window on the left) is for positioning markings of additional and/or supplementary services required for an item as well as item identifiers.
- b) Any such markings should be positioned at least 15 mm from the bottom edge of the item and must not hang into the space reserved for the postal processing bar code.
- c) There must be a clear zone at least 5 mm wide between the area for other markings and the address area.
- d) The lower, marked area of the back of the item is reserved for printing by the processing machine (see Figure 19) and the remaining area may be used for indicating advertising text in its entirety.

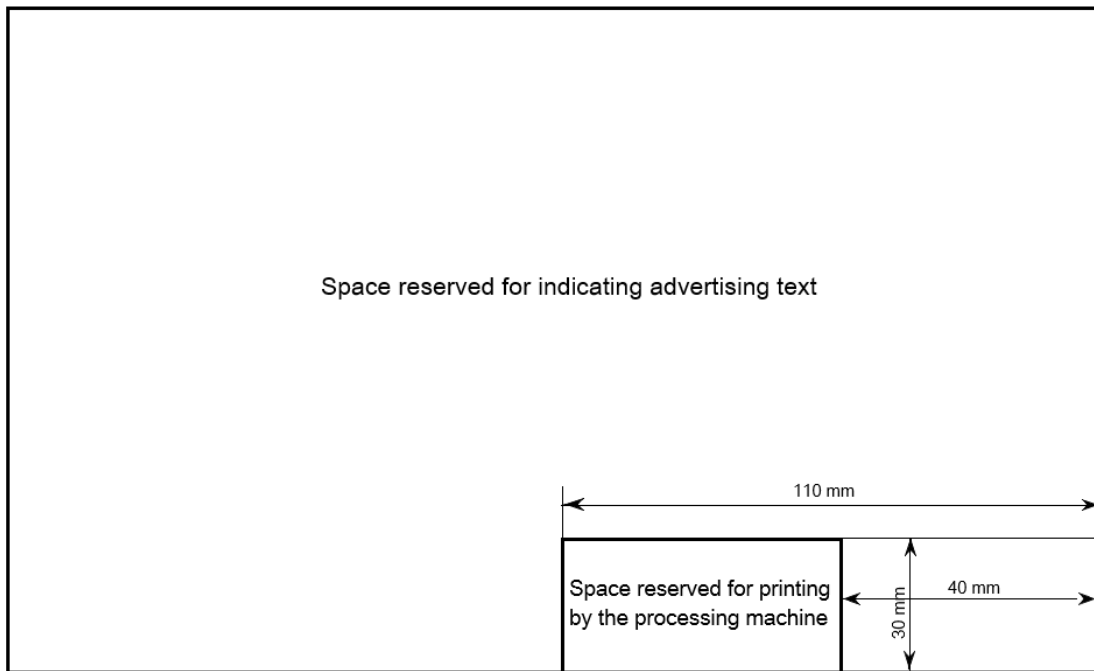


Figure 19: Area on the back of ordinary and medium-sized items (not to scale)

## 2.5.4 Address area

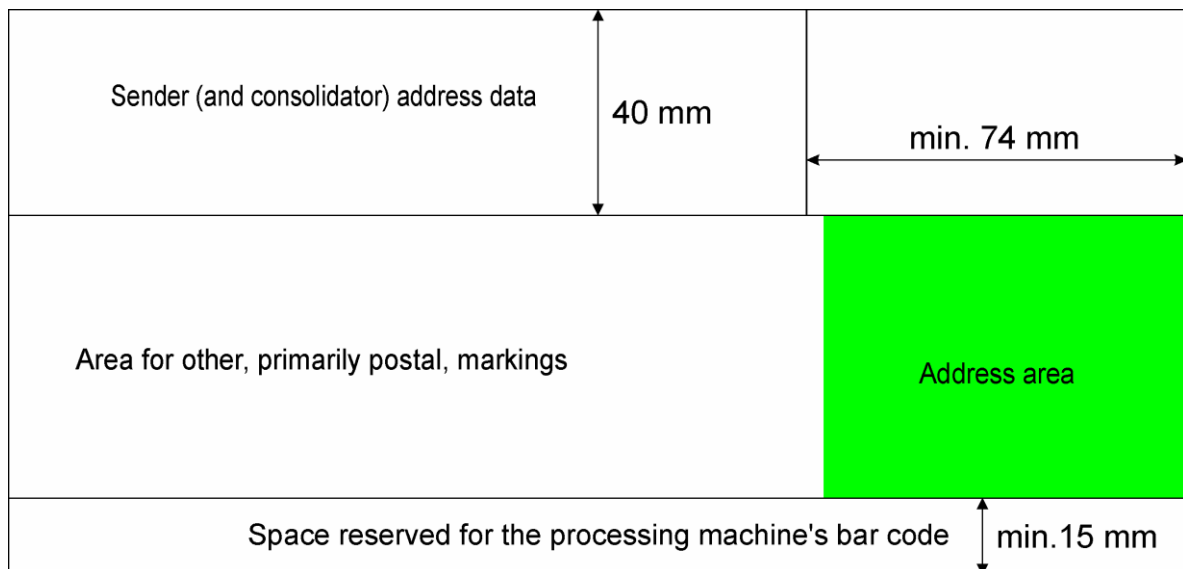


Figure 20: Address area of ordinary and medium-sized items  
Addressee's details

- a) The addressee's data are entered in the address area.
- b) The address area should be positioned **if possible** in the lower right on the front of the envelope. The addressee's address block must be positioned in the lowest address area on the right-hand side of the item. No text or pictures may be positioned below and in the area to the right of the address area.
- c) If the address area is positioned on the left, the area on the right of the envelope will be for other markings. The requirement for left-hand side positioning is the same as that for the right, only the other way round.
- d) The elements of the address data must be positioned beneath one another. Only the addressee's name may, if need be, appear in more than one line.
- e) The skew of the address or the label bearing the address data may not exceed 6°.
- f) The address may appear directly on the envelope, on a label adhered to the envelope by its full surface or, in the case of a window envelope, on the contents of the item through the aperture in a legible manner.
- g) The address area may not contain an advertisement, stamp impression or postage stamp.
- h) The front of the envelopes should not contain guide lines printed to aid marking the address or blank boxes for marking the postcode.



### 2.5.5 Space reserved for barcode in postal processing

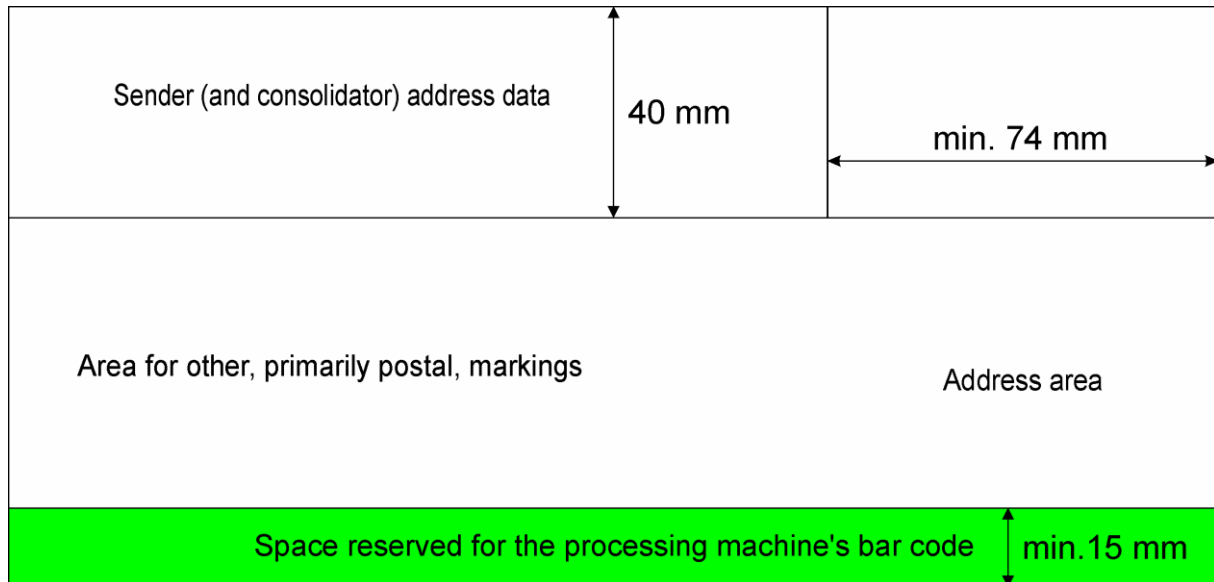


Figure 21: Space for processing bar code on ordinary and medium-sized items

In every case a 15 mm high zone must be left clear for marking the barcode. The automated processing system prints the code required to direct the item in this space. **The space reserved for the processing machine's barcode must be white or a homogeneous light colour across the entire length of the item.**

### 2.5.6 Specifications for positioning advertisements on the front of an item

The area shown in Figure 19 on the back of letter-mail items may be used for advertising text and graphics whose contents comply with the provisions of Act XLVIII of 2008 on the basic requirements of and certain restrictions on commercial advertising activity (the Advertising Act).

The specifications of positioning advertisements on the front of a letter-mail item are as follows:

- Advertising text and graphics may be positioned in the sender (and consolidator) address data area provided there is sufficient free space for them next to the sender's data.
- Advertising text may not be positioned in the indicia area.
- Advertising text and graphics may only be positioned in the area for other, primarily postal, markings if they do not interfere with the postal markings and item identifiers and leave sufficient free space for such markings and identifiers to be positioned.
- Advertisements may not be positioned in the address area.

- e) The space reserved for the processing machine's barcode must be left free in all cases.
- f) An advertisement placed on the front of an item preferably should not contain address data.
- g) If it is absolutely essential that the advertisement contain address data, please write the address data in 8 point font and position them in a way that they are not in line with the addressee's address data.
- h) Do not use advertising text and graphics whose content are of a political, provocative or obscene nature, or that are outside accepted social norms or harm Magyar Posta's business interests, or which may be confused with postage stamps, postal franking indicia, other postal markings and/or item identifiers, or do not comply with the provisions of Act XLVIII of 2008 on the basic requirements of and certain restrictions on commercial advertising activity (the Advertising Act).

## 2.6 Window envelope

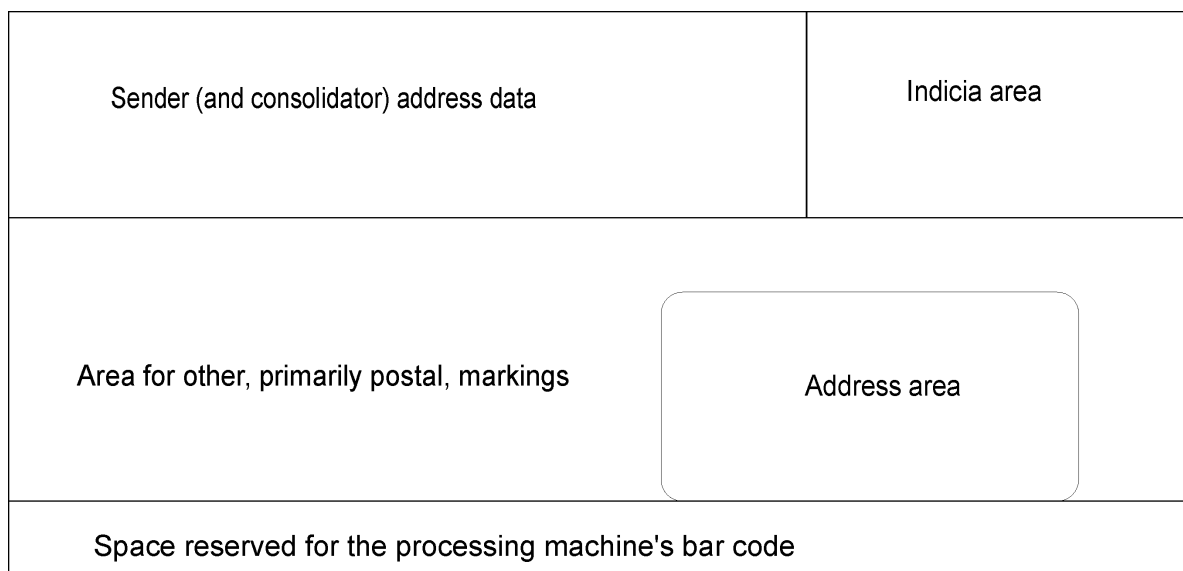


Figure 22: Front of a window envelope

- a) The aperture must be positioned over the address area. The window must be positioned on the side of the envelope with an unbroken surface, i.e. which has no sealing flap.
- b) The aperture may not be surrounded by a coloured border or frame. If the envelope is coloured, a white border at least 5 mm wide must completely surround the aperture. (Figure 21)
- c) There must be a clear zone at least 5 mm wide between the aperture and the graphics on all sides of the window.
- d) The window should form a closed surface with the envelope, and the transparent material should be affixed to the base paper of the envelope so that there is no gap at the edge of the window.

- e) The material of the window should be at least 80% transparent to ensure that the address data beneath it is legible.
- f) The corners of the aperture must be right angles. For landscape orientation the longest side of the window must be parallel with the length of the envelope. For large items with portrait orientation, the window may also be positioned crosswise so that the longest side of the window is parallel with the width of the envelope.
- g) The size of the window should be large enough to ensure that, even if the content shifts, the address data remain fully legible, which also applies to the barcode item identifier when printed on the internal content, and the marking for the type of notification on an official document mail item to be left at the address in the event of an unsuccessful delivery attempt.
- h) As an address block with a coloured background may impair the legibility of the address data, the area of the insert bearing the address data should be white.
- i) For non-registered letter-mail items the barcode customer identifier used by the sender should be positioned 5 mm from the address block.
- j) For registered items a barcode customer identifier may only appear in the aperture of the window alongside the barcode item identifier if there is a 5 mm distance between the two.
- k) For registered items there must be a 5 mm wide clear zone between the barcode item identifier and the address block. (Figure 22)
- l) For registered items a window size should be chosen which is large enough to ensure that the address data and the barcode item identifier appearing in the aperture remain fully legible even in the event of the movement of the content. (The use of a 45x90 mm window is recommended.)

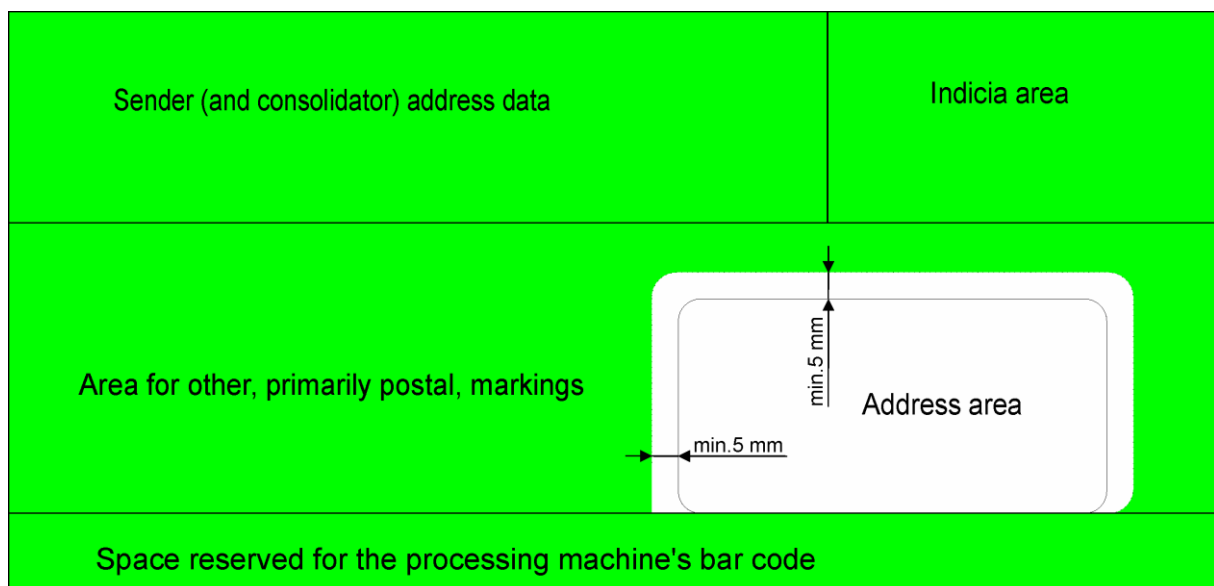


Figure 23: Front of a coloured window envelope

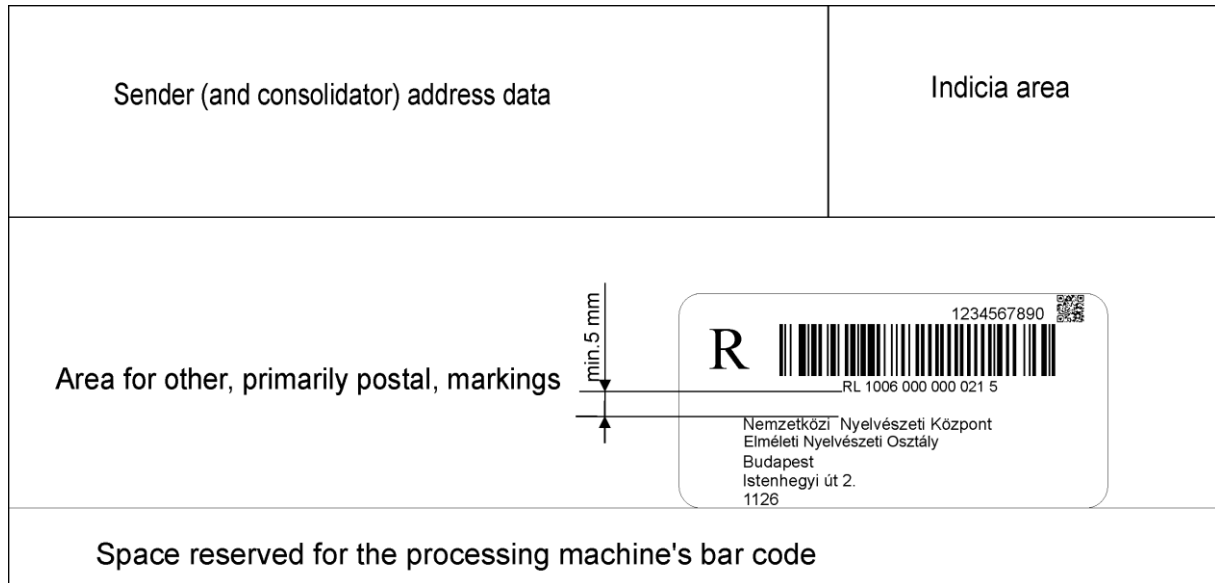


Figure 24: Front of a registered window envelope; the company in this sample is fictitious

## 2.7 Postcards, picture postcards

| Postcards, picture postcards    |                  |                        |
|---------------------------------|------------------|------------------------|
| <i>Paper properties</i>         | <i>Unit</i>      | <i>Required value</i>  |
| minimum weight per square metre | g/m <sup>2</sup> | for postcards min. 160 |
| surface absorption (Cobb60)     | g/m <sup>2</sup> | maximum 30             |

Figure 25: Technical specifications for the material of postcards

- a) The technical properties for the writability, smoothness, contamination, whiteness, opacity and luminescence of postcards are the same as the data indicated for paper covers.
- b) The material of postcards should be so-called postcard card and picture postcards should not be made of photographic paper.

### 2.7.1 Front of postcards, picture postcards

|  |              |
|--|--------------|
| Sender (and consolidator) address data               | Indicia area |
| Area for other, primarily postal, markings           | Address area |
| Space reserved for the processing machine's bar code |              |

Figure 26: Layout of the front of a postcard

To the right of the vertical dividing line on the front of the postcard are the areas reserved for the address data and for indicia (franking marks, stamps).

- a) A white space 15 mm high from the bottom edge of the postcard must be left blank along the full length of the front of the postcard for the postal processing barcode.
- b) The address data should be marked or adhered on a label in the space above the area reserved for the postal processing barcode. The label may not hang into the area reserved for the postal processing barcode.
- c) A 5 mm wide clear zone must be left between the address and the other markings (graphics) indicated on the postcard.
- d) A 5 mm free band must be left around all sides of the address area.
- e) The sender's data may be positioned in a 40 mm high area measured from the top edge of the postcard.
- f) Postcards and picture postcards of other shapes (such as circular or triangular) or made of a different material may only be posted in an envelope.

## **2.8 Addressing techniques**

- a) The name of the town should be marked in its official form according to the Hungarian place name gazetteer (Helységnévtár - <https://www.ksh.hu/apps/hntr.main>) without any suffixes.
- b) The name or serial number of an area of a town (e.g. "tanya" or "puszta") or a district may be shown after the name of the town using Roman or Arabic numerals.
- c) When writing addresses containing the street name, house number, Land Registry number, and other details such as building, stairway, floor, door number, or post office box name and post office box address, the abbreviation of the address element (hrsz. (Land Registry number), ép. (building), lph. (stairway), em. (floor), ajtó (door), Pf. (PO box)) must be given and a space must be used between the individual elements, in other words clear breaks must be left. Exceptions to this are between the house number and other details such as floor number when a full point "." may also be used as a divider.
- d) Abbreviations: the word "utca" may be abbreviated as "u." and "körút" as "krt." The words "útja", "sétány", "tér", "tere" may not be abbreviated.
- e) For items addressed to a post office box, the post office box number and the postcode of the postal service outlet providing the post office box should be given as the address in this order. In this case please do not give the address of the establishment. On items addressed to a post office box instead of the name of the addressee - according to a written agreement between the sender and Magyar Posta - an alias or fancy name may also be used. If the addressee has a special postcode, besides the name of the addressee and the town, only the special postcode needs to be marked.

- f) Apart from the addressee's name, the address data of items addressed to a postal service outlet to be delivered there ("Poste restante") should contain the name and postcode of the postal service outlet where the item is to be delivered. A list of postal service units designated for the delivery of poste restante items is published in Magyar Posta's General Terms and Conditions for Postal Services, and assistance may be obtained from our customer service and on our website ([www.posta.hu](http://www.posta.hu)).
- g) In the address of mail items addressed to places in an inhabited area outside urban areas and items to be delivered through a rural drop point, in addition to the name of the addressee, the town, the postcode, the number of the rural drop point and, if known by the sender, the number of the letter box must be given.
- h) For registered items and items posted free of charge, except if they contain a tender proposal, the sender's data as the return address must appear in the top left corner of the front of the item in all cases. When marking the sender's address data, the delivery address must be indicated as the postal address, which may be an own post office box address or the postal address of an establishment. As far as possible, please use a post office box address if you are a post office box holder.

## 2.9 Machine-addressed domestic envelopes

### 2.9.1 Main parameters of address data

| Parameter                       |                   | Value, property  |
|---------------------------------|-------------------|--|
| Address characters              | Lines             | continuous   |
|                                 | Line thickness    | normal   |
|                                 | Character density | normal or 10% expanded   |
| Address lines                   | Line spacing      | single or 1.5 line spacing   |
|                                 | Skew              | maximum 6°   |
| Fonts recommended for addresses | Types             | Arial, Univers   |
|                                 | Size              | Minimum 10 point font but using a 12 point font is recommended (without bold, strike through or italics) |

Figure 27: Main parameters of address data

### 2.9.2 Layout of front of envelopes suitable for machine addressing

- a) The address data should be given using at least 10 point letters, with normal or expanded letter spacing, in black (recommended font: Arial, Univers). **Unless the law provides otherwise, font types with serifs or touching characters (e.g. Times New Roman) should not be used for addresses. Only use one font at a time.**

- b) If the characters touch each other (e.g. krt, ft, KA), we recommend that the character spacing be expanded.
- c) Guide lines, underlining, highlighting, bold or italic fonts, graphic fonts or pseudo-writing or handwriting imitation fonts may not be used for addressing.
- d) Wide, condensed, over-elaborate and inverted font types may not be used for addressing.
- e) The entire address should be printed using single or at most 1.5 line spacing.
- f) The address data should be given using regular line spacing and without omitting lines.
- g) Guide lines should not be used when writing the address.
- h) On the front of the item the “internal identifier” (customer identifier, date of sending, barcode customer identifier) must be positioned at least 5 mm from the address block of the item (Figure 26).
- i) Each element of the address (addressee’s name, town, street name together with building number, postcode) must appear in a separate line below one another. Only the addressee’s name may, if need be, appear in more than one line.
- j) The printed address should be good quality and clearly legible to the naked eye. The printing of the characters must be full, sharp and even. The printed characters may not be smudged, incomplete (lacking ink) or blurred.
- k) Black printing ink must be used for the address data.
- l) The address may not be corrected, struck through or overwritten.
- m) The address block of the item must be left justified.
- n) The letter characters must form continuous lines. (With matrix printers the characters are formed of dots which do not touch each other.)
- o) The background of the address may not be gloss.
- p) A company logo may not be used instead of the name of a company.
- q) It is practical to choose an envelope that the contents fit as snugly as possible.
- r) Except for window envelopes, an item whose cover (envelope) is at most 20 mm longer or wider than its content is suitable for automated processing. The contents of window envelopes should be of sufficient size to ensure that the whole of the address block remains legible in the aperture even in the event of the maximum movement of the contents.
- s) Only envelopes and postcards with four right angles and flat surfaces are suitable for automated processing.



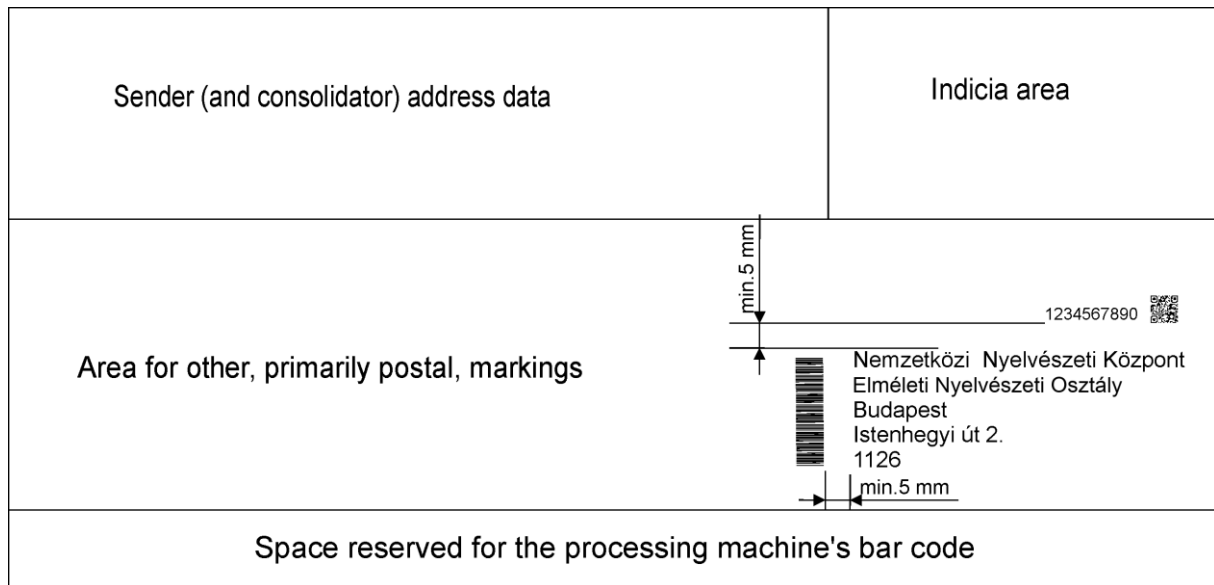


Figure 28: Positioning of other customer identifiers around the address block; the company in this sample is fictitious

### 2.9.3 Items not suitable for automated processing

- a) Address data marked with bold, serif, underlined or italic letters, or varying line spacing.
- b) Touching characters in the address block (e.g. krt, ft, KA).
- c) The address data of a window envelope is covered.
- d) The address data is written without accents.
- e) A "0" appears in front of a building number in the address block (e.g. Kossuth u. 07).
- f) The address data are not given in accordance with the Hungarian place name gazetteer "Magyarország Helységnévtára" published by the Central Statistical Office.
- g) The type of street (út, utca, tér, etc.) is omitted from the precise address.
- h) The space required for the processing machine's bar code is not provided.
- i) A clear zone of at least 5 mm above and to the left of the address block is not provided. A graphic design, marking or identifier appears below or to the right of the address block.
- j) Folded items posted without an envelope or not sealed on all sides.
- k) Items tied with string.
- l) Damaged, creased or stuck together items.
- m) First day or special cancellation items.
- n) Previously processed items.

- o) Items containing stiff objects (e.g. product samples, mail items containing a plastic card).
- p) Items that are not rectangular.
- q) Items containing a protuberant article that do not have a flat surface.
- r) International letter-mail items.
- s) Letter-mail items addressed by hand because the identical features of the characters and thus the identical layout of the address cannot be guaranteed for all items.
- t) The material the cover is made of is not sufficiently strong or is badly sealed.
- u) The cover is more than 20 mm larger than the contents.
- v) Plastic film cover or shiny, non-absorbent covering material.

#### **2.9.4 Specifications for address labels**

Only the addressee's data should appear on the label and other information (sender's data, franking mark) must be indicated separately. If this is not possible:

- a) The sender's data should be shown in 8 or 9 point letters.
- b) All other data on the label must be positioned at least 5 mm from the address data.
- c) Please mark the internal identifier (date of posting, barcode customer identifier, customer identifier code) above the address data or next to the address data on the left or right leaving a space of at least 5 mm from the address.
- d) The skew of the label must not exceed 6°.
- e) The specifications of the layout of the address are the same as those for machine-addressed domestic envelopes.
- f) The whole of the label should be firmly affixed to the surface and it should not interfere with other postal information.
- g) The whole of the label bearing the address data must be affixed to the front of the item.
- h) The label may not overhang the area reserved for the processing machine's barcode.

#### **2.10 Specifications for bill payment cheques used as the address text of window envelopes**

For items that contain a bill payment cheque, the use of the text on the cheque as the address for a window envelope is to be avoided if there are red guide lines and lines used to separate the digits of the postcode.

If the text on the cheque is to be used as the address for a window envelope of an item intended for automated processing by machine, the address area of the cheque may not contain guide lines or red squares for stating the postcode. The box

“Befizető neve, címe” (Payer’s name, address) on the cheque provides the actual address of the item. The specifications for completing this are as follows:

- a) The specifications for the layout of the address are the same as those for machine-addressed envelopes.
- b) The address block must be positioned at least 5 mm from the left edge of the red frame of the box “Befizető neve, címe” (Payer’s name, address) and there must be at least 1/6” (~4 mm) between the postcode and the bottom of the frame.
- c) Please mark the internal identifier (date of posting, bar code customer identifier, customer identifier code) above the address data next to the text “Befizető neve, címe” 4 mm from the address block.

## **2.11 Specifications for producing envelopes for official documents and domestic advice of delivery mail**

### **2.11.1. Preparation by the sender of mail for posting**

The layout of the envelope must comply with the conditions specified in point 2.9, in addition to which the type of notification<sup>2</sup> to be left for the addressee in the event of a non-successful personal delivery attempt must be indicated on the cover of the official document (e.g. “Ért.: A/1” and for an official document for delivery to the addressee in person “Ért.: A/1/SK”).

- a) **For window envelopes**, when the address block, the barcode item identifier and the type of notification are positioned **inside the window cut-out**, the type of notification must be positioned at least 1 mm above the barcode item identifier ensuring that neither the item identifier nor the marking for the type of notification is covered and that they are both entirely legible even if the contents shift slightly. In order to indicate the address block, the barcode item identifier and the type of notification, a window size of at least 45 x 90 mm is required.
- b) If the type of notification is positioned **outside the window cut-out**, it should be positioned in the area reserved for postal markings, ensuring that a band of at least 5 mm around the window cut-out and a code band of at least 15 mm from the lower edge of the envelope are left for the barcode of the processing machine. For window envelopes, if the barcode item identifier is positioned outside the window cut-out, the type of notification should be positioned at a distance of at least 5 mm above the barcode item identifier.
- c) When an **envelope without a window cut-out** is used, if the barcode item identifier is positioned in the area reserved for postal markings, the type of notification should be positioned at a distance of at least 1 mm above the barcode item identifier.
- d) The type of notification must be given in a minimum point size 10 and a maximum point size 12 font (suggested format: Arial, Univers) in black and, if possible, bold.

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<sup>2</sup> The types of notification to be indicated are given in the product sheet for the [OFFICIAL DOCUMENT](#) in the General Terms and Conditions for Postal Services.

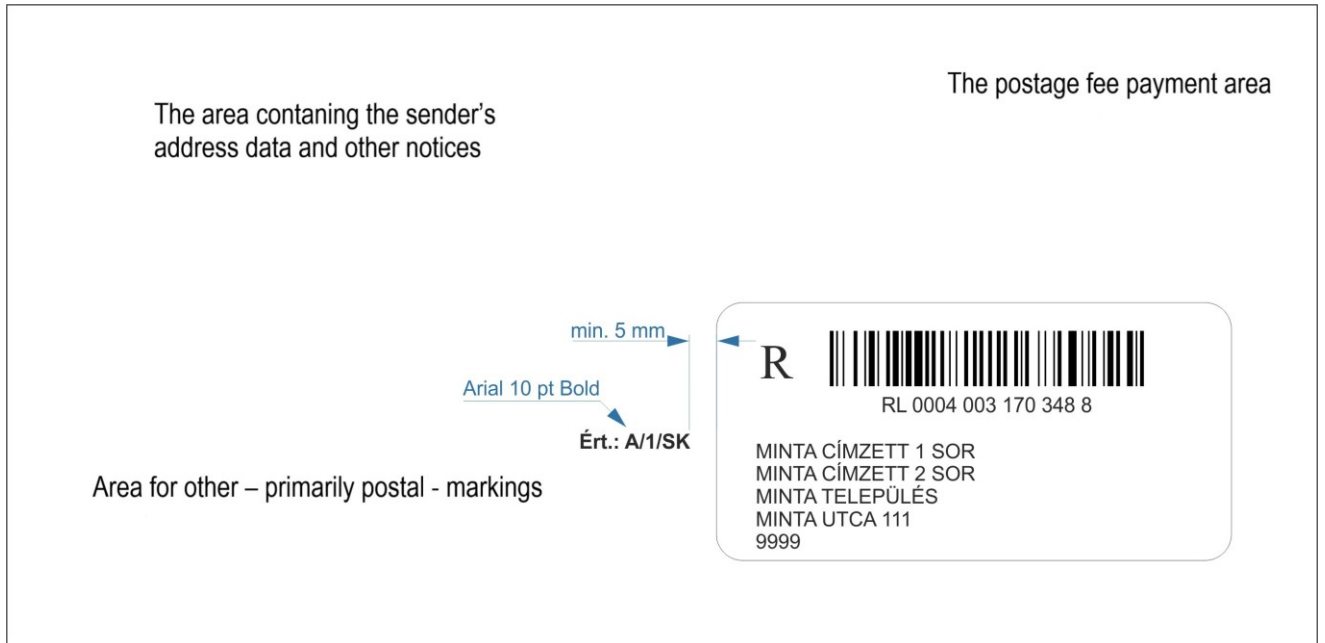


Figure 29: Notification marking for official documents outside the window

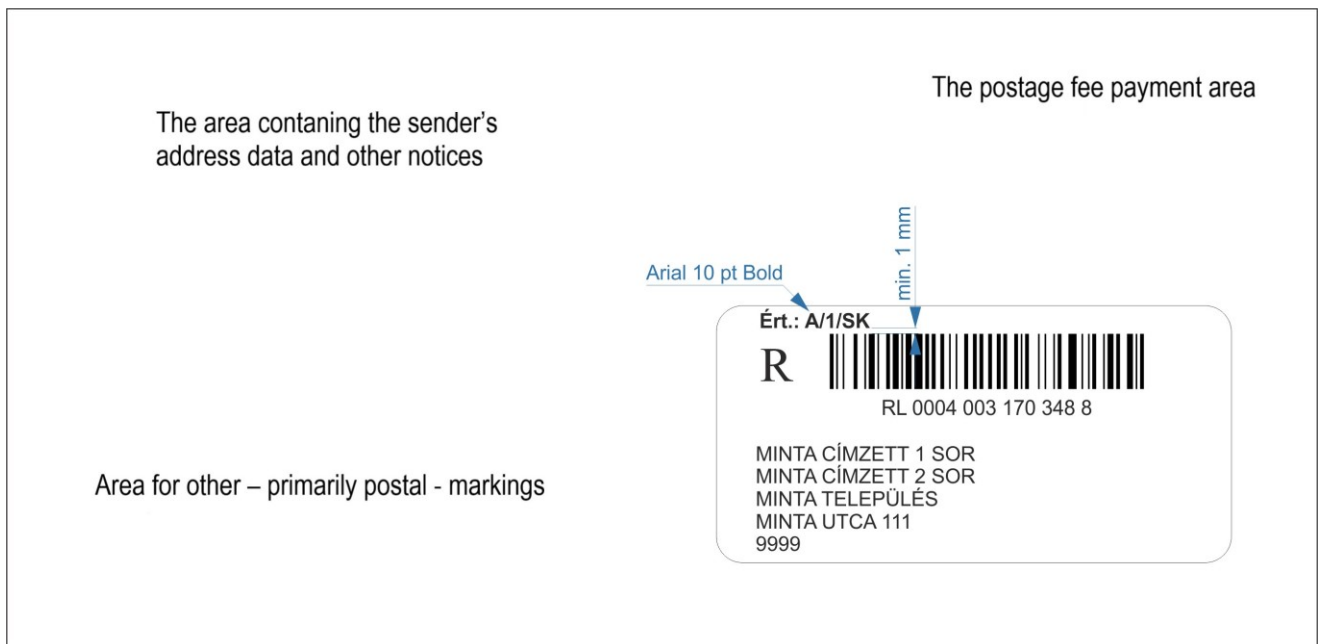


Figure 30: Notification marking for official documents inside the window

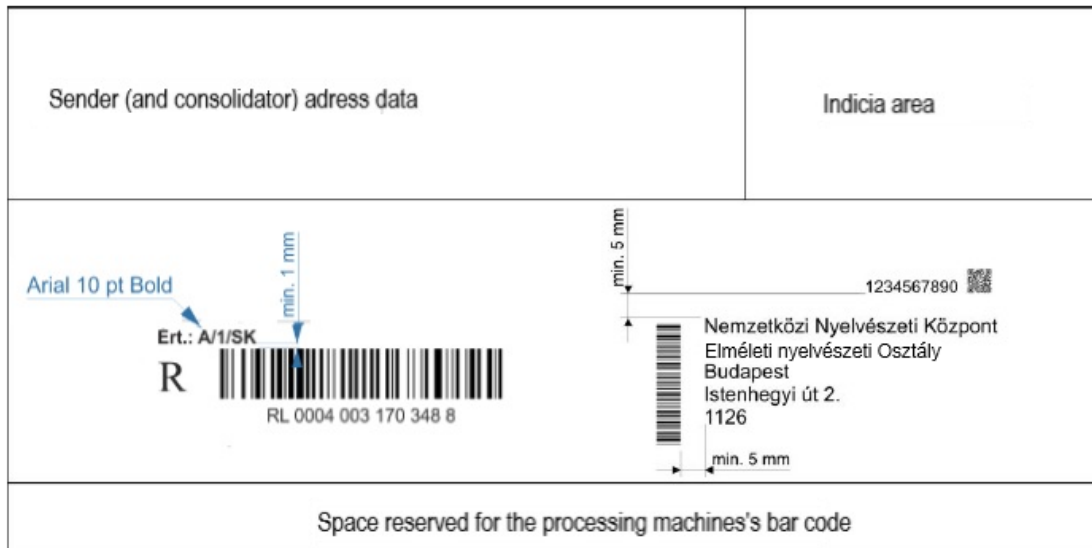


Figure 31: Positioning the notification marking on envelopes without a window (if the barcode item identifier is positioned in the area reserved for postal markings); the company in this sample is fictitious

### 2.11.2. Preparation of mail for posting using the complex postal/posting service

If customers requiring the complex service wish to post an official letter or domestic advice of delivery letter, on the cover of the mail item, apart from the contents of point 2.11.1, the following information must also be given:

- a) The code “KI”, indicating that the use of the delivery confirmation (DC) is requested.
- b) The chosen return channel of the delivery confirmation (marked as e.g. “Csat-3” (Channel 3), where the customer requests the delivery confirmation to be sent to a given e-mail address, which is return channel number 3).
- c) The return address for the delivery confirmation if it differs from the sender’s address (marked as “KI eltérő címe” (DC different address), as in Figure 30).
- d) If the section for the customer’s own markings (“Az ügyfél saját jelzése”) needs to be filled in on the delivery confirmation, the text to be entered in the section (marked as “saját jelzés: T/20200630-12648-5” (own markings: T/20200630-12648-5), where the customer wishes to receive the text “T/20200630-12648-5” in this section on the delivery confirmation, as in Figure 31).
- e) The above markings are to be positioned under the sender’s address details to ensure that the details thus given, which are necessary for processing, do not interfere with or be confused with the markings for an unsuccessful delivery attempt in person described in point 2.11.1 in the course of the delivery process.

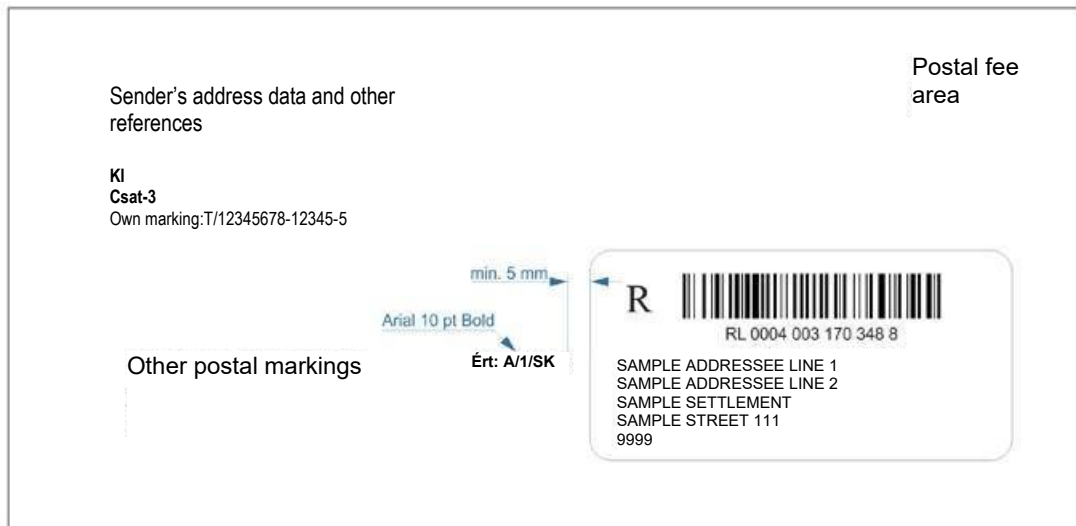


Figure 32: When preparing mail for complex postal acceptance, the markings for the use of the delivery confirmation, the number of the return channel, and the customer's own markings on the envelope should be indicated as shown in the case of an official letter. When posting a domestic advice of delivery letter, the markings shown in the sample are likewise to be used.



Figure 33: When preparing mail for complex postal acceptance, the markings for the use of the delivery confirmation, the number of the return channel, and the differing return address for the delivery confirmation on the envelope should be indicated as shown in the case of an official letter. When posting a domestic advice of delivery letter, the markings shown in the sample are likewise to be used.

### **3. Production of bar-coded mail identifiers and postal forms**

#### **3.1. Conditions for the production of bar-coded mail identifiers, postal forms and accompanying documents**

The production of bar-coded mail identifiers, postal forms and accompanying documents by the customer shall in all cases be in accordance with the requirements of the relevant Technical Guide, Specifications (hereinafter: Specifications). The following aspects shall be taken into account for customer-produced bar-coded mail identifiers, forms and accompanying documents:

- a) the customer undertakes to use the Specifications only for the production of accompanying documents for postal items as set out in the General Terms and Conditions of Postal Services,
- b) specifications for specific services which are not available on the website will be sent to the customer simultaneously when a separate written contract is sent to the customer to be signed,
- c) the customer shall provide the Tester with the number of samples specified by Magyar Posta in the specification(s) for inspection,
- d) the customer initiates the testing of the samples by filling in the form "Order for testing the conformity of bar-coded postal identifiers and the machine processability of postal items" at the Tester. (The form can be obtained from the postal contact person or the Tester, or can be downloaded from <http://www.posta.hu> under "Letter-related forms/Order for testing bar-coded postal identifiers"),
- e) serial production can only start after having received the authorisation issued by the Tester ("Pass" certified test report),
- f) the customer shall submit samples per manufacturer in case of multiple manufacturers,
- g) the customer undertakes/ensures that the postal forms, bar-coded postal forms and bar-coded mail identifiers produced and used by them are identical in all respects to the samples submitted for testing.

##### **3.1.1. Use of bar-coded mail identifiers**

The following aspects shall be taken into account in the production of bar-coded mail identifiers by the customer:

- a) if there is a duplicate identifier, it should be used only once, the other one should be treated as void,
- b) only the identification number range and data content (e.g. postcode, name of the collection point, dispatch code for parcels) designated by the Post Office may be used in the production,
- c) when reordering (requesting a new range of bar-coded identifiers), the quality of the identifiers must be re-tested by the Tester under the same conditions as when they were first approved,

- d) if Magyar Posta detects a large number of illegible mail identifiers (more than 20 per day) on at least two occasions, the customer must undertake/ensure to provide the Tester with samples for an unscheduled test,
- e) if, in the course of the (ordered) production of bar-coded mail identifiers, postal forms or accompanying documents, the customer also affixes a mark identifying the Magyar Posta (e.g. trademark, logo), the use of such mark shall be governed by a separate contract,
- f) in the case of identified letter mail items, no prior postal test of the bar-coded identifiers is required. Exceptions to this rule are mail identifiers placed in the window of a windowed envelope with a machine-ready certification, in which case the mail item must be re-tested for machine-processability and the modification in the window opening. In all cases, the customer is responsible for the adequacy of the barcode. In the case of identified mail, the conformity of the bar-code is not checked and no report is drawn up, only the suitability for machine processing is checked in the case of testing. The technical specifications for the production of bar-coded mail identifiers for identified letter mail items are available on Magyar Posta's website (<http://www.posta.hu>). If the bar-code does not match, the postal item will be removed from the mailing list and treated as an additional postal item at the normal paper-based rate. During delivery, the inappropriate barcode will not be read by the delivery postman and the related electronic services will not be available for such items due to the inappropriate bar-code.

#### **4. Further information**

If you require more information, please visit our website (<http://www.posta.hu>), or contact our customer service by phone on +36-1-767-8282 or by e-mail at [ugyfelszolgalat@posta.hu](mailto:ugyfelszolgalat@posta.hu).

You may contact the Test Unit at

**Magyar Posta Zrt. National Logistics Centre**  
**Automated Letter Sorting Centre**  
Premises: Budaörs, Gervay Mihály u. 9-11  
Postal address: OLK Bevizsgáló Labor, Budaörs 1000  
Tel.: 36-1/421-7272  
Mobile phone: (36-30) 770-7272  
E-mail: [bevizsgalo@posta.hu](mailto:bevizsgalo@posta.hu)