



Smartmail Marketing
The Science of Activation

Marketing Intelligente
La science de l'activation



Smartmail Marketing Customer Guide

The Guide and its amendments are available
at canadapost.ca/customerguides.
Effective January 13, 2020



Personalized Mail™

Send one-to-one



Postal Code Targeting

Discover similar customers



Neighbourhood Mail™

Reach every mailbox

HELPING YOU ELEVATE THE CUSTOMER EXPERIENCE

Canada Post Smartmail Marketing™ provides a more intelligent approach to direct mail. Being able to leverage direct mail's physical power in combination with data intelligence will inspire stronger engagement and incite action, putting your brand in your customer's hand.

Direct mail gets noticed, opened and read, our brains are hard-wired to pay more attention to it. 74% of Canadian consumers always or sometimes notice advertising in direct mail.



Target and personalize your marketing message to reach the right people and increase its effectiveness. 86% of Canadian consumers open mail that's personally addressed to them.

Include direct mail in your marketing mix for greater attention, heightened emotional engagement and stronger brand recall. Integrated direct mail and digital campaigns elicit 39% more attention (time spent than digital campaigns alone).



GET BETTER MARKETING RESULTS

Reaching the right audience, at the right time, with the right message is critical to marketing success. Millennials, GenXers and Boomers interact with media differently - driving them to act requires personalized communication and a full understanding of what motivates each group.

Marketing to Millennials

Don't believe the myth that Millennials only react to digital. Research shows that they eagerly engage with physical because they desire real experiences.



[Learn more. Get the report.](#)

Marketing to Gen Xers

Generation X is a small but powerful generation who were the first to grow up with the internet. Research shows they value physical, but are equally comfortable online.



[Learn more. Get the report](#)

Marketing to Boomers

Boomers are more technically savvy than many think, but the fact remains - print is particularly powerful for this group. Research has shown that Boomers remain highly engaged with traditional media, and enjoy the tangible nature of direct mail.



[Learn more. Get the report](#)

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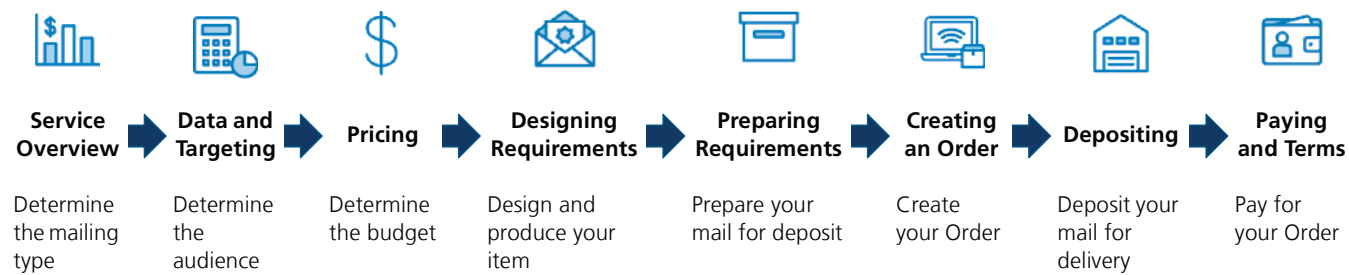
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INTRODUCTION

PURPOSE OF THE CUSTOMER GUIDE

The *Smartmail Marketing™ Customer Guide* is designed to give information you need to get the most from the various solutions of direct mail. It explains the qualifications, and other terms and conditions under which these services are provided. Please ensure that you are using the most current version of the Guide, including all amendments, which help you meet the requirements of the service.

PROCESS MAP



USEFUL LINKS

Quick links to supporting documents and tools:

General Information <ul style="list-style-type: none"> Addressing guidelines canadapost.ca/addressing Delivery standards canadapost.ca/deliverystandards Labels canadapost.ca/labels Non-mailable matter canadapost.ca/nonmailable Postal Indicia canadapost.ca/indicia 	Best Practices <ul style="list-style-type: none"> Personalized Mail Postal Code Targeting Neighbourhood Mail
Tools <ul style="list-style-type: none"> Electronic Shipping Tools (EST) canadapost.ca/EST Machineable Mail Advisor canadapost.ca/mmadvisor Precision Targeter - Neighbourhood Mail canadapost.ca/precisiontargeter 	Depositing Mail <ul style="list-style-type: none"> Deposit locations tool canadapost.ca/depositlocations Induction locations and cut-off times canadapost.ca/cutofftimes
	Customer Guides The Guide and its amendments canadapost.ca/notice

KEY SUPPORT DOCUMENTS

Personalized Mail	<ul style="list-style-type: none"> When to Say YES! Personalized Mail How to videos - Machineable Mail Machineable Mail - Self-Assessment Tool
Postal Code Targeting	<ul style="list-style-type: none"> Postal Code Targeting - Self-Assessment Tool Sizing Template - Horizontal orientation Sizing Template - Vertical orientation
Neighbourhood Mail	<ul style="list-style-type: none"> How to create a direct mail campaign in EST 2.0 How to create an Order in EST 2.0 EST 2.0 Neighbourhood Mail cheat sheet How to import an NM import file into EST 2.0 Import File Specifications Steps to export NM container labels as XML

HOW TO REACH US

For enquiries regarding	Website	Call
General information on products and services	canadapost.ca/postalservices	Commercial Service Network <ul style="list-style-type: none"> 1-866-757-5480
Electronic Shipping Tools (EST)	canadapost.ca/newuser	Technical Help Line <ul style="list-style-type: none"> 1-877-376-1212
Payment and Account Information	email cmg@canadapost.ca	Credit Management Group <ul style="list-style-type: none"> 1-800-267-7651

SERVICE OVERVIEW



SMARTMAIL MARKETING AT A GLANCE

Description	Personalized Mail (PM)	Postal Code Targeting (PCT)	Neighbourhood Mail (NM)
Service description	<p>Targets an address and/or individual.</p> <p>The intent is to motivate an individual to take action by:</p> <ul style="list-style-type: none"> • promoting a product, service, program or event; • soliciting donations or contributions; • reporting on financial performance, primarily for promotional purposes; • supporting your loyalty card program (excludes credit and/or debit cards with or without reward points). <p>Mini-catalogues are acceptable as Personalized Mail. A mini-catalogue is defined as printed matter with a list of items for sale containing item description, item numbers and/or prices. Mini-catalogues must contain a minimum of 8 pages or panels and meet Machineable Standard Personalized Mail service requirements.</p>	<p>Targets a defined postal code area. It helps to identify and reach postal codes that match the profile of your ideal prospects, so you can expand into new markets, target look-alike audiences, reach specific communities and optimize your targeting by suppressing existing audiences to focus on acquisition.</p>	<p>Targets a neighbourhood.</p> <p>Items consists of printed and non-printed matter such as product samples. The service provides the delivery of information and/or advertising material.</p> <p>Multiple formats are acceptable. Some examples are:</p> <ul style="list-style-type: none"> • catalogues • community newspapers • co-op mailings • flyers • samples
Unacceptable items	Items with the primary intent to provide businesses and consumers with educational material, transactional or informational communications.	Any item that is considered non-mailable.	Any item that is considered non-mailable.
Minimum volume	Machineable: 100 items Special Handling: 1,000 items	Machineable: 100 items	<ul style="list-style-type: none"> • Complete distribution of one route; or the complete distribution to only residences, apartments, farms, businesses, or any combination, on a given route. • When mailing to more than one route: <ul style="list-style-type: none"> ▸ less than full coverage of a given route is permitted (these items will be delivered in no particular order until depleted).
Delivery standards*	<p>Machineable</p> <p>Major Urban Centres: 3 - 5 Non-major Urban Centres: 3 - 5 Northern/Remote Centres: 3 - 9</p> <p>Machineable Oversize and Special Handling</p> <p>Major Urban Centres: 3 - 8 Non-major Urban Centres: 3 - 9 Northern/Remote Centres: 3 - 13</p>	<p>Machineable</p> <p>Major Urban Centres: 3 - 5 Non-major Urban Centres: 3 - 5 Northern/Remote Centres: 3 - 9</p>	<p>Transportation Time</p> <p>Major Urban Centres** : 2 - 7 Non-major Urban Centres: 2 - 9 Northern/Remote Centres: 2 - 13</p> <p>Comprised of two components, transportation time and delivery cycle,** which added together determine the delivery standard.</p> <p>Delivery Cycle</p> <p>Thickness / weight = days 0.75 in. / up to 200 g = up to 3 days 1 in. / up to 300 g = up to 4 days 1 in. / up to 500 g = up to 9 days</p>
Features	<ul style="list-style-type: none"> • Mail Forwarding 	N/A	<ul style="list-style-type: none"> • Consumers' Choice
Options	<ul style="list-style-type: none"> • Return Address • Return to Sender 	N/A	<ul style="list-style-type: none"> • Transportation • Specified Delivery Start Date

* Delivery standards are calculated from the day of deposit (day 0) plus the number of business days required for delivery. The number of days excludes the day of the mailing, weekend and statutory holidays. Weekend and statutory holiday deposits are considered deposited on the following day.

** Transportation time applies to moving local mail to other facilities within that geographic area. In all other areas (e.g., rural), local means the specific delivery office from which the items will be delivered.

*** For non-letter carrier routes, the delivery cycle, in business days, is 1 day for items up to 500 g (17.64 oz.) and 3 to 5 days for items up to 1,000 g (35.3 oz.) with a maximum thickness of 1.5 in. (3.81 cm).

FEATURES AND OPTIONS

A **feature** is part of the basic service. An **option** is a service enhancement that is not provided automatically as part of the basic service.

Personalized Mail	
Features	
Mail Forwarding	<p>Items that cannot be delivered as originally addressed because the addressee has moved will be forwarded to the addressee at no extra charge while there is a Mail Forwarding request in effect.</p> <p>Mail bearing the name of the addressee followed by the words "OR OCCUPANT" or similar wording, or mail bearing a non-personalized descriptor, such as "OCCUPANT", will not be forwarded. In such cases, the item will be delivered to the original destination address.</p> <p>Mail Forwarding is not available for items in the Dimensional Personalized Mail category.</p>
Options	
Return address	<p>If a return address is used, there must be only one return address showing and it must be Canadian. Dual return addresses are also acceptable as long as there is one Canadian return address. Canada Post does not return items to addresses outside of Canada.</p> <p>The return address printed on the item may vary provided the mailing originates from the same mail owner (e.g. customer number must be the same on all items).</p>
Return to Sender	<p>Personalized Mail items that cannot be delivered as originally addressed will be returned to the sender if:</p> <ul style="list-style-type: none"> the Return to Sender option was selected at the time the <i>Order</i> was created the item carries the correct Return Postage Guaranteed postal indicia. Visit canadapost.ca/indicia for more information regarding this postal indicia no Mail Forwarding request in effect for that addressee, and only one return address appears on the outside of the item and that address is Canadian. <p>If there is no Mail Forwarding service in effect for the addressee and if the item does not bear the correct Return Postage Guaranteed postal indicia, the item will be treated as undeliverable and disposed of or recycled, as determined by Canada Post.</p> <p>Mail bearing the name of the addressee followed by the words "OR OCCUPANT" or similar wording, or mail bearing a non-personalized descriptor, such as "OCCUPANT", will not be returned to the sender. In such cases, the item will be delivered to the original destination address.</p> <p>Return to Sender is not available for Dimensional Personalized Mail category or for metered items. Those items will be treated as undeliverable.</p>

Postal Code Targeting	
Features	
Suppress your customers	Leverage the power of suppression and only target new prospects. Suppression is complimentary for up to 3 files following our file specs in the targeted geography. Files not in the correct format or geography will be charged \$10/M.
Targeting Data	Use data insights to select your best postal codes (included with your campaign).
Summary Report	A summary report outlining the number of postal codes and addresses mailed to for post-campaign analysis.

Neighbourhood Mail	
Features	
Consumers' Choice	<p>You can target more effectively by respecting the wishes of consumers who indicate that they do not wish to receive unaddressed material.</p> <p>When a Canadian opts into Consumers' Choice, we will continue to deliver:</p> <ul style="list-style-type: none"> Community newspapers (see the Creating an Order section) Mailings in the public (as opposed to commercial) interest from government departments/agencies at federal, provincial, territorial, municipal levels and band councils Materials from Elections Canada, provincial/territorial chief electoral officers and municipal election officials (or the deputy returning officer), including material from political parties and electoral candidates during an election. <p>Visit our Householder Data at canadapost.ca/precisiontargeter for the breakdown of delivery points with and without these notices.</p>
Options	
Transportation	If you wish to deposit the entire mailing at a single deposit location, we will transport your items to the delivery office(s) for a fee. There is no transportation fee when you transport your items directly to the appropriate delivery facility(ies).
Specified Delivery Start Date	<p>If you wish to specify a delivery start date for your entire mailing (i.e. begin delivery on the same day in all delivery installations), you must select this option when you create your <i>Order</i> in EST.</p> <p>For specific deposit requirements, see the "Depositing" section.</p>

UNDELIVERABLE MAIL

Personalized Mail	Postal Code Targeting	Neighbourhood Mail
<p>Items are treated as undeliverable if:</p> <ul style="list-style-type: none">the item does not bear a complete and valid addressthe item is addressed to a non-existent addressthe addressee refuses the itemdelivery is prohibited by lawthe item cannot otherwise be delivered to the address. <p>We will either dispose of or recycle Undeliverable items at our discretion.</p>	<p>Items are undeliverable if:</p> <ul style="list-style-type: none">the 2D barcode is invalid or unreadablethe addressee refuses the itemdelivery is prohibited by lawthe item cannot otherwise be delivered to the address. <p>We will either dispose of or recycle Undeliverable items at our discretion.</p>	<p>We will either dispose of or recycle Undeliverable items at our discretion.</p>

NON-MAILABLE MATTER

Generally, non-mailable matter means any mail that:

- is prohibited by law (e.g., illegal, obscene, fraudulent)
- is non-mailable due to the fact that it fails to meet certain physical characteristics or marking requirements
- contains products or substances that could:
 - injure a person handling the mail
 - damage postal equipment or other items
 - trap other items
- contains cannabis. Refer to [ABCs of Mailing](#) of the *Canada Postal Guide* for specific requirements on the promotion of cannabis.
- contains sexually explicit material unless it is sent in an opaque envelope with the words “ADULT MATERIAL” or similar wording.

For information on unacceptable items, please refer to the [Non-mailable Matter](#) section of the *Canada Postal Guide*.

SOLICITATIONS BY MAIL

Solicitations (offers) having the general appearance of a bill, invoice, or statement of account where there is no obligation to make a payment in relation to the offer unless accepted, must adhere to the regulatory obligations detailing wording and format requirements. For the official requirements of the Solicitations by Mail Regulations made under the Canada Post Corporation Act, go to http://laws.justice.gc.ca/eng/regulations/C.R.C.,_c._1295/.

MARKINGS

Customers may use the “Delivered by” logo on items delivered by Canada Post with the prior written consent of the Director, Marketing and Brand or her/his designate. They can be contacted at info.brand@canadapost.ca. Visit canadapost.ca/logo for available artwork.

Any unauthorized use is an offence under the Canada Post Corporation Act and Regulations as well as being an infringement of Canada Post's trade-marks and official marks.

An item will be considered non-mailable if, on the outside, it is marked or labelled with any of the following that were not provided or authorized by Canada Post:

- Certain markings that could be confused with Canada Post's designators, services, or indicia. These must not be used. Some examples include:
 - any design likely to be mistaken for a postage stamp, meter impression, service label or any other mark suggesting that postage has been paid
 - any label or endorsement implying that it will be given special handling, delivered faster, such as Priority Mail, Express Mail, or be provided with any service that has not been purchased by the customer. (However, customers may include labels on items that are directed to the addressee as an instruction that is clearly related only to the enclosure and would not otherwise result in the item being non-mailable matter. Examples of acceptable wording include “URGENT”, “RUSH” and “IMPORTANT COMMUNICATION ENCLOSED”), and
 - any facsimile of any label, endorsement or marking used by Canada Post that might cause confusion so as to affect its handling, e.g., confusion as to the service the customer has paid for.

It is your obligation to obtain approval for any proposed endorsement or other markings from Canada Post prior to printing.

Data and Targeting

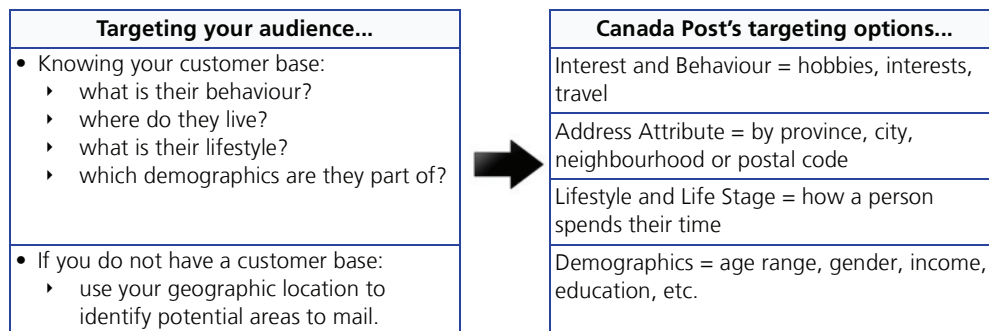
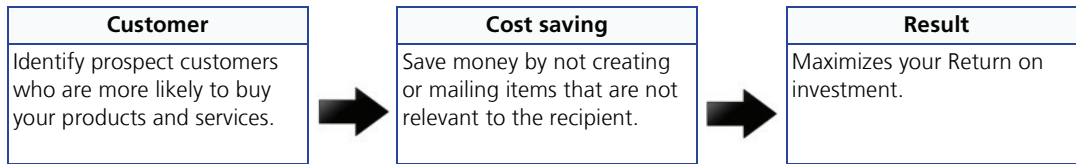
Find and target the right audience to increase sales, gain insights and reduce costs



DATA AND TARGETING



Data and Targeting provides a more in-depth look at Canada Post Data and Targeting Solutions as a component of Smartmail Marketing™. Maximize the impact of your message by using data to target top customers/prospects, get your brand directly into the right hands and boost response rates in a cost-effective way.



INFORMATION TO HELP WITH YOUR MARKETING CAMPAIGN

Attributes	Personalized Mail	Postal Code Targeting	Neighbourhood Mail
Data Type	Address required, list of current customers or purchase targeting list	Postal code level data attributes, suppression of existing customers	Geographic, demographic and lifestyle
Coverage	Mailing address (1 address)	Postal code (approx. 20 addresses) by delivery mode	Postal walks (approx. 500 addresses) by delivery mode
Addressing	Full address with or without a name	2D barcode to address, address sprayed by Canada Post for delivery to the recipient	None

Target locally or nationally, directing the message to an area as small as a single postal route or to many postal routes across the country. You can further refine your targeting to reach specific address types. Target the message to:

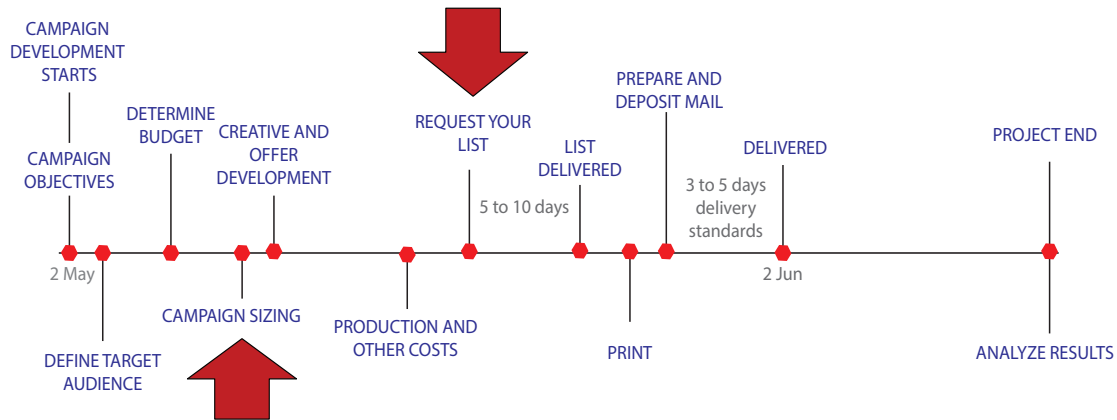
- Residences** Include residential dwellings that may be: detached, semi-detached or attached in a row. These dwellings have separate entrances.
- Apartments** Include self-contained residential units within a high-rise or low-rise multiple-unit building of three or more such units with a common main entrance to the building.
- Businesses** Include buildings and structures where the primary activity is commercial, industrial or institutional (institutional includes but is not limited to churches, hospitals, nursing homes, and schools).
- Farms** Include residential and business buildings associated with a defined area of land (ex. fields) used to grow crops, raise animals or fish.

If a business is operated from a house or apartment which is also a residence, the point of call is classified as a residence or apartment.

WHERE DOES IT FIT IN YOUR MARKETING PLAN?

When planning a mailing, there are two important steps that should be included in a campaign timeline after objectives and budgets are allocated:

1. **Campaign sizing:** Request a count of the target market and criteria that you plan to mail to. This step takes approximately 3 to 5 business days. A counts request provides you with an estimate of the number of mail items that should be printed.
2. **Request your list:** Request data to match your count request. This step should be made well in advance of the print date leaving at least 5 to 10 business days to complete.



SOLUTIONS AT A GLANCE

Data type	Personalized Mail	Postal Code Targeting	Neighbourhood Mail
Canada Complete™	<ul style="list-style-type: none"> • Consumer lists • Business lists 	N/A	N/A
Targeting Solutions	<ul style="list-style-type: none"> • Professional Services 	<ul style="list-style-type: none"> • Professional Services • Industry Software 	<ul style="list-style-type: none"> • Professional Services • Precision Targeter™
Data Management Services	<ul style="list-style-type: none"> • Data Services 	N/A	N/A
Licensed Data Products (For more licensed data products that could meet your business needs)	<ul style="list-style-type: none"> • Point of Call Address Data 	N/A	<ul style="list-style-type: none"> • Householder Data • Householder Elite Data
Audience Insights	<ul style="list-style-type: none"> • Optimize your marketing by profiling your customers and analyzing campaign responses. Available for all products. 		

HOW TO ACCESS LISTS OR DATA

Canada Post can provide the most comprehensive lists or data from a database that meets our addressing standards, combined, where available, with consumer and business name information. Enhance the targeting in your list by pinpointing specific audiences based on geographic, demographic and lifestyle criteria that best match your prospects.

Accessing lists or data from Canada Post is easy. Follow three simple steps:

1. **Complete and submit** a Request Form describing how you would like to use the data.
 - ▶ Complete the form found online at: <https://www.canadapost.ca/cpc/assets/cpc/uploads/files/marketing/LDP-request-form-en.pdf>

If you have questions you can call us at **1-877-281-4137**.
2. An agent will review your submission and **provide a quote**.
3. We will supply you with the appropriate license agreement based on the data product and intended usage outlined for your business. We will then **send you the data** by secure FTP transfer, as well as your data updates, as per the frequency outlined in your agreement.



WHEN DOES CANADA POST UPLOAD DATA FILES?

We make new data files available each and every month to ensure that you are always using the most up-to-date address database information. Once a Data License Agreement has been completed and signed, we will provide you with the FTP Portal information for future data pick-ups.

2019 DATA SCHEDULE

Data posted to FTP site	Restructure implementation date	Valid for mailings from...to...
December 6, 2019	January 13, 2020	January 11 to February 13, 2020
January 3, 2020	February 17, 2020	February 15 to March 12, 2020
February 7, 2020	March 16, 2020	March 15 to April 16, 2020
March 6, 2020	April 20, 2020	April 12 to May 7, 2020
April 10, 2020	May 11, 2020	May 10 to June 11, 2020
May 1, 2020	June 15, 2020	June 14 to July 16, 2020
June 5, 2020	July 20, 2020	July 12 to August 13, 2020
July 10, 2020	August 17, 2020	August 16 to September 17, 2020
August 7, 2020	September 21, 2020	September 13 to October 15, 2020
September 11, 2020	October 19, 2020	October 18 to November 12, 2020
October 9, 2020	November 16, 2020	November 15 to December 17, 2020
November 6, 2020	December 21, 2020	December 13 to January 7, 2021
December 11, 2020	January 11, 2021	January 10 to February 11, 2021

AUDIENCE INSIGHTS

Our **Audience Insights** provide information that can help you plan and analyze a marketing campaign. We can help you:

- Profile (your database, your trade area, a customer address, a postal code list or geographical area)
- Determine market penetration
- See a trade area through mapping
- Measure campaign results



HOW CAN IT HELP YOUR MARKETING CAMPAIGN?

Audience Insights can help you make decisions to plan an effective campaign and then analyze its performance.

Type	Definition
Profile Analysis	Understand the unique attributes of your customers profile analysis, features include: <ul style="list-style-type: none"> • Market demographic analysis - find out who lives in and around your business for better targeting. • Customer demographic analysis - tailor your message by audience life stage, lifestyle, ethnic origin, etc.
Response Analysis	<ul style="list-style-type: none"> • The response analysis report helps quantify the success of your marketing campaign and provides insight into the attributes that differentiate higher responding consumers (responders vs the target list).
Penetration Analysis	<ul style="list-style-type: none"> • Point of Call to Route: percentage of households that you have in a database file for each route. • Postal Code to Route: percentage of postal codes in a database for each route.
Maps	Map only - a map identifying specific FSAs can help visualize the Smartmail Marketing coverage. <ul style="list-style-type: none"> • Map with route information helps customers visualize the routes that they will be mailing to within an FSA.

Pricing

Our pricing is easier than you think – need more details on how it works



PRICING



To access prices, you must meet all applicable requirements for the applicable service. Qualifying customers may have access to lower prices by signing an Agreement. All prices are subject to applicable rebates, discounts, fees, surcharges, adjustments and taxes.

INCENTIVES

Qualifying customers may be offered discounts and/or rebates from time to time as part of promotional campaigns or in exchange for providing us with a testimonial about how our Smartmail Marketing services helped them meet their business goals.

Personalized Mail

Personalized Mail enhances one to one customer engagement to make the most of relationships driving greater loyalty and retention. Maximize relationships. Deepen connections. Get personalized.

Category	Price per Item					
Machineable	Standard Up to 50 g			Oversize Up to 500 g		
Postal Indicia	\$0.495			\$0.74 + \$0.0034 per g over 50 g		
Postage Meter	\$0.49			n/a		
Phantom Price ¹	\$0.49			\$0.74		
Special Handling	Standard		Oversize		Dimensional	
	Up to 50 g	Over 50 g up to 100 g	Up to 500 g	Over 500 g up to 1.36 kg	Up to 500 g	Over 500 g up to 1.36 kg
Postal Indicia	\$0.56	\$0.60	\$0.69 + \$0.0034 per g over 50 g	\$2.69 + \$0.0040 per g over 500 g	\$1.52 + \$0.0018 per g over 50 g	\$2.96 + \$0.0040 per g over 500 g
Postage Meter	\$0.56	\$0.60	n/a			
Phantom Price ¹	\$0.33		\$0.32		\$0.72	

Category	Price per Item
Machineable Mini-catalogue	Standard Up to 50 g
	\$0.475
Phantom Price ¹	\$0.47

Option	
Return to Sender ²	Included when selected at the time the Order is created and item bears the Return Postage Guaranteed (RPG) postal indicia.

¹ Additional postage payable for the difference between the actual volume and the minimum volume of a mailing that does not meet the minimum volume requirement.

² Return to Sender is not available for Dimensional Personalized Mail items. These items will be treated as undeliverable.

Postal Code Targeting

Postal Code Targeting pairs targeting at the postal code level with customer suppression to efficiently optimize acquisition and promotion efforts. Effective costing. Efficient data. Surgically targeted.

Category	Price per Item
Machineable	Standard (Up to 50 g)
	31.9¢

Neighbourhood Mail

Neighbourhood Mail connects you to every home and apartment in specific neighbourhoods or regions anywhere across

Canada. Hit everyone. Find customers. Reach wide.

Weight	Price per Item	
	Standard	Oversize
Up to 50 g	16.7¢	17.7¢
Over 50 g up to 100 g	18.8¢	20.2¢
Over 100 g	28.5¢ + 0.24¢ per g over 100 g	29.7¢ + 0.24¢ per g over 100 g

Options	Standard	Oversize
Transportation	1.0¢	1.0¢
Specified Delivery Start Date	1.0¢	No charge

Phantom Pricing	PM	PCT	NM
An amount of additional postage payable for the difference between the actual volume and the minimum volume of a mailing that does not meet the minimum volume requirement. The price charged will equal the lowest price in the category being accessed. For example: 85 Machineable Mail items are deposited, when the minimum volume requirement is 100 mail items, so 15 mail items are subject to phantom pricing. NOTE: See the Personalized Mail price sheet for Special Handling phantom pricing.	√	√	N/A

Progressive Pricing	PM	PCT	NM
Pricing process where the item is subject to a base price plus an additional per gram charge on each item that exceeds the base weight.	√	N/A	√

Postal Indicia	PM	PCT	NM
A postal indicia is a proof of payment and located in the postage zone on a mail item (download requirements, specifications and artwork from canadapost.ca/indicia). Postal indicia markings are not acceptable on Neighbourhood Mail items with the exception of the Business Reply Mail indicia and/or the “Basic Identifying Information” for Publications Mail items mailed as Neighbourhood Mail items.	√	√	N/A

Address Accuracy Program	PM	PCT	NM
Address Accuracy is a program designed to improve delivery by encouraging you to accurately address mail. Each item must have a complete mailing address, including any required suite or unit information as well as the valid postal code for that address. Participation in the Program is mandatory for all mailings greater than 5,000 items. If the percentage on the Statement of Accuracy (SOA) produced by Canada Post-recognized software is less than 95%, we will apply an adjustment to the mailing at the time the <i>Order</i> is transmitted electronically using EST or deposited at Canada Post.	√	N/A	N/A

Address Accuracy adjustments are calculated as follows:

$$\text{Total Volume} \times (95\% - \text{customer's actual Address Accuracy \%}) \times 5 \text{ ¢} = \text{Total Adjustment}$$

Failure to record the Address Accuracy percentage and expiry date on the *Order* will result in an adjustment to the cost of the mailing using the National Average Address Accuracy percentage of 56%. We encourage you to use our Data Management Services to clean and standardize your address lists while removing addresses that are undeliverable, duplicated, incorrect, or where occupants have requested to not be contacted. For more information visit canadapost.ca/datamanagementservices.

ADJUSTMENTS AND SURCHARGES

As per the Terms and Conditions, [Section 11 “Criteria for Qualification”](#), items presented to Canada Post for mailing may be verified to determine compliance with applicable terms and conditions. Items determined to have anomalies that may result in additional handling or expense to Canada Post or that may affect our quality of service may, at the discretion of Canada Post, be:

- returned at the customer's expense, to be reworked by the customer, where possible
- processed and charged at the next or most appropriate Product or Service category, where available
- subjected to a surcharge; or
- refused for mailing.

The following provides detailed information on the adjustments and surcharges that may apply to your mailings if service requirements are not met.

Adjustments

Adjustments will apply in situations where inaccuracies are noted on an *Order* or during processing such as:

- errors in volume, weight, or service type selected
- failure to use the Electronic Shipping Tools (EST) software when mandatory for the declared service, or
- Address Accuracy requirements are not met.

Surcharges

"Item" Level Surcharge	Surcharge applied to all items in a given mailing when mandatory requirements are not met. In the case of multiple mailing anomalies, only one item level surcharge will be applied.
"Order" Level Surcharge	Surcharge applied when <i>Orders</i> are not transmitted prior to deposit of mailing.

NOTE: Surcharges are applied to each requirement not met per service category based on the "actual" versus "declared" indicated on the *Order* and are invoiced with same method of payment as per the original *Order*.

5¢ NON-COMPLIANCE ITEM LEVEL SURCHARGE

Invoice Description	Description Details	PM	PCT
2D barcode incorrect match	2D barcode information doesn't match Presort Mailing Plan	√	N/A
Address elements/format issues	Address elements or format did not meet the addressing requirements	√	N/A
Address labels not secured	Labels used for address are not secured to the mail item	√	N/A
Address slips from window	Content slipped within the window of the envelope making the address not possible to read	√	N/A
Brick-piling issues	Brick-piling specifications have not been met	√	N/A
Bundle labelling issues	Bundles have been incorrectly labelled	√	N/A
Bundle separation issues	The method used for separating the bundles (i.e. separator cards, edgemarking) does not meet the specifications	√	N/A
Bundle sequencing issues	Bundles have been incorrectly sequenced within a container	√	N/A
Cdn. Return Address issues	Canadian Return Address is not correct, is missing or is misplaced	√	N/A
Container labels incorrect	Container labels do not match the content of the container	√	√
Container labels missing	Container labels are missing on one or more container	√	√
DMC code issues	Delivery Mode Code did not meet the standard for formatting and location, or is not valid, or is not visible	√	N/A
Enclosure non-compliance	Enclosures or inserts do not meet the specifications	√	N/A
Items improperly sealed	Mail items not properly sealed or unwrapped items are not properly sealed to support processing	√	N/A
Items sticking together	Mail items sticking together	√	N/A
Mail sequencing issues	Mail sequencing specifications not met	√	N/A
Minimum item size not met	Mail item minimum size requirement not met	√	N/A
Minimum item weight not met	Mail item minimum weight requirement not met	√	N/A
Mono/Pallet labels incorrect	Monotainer/pallet labels do not match the content of the container, are missing information or contain incorrect information	√	N/A
Mono/Pallet missing label	Monotainers/pallets labels are missing on one or more shipping unit	√	√
Pallet size/wrap issues	Issues with the pallet size or pallet wrapping	√	√
Plastic wrapper issues	Wrapper exceeds contents by more than allowable distance as per specs	√	N/A
Product shape non-compliance	Shape of the mail item does not meet specifications	√	N/A
Quiet zone around add block	Quiet zone around the address block has been compromised	√	N/A
Strapping issues	Strapping used to secure the bundles is non-compliant	√	N/A

The classification and amount of surcharge can change at any time immediately upon notice to you. This list is not meant to be exhaustive.

ORDER LEVEL SURCHARGE (\$45.00)

Invoice Description	Description Details	PM	PCT	NM
Non-transmitted <i>Order</i> surcharge	<i>Order</i> not transmitted prior to deposit of mailing	√	√	√

The classification and amount of surcharge can change at any time immediately upon notice to you. This list is not meant to be exhaustive.

Designing

Design a connected customer experience



DESIGNING REQUIREMENTS



DESIGNING MACHINEABLE MAIL - STANDARD ITEMS

MANDATORY REQUIREMENTS

Standard Items*	Length	Width	Thickness	Aspect Ratio (L/W)	Weight
Minimum	5.6 in. (140 mm)	3.6 in. (90 mm)	0.007 in. (0.18 mm)	1.3:1	2 g (0.07 oz.)
Maximum	9.6 in. (245 mm)	6.1 in. (156 mm)	0.2 in. (5 mm)	2.6:1	50 g (1.76 oz.)

* Square envelopes are acceptable - min. 140 mm x 140 mm x 0.18 mm and max. 156 mm x 156 mm x 5 mm.

NOTE: Personalized Mail items within a given mailing can have different sizes, weights and thicknesses provided the items remain in the same weight category. Each item within a mailing must originate from the same mailer.

Machineability	
Shape	Rectangular (Square envelopes are acceptable)
Material	<ul style="list-style-type: none"> Must be paper; items cannot be made or wrapped in plastic. Minimum paper weight for: <ul style="list-style-type: none"> envelope: 75 gsm (approx. 20 lb. bond) folded self-mailer: Personalized Mail: min. 90 gsm (approx. 60 lb. text) Postal Code Targeting: min. 162 gsm (approx. 60 lb. cover) cards: min. 160 gsm (approx. 60 lb. cover) Must be sufficiently flexible to bend; items cannot be rigid <p>Postal Code Targeting only:</p> <ul style="list-style-type: none"> Paper finish: gloss and/or coating are not permitted in the quiet zones. Low gloss/matte coatings may be acceptable when tested and approved (paper must be able to absorb water based ink).
Enclosures	<ul style="list-style-type: none"> Any paper enclosure is acceptable. Flexible magnets, single coin, key tags and plastic cards are acceptable when firmly attached. Liquids, powders and gels are unacceptable unless tested and approved by Canada Post prior to deposit. <p>Postal Code Targeting enclosures must be tested and approved by Canada Post prior to deposit.</p>
Sealing (see illustrated examples)	<p>Envelopes</p> <p>Must be closed and sealed with adhesive, with no more than 35 mm of the flap unsealed on each item.</p> <p>Self-mailers</p> <p>Must have the fold or continuous seal along the bottom edge.</p>
Creative Features	<p>Items with the following features must be tested and approved by us prior to deposit:</p> <ul style="list-style-type: none"> alternative sealing locations zipper seals / perforations on the exterior items non-paper enclosures within a self-mailer square self-mailers and cards tip-on placed on a card die-cuts placed along the top, leading or trailing edge decorative and creative font (Personalized Mail only) <p>For Postal Code Targeting only:</p> <ul style="list-style-type: none"> 2D barcode printed on coloured background quiet zones contain text, graphics or dark colours <p>Once tested and approved, the service ticket # must be written on the <i>Order</i> at the time of deposit (Assess your Machineable Standard or Oversize mail items).</p>
Printing	Ensure consistency throughout the printing of the campaign as quality of the 2D barcode may vary. Select one of the following (used for the creative and 2D barcode): digital, laser/offset or inkjet.

Readability		
	Personalized Mail	Postal Code Targeting
Postage Zone (see postal indicia)	<ul style="list-style-type: none"> The indicia must be placed on the front of the item (same side as the destination address) The top-right area is reserved for postage, measuring a width of 74 mm and a height of 35 mm The top-right area is reserved for postage meters, measuring a width of 100 mm and a height of 35 mm If the indicia is placed outside the postage zone it must be located above and to the right of the address. 	<ul style="list-style-type: none"> The indicia must be placed on the front of the item The top-right area is reserved for postage, measuring a width of 74 mm and a height of 35 mm

	Personalized Mail	Postal Code Targeting
Addressing	<p>Each item must bear a complete address which includes an individual, company or non-personalized descriptor (e.g., "OCCUPANT"), street address, municipality, province and a valid Postal Code^{OM}.</p> <p>Address zone:</p> <p>Whether vertically or horizontally oriented, the complete address must appear inside the following area:</p> <ul style="list-style-type: none"> • 35 mm from the top • 10 mm from the bottom, left and right edges. <p>Address labels and windows must be within the address zone.</p> <p>Quiet zone:</p> <ul style="list-style-type: none"> • Around the address block, leave at least 5 mm clear of text, graphics and dark colours. • For window envelopes, ensure that the entire address remains fully visible through the window, even if the enclosure shifts within the envelope. 	<p>Quiet zones:</p> <p>CPC print zone - on the front of the item:</p> <ul style="list-style-type: none"> • the background must be clear of text, graphics and dark colours. <ul style="list-style-type: none"> ▸ Horizontal - Must measure 110 mm long (from the bottom right edge) and 25 mm high ▸ Vertical - Must measure 25 mm long (from the bottom left edge) and 110 mm high. <p>Back of mail item:</p> <ul style="list-style-type: none"> • the background must be clear of text, graphics and dark colours. <ul style="list-style-type: none"> ▸ Horizontal - Must measure 140 mm long (from the bottom left edge) and 15 mm high ▸ Vertical - Must measure 15 mm long (from the bottom right edge - leading edge) and 140 mm high.
Return Address Zone	<ul style="list-style-type: none"> • The preferred location is on the front of the item above the address zone (35 mm from the top). • Must be the same orientation as the destination address. • A minimum vertical separation of 15 mm is required between the bottom of the return address and the top of the destination address. 	<p>If the creative includes an address (store location, etc.) in order to not be confused with a delivery address, options may include removing the province and/or postal code or placing the address elements on the same line.</p>
Address Fonts	<p>Commercially available fonts should be easy to read, have well-defined characters and:</p> <ul style="list-style-type: none"> • Not overlap to the line above or below • Not contain text effects (i.e. shadow, emboss, etc.) • Not contain random heights within characters • Not include calligraphy styles (i.e. The quick brown fox jumps over the lazy dog). <p>Fonts must be a dark colour (preferably black). There should be good contrast between address and background.</p>	N/A
2D Barcode Requirements	<p>The 2D static barcoded indicia must have the following barcode characteristics met:</p> <ul style="list-style-type: none"> • Min. Print contrast ratio: 40 % or greater • Min. Print quality: Grade 3 (B) or better [as specified by ISO/IEC 14415] • Individual barcode cell size: Min. 0.381 mm (15 mils); Max. 0.661 mm (26 mils) • Min. barcode size: 6.1 mm x 6.1 mm (240 mils x 240 mils) • Max. barcode size: 10.6 mm x 10.6 mm (416 mils x 416 mils) • Min. clear zone around barcode: 0.7 mm (30 mils). 	<p>Ensure consistency throughout the printing of the campaign as quality of the 2D barcode may vary. Select one of the following (used for the creative and 2D barcode): digital, laser/offset or inkjet.</p> <p>The 2D barcode must meet the following characteristics:</p> <ul style="list-style-type: none"> • 2D data matrix black and white 2D barcode • Print quality grade B or better, as specified by ISO/EIC 15415 • Max. size: 14 mm x 14 mm - Min. size: 11 mm x 11 mm • Min. of 8 mm quiet zone around the perimeter of the 2D barcode • Printed on white background (if printed on coloured background, the mail item must be tested and approved prior to deposit). • Placed anywhere on the front of the mail item outside the quiet zones <p>Our automated equipment must be able to read 95% of the 2D barcodes on the mail items in any given mailing.</p> <p>See Appendix A: Generating 2D Barcodes for requirements.</p>

Failure to meet these mandatory requirements may result in mail delays or surcharges. Not all creative designs and sealing options are mentioned above, assessment of your physical mail item is recommended.

ADDITIONAL REQUIREMENTS

Scented or allergen items	<p>Ensure each item is mailable and consider the following:</p> <ul style="list-style-type: none"> • Scented items must be sealed in such a manner that prevents the scent from escaping. Similarly, liquids and powders must be packaged appropriately. A scented item produced using micro-encapsulated scent infused ink/lacquers does not need to be sealed provided the scented area is covered or contained within the mailed item. • If an item contains a common allergen such as peanuts, sesame seeds, tree nuts (e.g. almonds, walnuts) or eggs, it must be packaged and labelled to minimize the potential for allergic reactions.
Promoting cannabis, accessories (including vaping products)	<p>Ensure the design and content of your item is mailable, meets the requirements outlined in the <i>Cannabis Act</i> and adheres to the federal, provincial and territorial regulations. Detailed information can be found in Section 2.2.11 - ABCs of Mailing of the <i>Canada Postal Guide</i>.</p>

ILLUSTRATED EXAMPLES

Templates to help you design envelopes, self-mailers and cards are available in our [Machineable Mail Advisor](#) tool.

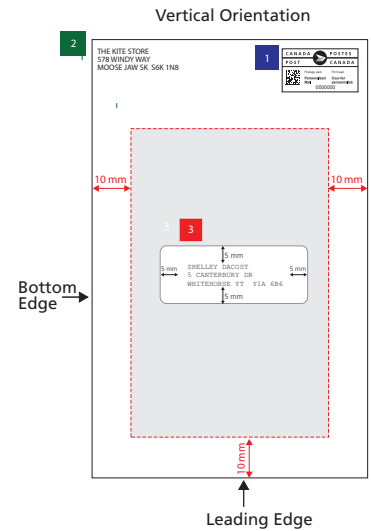
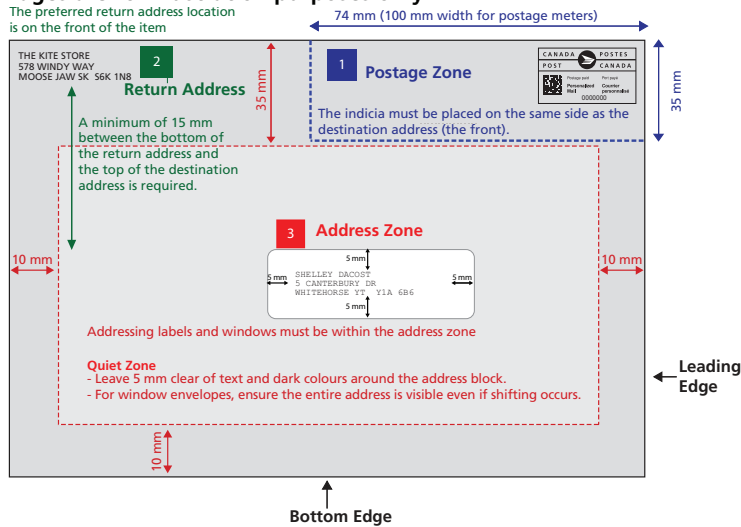
PERSONALIZED MAIL

Postage Zone	Return Address	Address Zone and Quiet Zone
1	2	3

Whether horizontally or vertically oriented, the addressing requirements are the same.

Images are for illustration purposes only.

The preferred return address location is on the front of the item

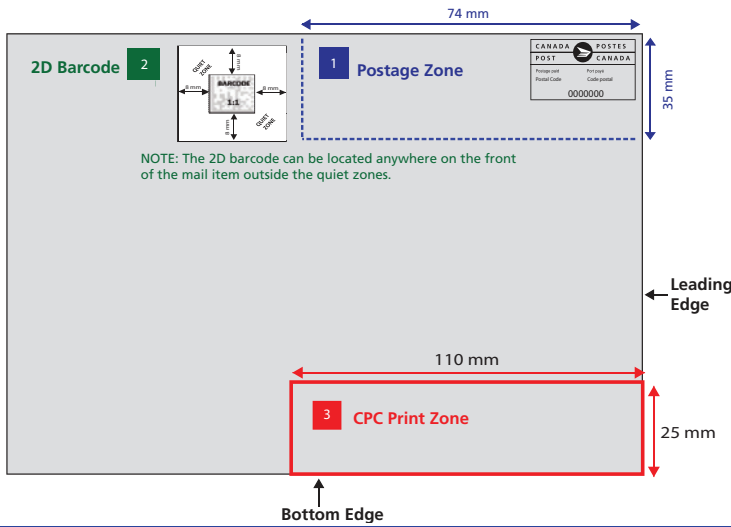


POSTAL CODE TARGETING

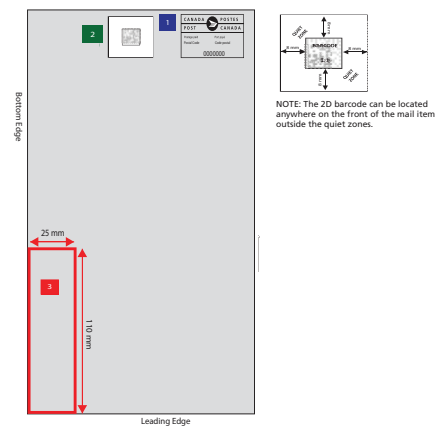
Postage Zone <div style="text-align: center; background-color: #000080; color: white; width: 30px; height: 30px; margin: 0 auto; border-radius: 50%; display: flex; align-items: center; justify-content: center;">1</div>	2D Barcode <div style="text-align: center; background-color: #008000; color: white; width: 30px; height: 30px; margin: 0 auto; border-radius: 50%; display: flex; align-items: center; justify-content: center;">2</div>	Quiet Zone <div style="text-align: center; background-color: #FF0000; color: white; width: 30px; height: 30px; margin: 0 auto; border-radius: 50%; display: flex; align-items: center; justify-content: center;">3</div>
--	--	--

Images are for illustration purposes only.

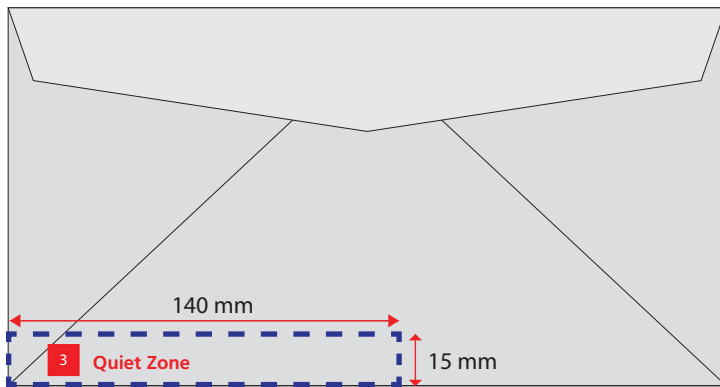
Horizontal Front-Orientation



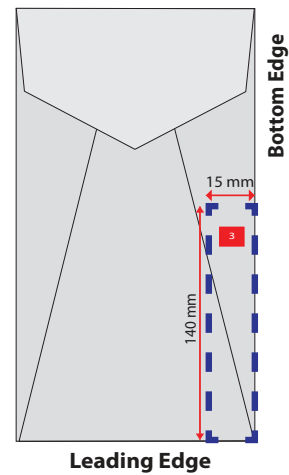
Vertical Front-Orientation



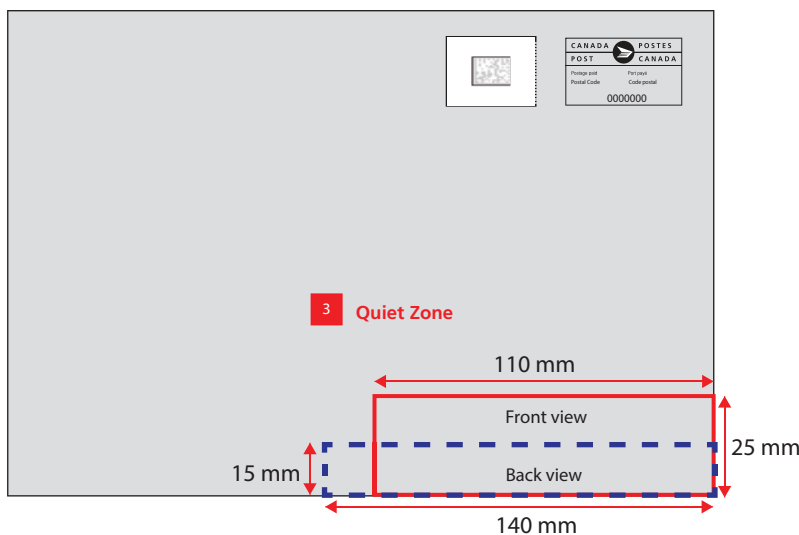
Horizontal Back-Orientation



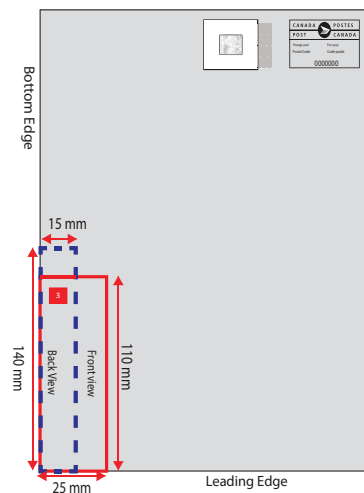
Vertical Back-Orientation



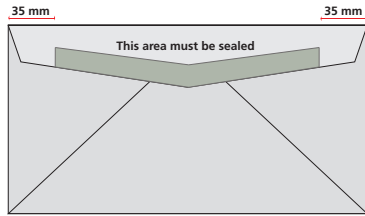
Horizontal - Front view with back quiet zone perspective



Vertical - Front view with back quiet zone perspective



ACCEPTABLE SEALING LOCATION



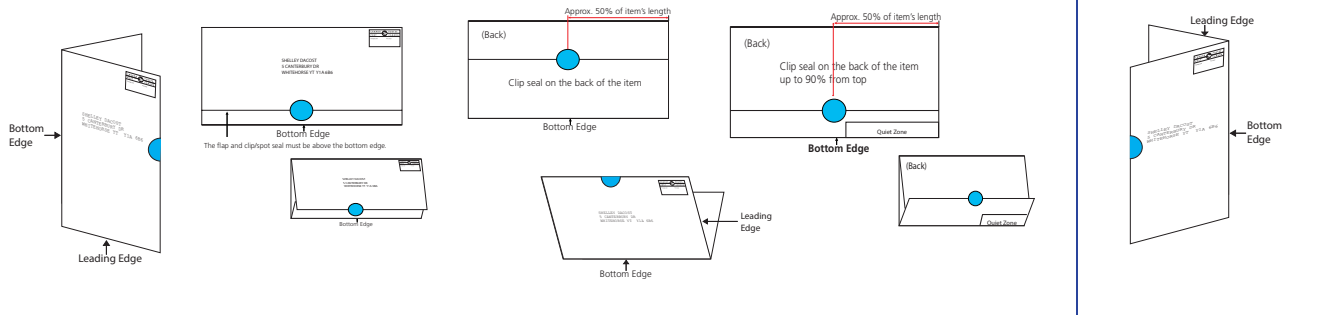
Envelopes must be closed and sealed with adhesive, with no more than 35 mm of the flap unsealed on each end.

To prevent envelopes from sticking together, do not apply an excessive amount of adhesive. Envelopes must not be sealed with staples, clasps or other similar devices.

Images are illustrations of acceptable sealing options.

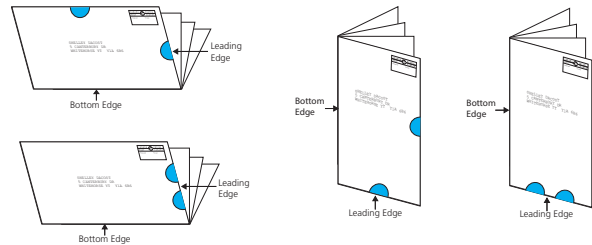
SINGLE SHEET SELF-MAILER

- Are formed by a single sheet of paper, folded once or multiple times into panels.
- Must have the fold or continuous seal along the bottom edge plus a clip/spot seal on top.



MULTIPLE SHEET SELF-MAILER / MINI-CATALOGUE

- Contain multiple sheets of paper, folded once or multiple times into panels and are bound / stitched together.
- Must have the fold or continuous seal along the bottom edge and either:
 - a clip/spot seal on top and leading edge; or
 - two clip/spot seals on the leading edge.



DESIGNING MACHINEABLE MAIL - OVERSIZE ITEMS

MANDATORY REQUIREMENTS - FOR PERSONALIZED MAIL ITEMS ONLY

Oversize Items	Length	Width	Thickness	Weight
Minimum	5.6 in. (140 mm)	3.6 in. (90 mm)	0.02 in. (0.5 mm)	10 g (0.4 oz.)
Maximum	14.9 in. (380 mm)	10.6 in. (270 mm)	0.8 in. (20 mm)	500 g (17.6 oz.)

NOTE: Personalized Mail items within a given mailing can have different sizes, weights and thicknesses provided the items remain in the same weight category. Each item within a mailing must originate from the same mailer.

Machineability	
Shape	Must be rectangular or square
Material	<ul style="list-style-type: none"> Must be paper or plastic Minimum paper weight for: <ul style="list-style-type: none"> envelope: 90 gsm (approx. 60 lb. text) folded self-mailer: 90 gsm (approx. 60 lb. text) card and postcard: 160 gsm (approx. 60 lb. cover) Minimum plastic requirements (wrapper): <ul style="list-style-type: none"> covered with transparent or opaque material (max. haze of 75%, 159 gloss unit or less) must be at least 0.03 mm thick and be low-slip coated <ul style="list-style-type: none"> Items can be packaged in flexible or rigid material Items must remain horizontal when held by the edge in one hand Unwrapped item cover pages are strong enough to withstand machine processing without damage (at least twice as thick as the inside pages).
Enclosures	<ul style="list-style-type: none"> Any paper enclosure is acceptable. Flexible magnets, single coin, key tags and plastic cards are acceptable when firmly attached. Liquids, powders and gels are unacceptable unless tested and approved by Canada Post prior to deposit. Enclosures within a wrapper/envelope, must closely fit the outer wrapper/envelope.
Sealing	Envelopes and wrapped items must be closed and sealed with adhesive, with no more than 35 mm of the flap unsealed on each end. To prevent items from sticking together, do not apply an excessive amount of adhesive. Envelopes must not be sealed with staples, clasps or other similar devices.
Creative Features	<p>Items with the following features must be tested and approved by us prior to deposit:</p> <ul style="list-style-type: none"> alternative sealing locations zipper seals / perforations on the exterior items non-paper enclosures within a self-mailer tip-on placed on a card die-cuts placed along the top, leading or trailing edge decorative and creative font <p>Once tested and approved, the service ticket # must be written on the <i>Order</i> at the time of deposit.</p>

Readability	
Addressing	<p>Each item must bear a complete address which includes an individual, company or non-personalized descriptor (e.g., "OCCUPANT"), a street address, municipality, province and a valid Postal Code^{OM}.</p> <p>Address zone Whether vertically or horizontally oriented, the complete address must appear inside the following area:</p> <ul style="list-style-type: none"> 10 mm from the bottom, left and right edges; for horizontal address orientation, one-quarter of the items height measured from the top edge down; for vertical address orientation, one-fifth of the items length measured from the edge above the address down. <p>Address labels and windows must be within the address zone.</p> <p>Quiet zone</p> <ul style="list-style-type: none"> Clear of text, graphics and dark colours, above the top line of the address block, leave at least 6 mm; 10 mm to the left, right and below of the address block. For window envelopes, ensure that the entire address remains fully visible through the window, even if the enclosure shifts within the envelope.
Postage Zone	<ul style="list-style-type: none"> The top-right area is reserved for postage, measuring a width of 74 mm and a height of 35 mm. The indicia must be placed on the front of the item (same side as the destination address). If the indicia is placed outside the postage zone it must be located above and to the right of the address.
Return Address Zone	<ul style="list-style-type: none"> The preferred location is on the front of the item above the address zone (one-quarter [horizontal]/one-fifth [vertical] from the top). Must be the same orientation as the destination address. A minimum vertical separation of 18 mm is required between the bottom of the return address and the top of the destination address.
Address Fonts	<p>Commercially available fonts should be easy to read, have well-defined characters and:</p> <ul style="list-style-type: none"> Not overlap to the line above or below Not contain text effects (i.e. shadow, emboss, etc.) Not contain random heights within characters Not include calligraphy styles (i.e. <i>The quick brown fox jumps over the lazy dog</i>). <p>Fonts must be a dark colour (preferably black). There should be good contrast between address and background.</p>

Failure to meet these mandatory requirements may result in mail delays or surcharges. Not all creative designs and sealing options are mentioned above, assessment of your physical mail item is recommended ([Assess your Machineable Standard or Oversize mail items](#)).

ASSESS YOUR MACHINEABLE STANDARD OR OVERSIZE MAIL ITEMS

Assess your mail items before mailing

To ensure that your **Personalized Mail** or **Postal Code Targeting** mailing can be processed on our machines and that your mail items meet the requirements for Machineable Mail, we offer free evaluation services. You have several assessment options:

Assessment Options	Description
Standard Self-Assessment Tool	<p>Complete your own self-assessment by using our “Standard Self-Assessment Tool”:</p> <ul style="list-style-type: none">• Postal Code Targeting: Postal Code Targeting - Self-Assessment Tool• Personalized Mail: Machineable Mail - Self-Assessment Tool.
Electronic Sample Evaluation	<p>Contact a Commercial Service Network (CSN) representative at 1-866-757-5480 to provide an electronic sample (PDF format) of your mail item. The electronic sample must clearly show how the item will be constructed, and include:</p> <ul style="list-style-type: none">• finished item size (e.g.: length, width, thickness and approximate weight)• paper basis weight• fold locations (self-mailers)• sealing location and sealing method (self-mailers and envelopes)• window location (if applicable) and address location. <p>Our CSN representative may request additional testing if the electronic sample does not provide enough information. Physical approval testing is required when Creative Features are used (see the Mandatory Requirements section for details).</p> <p>Additionally, for Postal Code Targeting items:</p> <ul style="list-style-type: none">• 2D barcode format• quiet zones (front and back)
Physical Approval Testing	<p>Customers requiring a physical test of their mail items on our mail processing equipment must send 200 samples of the final version of the mailing by calling a CSN representative at 1-866-757-5480 to obtain a service ticket number and the address to send your samples to. This process is optional, unless your mail item utilizes Creative Features defined in the Mandatory Requirements section.</p> <ol style="list-style-type: none">1. To test readability:<ul style="list-style-type: none">• Personalized Mail items must be addressed• Postal Code Targeting items must have a 2D barcode printed using the test data file (only one sample is required for testing the Grade reading).2. You can use the same address on all items. Any valid Canadian address is acceptable. <p>When 200 samples are not available for physical testing, the Mail Standards and Testing team can provide feedback on a to-scale mock-up (prototype). To have your prototype evaluated, contact the CSN at 1-866-757-5480.</p> <p>NOTE: We cannot provide approval on a prototype. This service is meant to provide feedback on designs prior to producing 200 items for physical testing.</p>

DESIGNING SPECIAL HANDLING MAIL

MANDATORY REQUIREMENTS - PERSONALIZED MAIL ITEMS ONLY

Category	Size	Length	Width	Thickness	Weight
Standard	Min.	3.9 in. (100 mm)	2.8 in. (70 mm)	0.007 in. (0.18 mm)	N/A
	Max.	9.6 in. (245 mm)	6.1 in. (156 mm)	0.2 in. (5 mm)	100 g (3.5 oz.)
Oversize	Min.	3.9 in. (100 mm)	2.8 in. (70 mm)	0.007 in. (0.18 mm)	N/A
	Max. (flexible)	14.9 in. (380 mm)	14.9 in. (380 mm)	1.4 in. (35 mm)	1.36 kg (3 lb.)
	Max. (rigid)	14.9 in. (380 mm)	5.1 in. (130 mm)	1.4 in. (35 mm)	1.36 kg (3 lb.)
Dimensional	Min.	3.9 in. (100 mm)	2.8 in. (70 mm)	1.4 in. (35 mm)	N/A
	Max.	14.9 in. (380 mm)	5.1 in. (130 mm)	2.4 in. (60 mm)	1.36 kg (3 lb.)

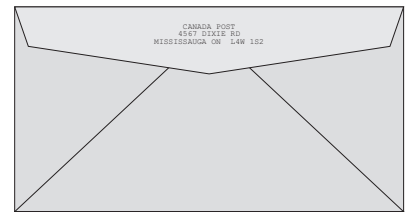
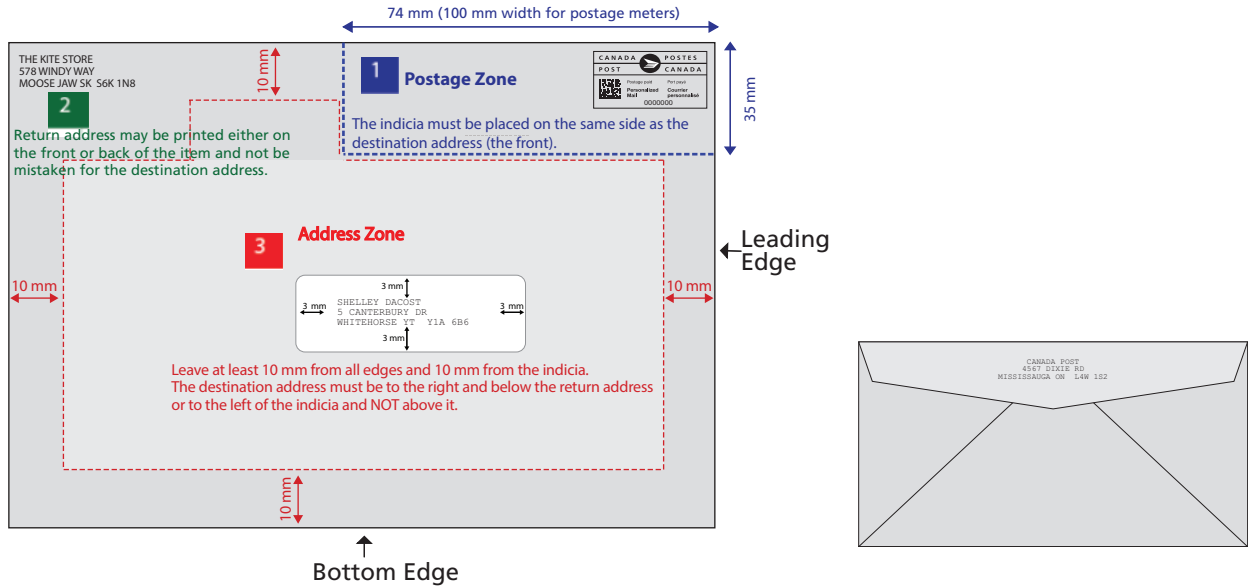
Requirements

Shape	Any, including odd shapes.	
Material	<p>Minimum paper weight for:</p> <ul style="list-style-type: none"> envelope and self-mailer: 60 gsm (approx. 16 lb.) card and postcard: 135 gsm (approx. 50 lb.) <p>Any paper type may be used for the outer covering of the mail item. The following are examples:</p> <ul style="list-style-type: none"> coated paper paper containing: <ul style="list-style-type: none"> raised or special effect printing background patterns or watermarks bright colours. 	<p>Transparent wrapping (Recommended thickness):</p> <ul style="list-style-type: none"> Plastic bag - at least 0.05 mm Plastic film - at least 0.02 mm Oversize items exceeding 380 mm x 130 mm in size should be flexible in order to fit into mail receptacles.
Enclosures	<p>For efficient handling and processing, ensure that enclosures:</p> <ul style="list-style-type: none"> cannot damage other mail or cause injury to postal employees (magnets, for example, must not be so strong that they cause mail items to stick to each other) won't tear through their envelope or wrapping during handling and delivery. allow efficient mail preparation, such as grouping and containerization do not bear postal indicia or second destination address for another product that is visible on the outside of the mail item. <p>NOTE: In order to confirm that an enclosure is an integral part of your unwrapped mail item a "pinch test" must be performed. Place the middle of the item's fold (or spine) in the palm of your hand, between your thumb and fingers. Grasp the item tightly, and shake it back and forth (horizontally) with its open end facing downward.</p>	
Addressing	<p>Each item must bear a complete address which includes an individual, company or non-personalized descriptor (e.g., "OCCUPANT"), a street address, municipality, province and a valid Postal Code^{OM}.</p> <p>Address Zone</p> <p>Whether vertically or horizontally oriented, the complete address must appear inside the following area:</p> <ul style="list-style-type: none"> at least 10 mm from all the edges of the mail item to the right and below the return address when a return address is used outside the recommended return address zone when there is no return address on the same side as the indicia to the left of the indicia and NOT above it at least 10 mm from the indicia. <p>On wrapped or unwrapped items</p> <p>Ensure that the destination address is completely visible and it must appear on or in the transparent wrapper, on the sleeve or on the insert and be located at least 10 mm from all edges</p> <p>Magazines</p> <p>The destination address may be positioned parallel (horizontal address orientation) or perpendicular (vertical address orientation) to the longest edge of the magazine.</p>	
Postage Zone	<p>The indicia may be placed anywhere on the front of the item provided that it can easily be identified, to the right of the destination address and NOT below it and at least 10 mm from the destination address.</p>	
Return Address Zone	<p>The return address, if present, must be the same orientation as the destination address and clearly visible on or through the wrapper. It may appear on either the front (the address side) or the back of the item.</p>	
Non-paper Enclosures	<ul style="list-style-type: none"> CDs and DVDs coins foodstuffs / product samples jewellery keys 	<ul style="list-style-type: none"> magnets pens and pencils plastic cards seeds video-in-print / digital advertising

ILLUSTRATED EXAMPLE

Postage Zone <div style="text-align: center; background-color: #0056b3; color: white; width: 30px; height: 30px; margin: 0 auto; border-radius: 50%; display: flex; align-items: center; justify-content: center;">1</div>	Return Address <div style="text-align: center; background-color: #008000; color: white; width: 30px; height: 30px; margin: 0 auto; border-radius: 50%; display: flex; align-items: center; justify-content: center;">2</div>	Address Zone <div style="text-align: center; background-color: #ff0000; color: white; width: 30px; height: 30px; margin: 0 auto; border-radius: 50%; display: flex; align-items: center; justify-content: center;">3</div>
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Images are for illustration purposes only.



DESIGNING NEIGHBOURHOOD MAIL

MANDATORY REQUIREMENTS

Category	Size	Length	Width	Thickness	Weight
Standard and Oversize	Min.	10.85 in. ² (70 cm ²) area		0.007 in. (0.18 mm)	N/A
Standard	Max.	12 in. (30.50 cm)	6 in. (15.24 cm)	1 in. (2.54 cm)**	500 g (17.64 oz.)**
Oversize	Max.	12 in. (30.50 cm)**	11 in. (28.00 cm)	1 in. (2.54 cm)**	500 g (17.64 oz.)**

* The thickness of a Neighbourhood Mail item must be measured at the thickest area of the item.

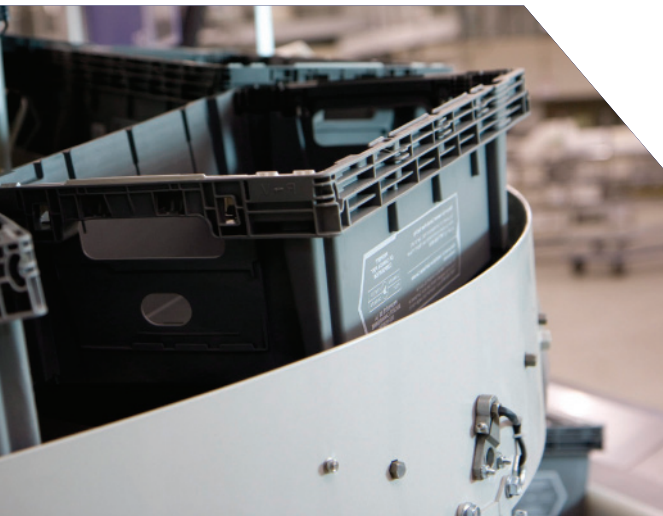
** The dimensions for non-letter carrier routes are: No minimum dimension requirements. The maximum dimensions are length 14 in. (35.56 cm), width 11 in. (28.00 cm), thickness 1.5 in. (3.81 cm) and weight 1,000 g (35.3 oz.).

Format

Customer Identification	Canada Post requires the customer's name, which can include the advertiser, the owner of the agreement, an authorized user, the mailed on behalf of or the mailed by to be visible on the outside of the mail item.
No Destination Address	Items must be unaddressed but may bear wording, such as "HOUSEHOLDER", "OCCUPANT", "RESIDENT", "BUSINESS OWNER", "MARKETING MANAGER", "PURCHASING MANAGER" or "BOXHOLDER" without a destination address. NOTE: There are no postal indicia for the Neighbourhood Mail service. Postal indicia markings are not acceptable on Neighbourhood Mail items with the exception of the Business Reply Mail indicia and/or the "Basic Identifying Information" for Publications Mail items mailed as Neighbourhood Mail.
Enclosures and Attachments	<ul style="list-style-type: none"> • Samples (trial size portion). It may be distributed on its own, attached, or enclosed in an envelope with or without printed matter. A sealed envelope may contain a single sample or multiple samples. The price is based on the overall weight of the item, including the sample(s). • Magnets are not acceptable unless they are enclosed or attached with the magnetize portion of the item is covered. • A Business Reply Mail item (card or envelope). • Inserts can be placed in a newspaper, magazine, catalogue, envelope or self-mailer. To be acceptable the Inserts must be attached, enclosed or folded into the item in order to become an integral part of the item and not become separated during normal handling of the mail. You must perform a "pinch test". This is done by placing the middle of the item's fold (or spine) in the palm of your hand, between your thumb and fingers. Grasp the item tightly, and shake it back and forth (horizontally) with its open end facing downward. If the inserts become separate during this test, the item is not acceptable and must be reworked by the customer, who can do one of the following: <ul style="list-style-type: none"> ▸ enclose the item, including inserts, within a "plastic" wrapper or envelope (also referred to as a polybag) ▸ affix stickers, tape or tabs to the top and bottom open edges of a folded item, or on the open edge opposite the fold, or on all the open edges ▸ enclose the inserts into a newspaper by enclosing all inserts within one insert or wrapper to create one spine and then placing the insert package within one quadrant of the newspaper, ensuring the spine of the insert is facing the outside edge of the newspaper ▸ place the inserts within the pages of the item and then fold the item to form a common fold ▸ if there are two sections to the item, place the insert between the two sections and then fold the item to form a common fold ▸ staple the inserts, provided that the staples are enclosed or covered in a manner that prevents exposure during normal handling ▸ glue the inserts, provided that both the glue and the paper are strong enough to retain the insert within the item. <p>NOTE: Ensure each item, including any sample(s), is mailable and consider the special packaging requirements (e.g. scented items, common allergen items. Items must be packaged properly and labelled to minimize the potential for allergic reactions.</p>
Creative Options	<p>Die-cut Mail</p> <ul style="list-style-type: none"> • minimum of 7-point card stock to prevent the item from bending • non-printed matter such as rubber, plastic, laminate, vinyl, leather or wood (subject to testing and approval). <p>Application of tip-ons</p> <ul style="list-style-type: none"> • firmly affixed with glue and does not separate from the item during normal processing • lie flat on the item • if magnetized, must be weak enough to be handled without de-magnetizing the contents of other items (e.g. credit cards). <p>Repositionable Notes (RPN)</p> <ul style="list-style-type: none"> • applied with a glue strip that must be a minimum of a third (1/3) of the total width of a repositionable note (e.g. 26 mm wide for a 76 mm label) • applied mechanically • applied anywhere on the item • applied on paper-based coverings, such as envelopes <p>Scented items</p> <ul style="list-style-type: none"> • unsealed mail items containing micro-encapsulated inks and lacquers. To prevent premature release of the scent, the scented patch must be covered or contained within the mail item • sealed mail items containing scents that are not micro-encapsulated inks and lacquers must be sealed in such a manner that prevents the scent from escaping. <p>Variable printing</p> <ul style="list-style-type: none"> • contain variable printing, such as different offers or business locations, and do not require specific delivery instructions, are acceptable for delivery provided that the item's customer identification, physical dimensions, and advertised products or services remain the same. • will be distributed at random and do not require special bundling and labelling requirements.

Preparing

Ensure your mailing can be processed and delivered efficiently



PREPARING REQUIREMENTS



There are two ways to process your mail items:





1. Through our machines - Machineable Mail
2. Not processed through our machines - Special Handling and Neighbourhood Mail.

ARE YOU PREPARING...



Description	Personalized Mail	Postal Code Targeting	Neighbourhood Mail
Machineable Mail Requires mailers to face and containerize the mail items, label containers and label shipping units.	√	√	N/A
Special Handling Requires mailers to sort their mail items for specific letter carrier walks (or other delivery routes) using presortation software recognized by Canada Post.	√	N/A	N/A
Neighbourhood Mail	N/A	N/A	√

Container Type

When you target multiple delivery facilities in a mailing, you may vary the type of containers used, provided the same type of container is used at a given delivery facility. Container dimensions are the measurements inside the container. Imperial equivalents are provided for your convenience.

Canada Post Supplied Containers	Length	Width	Height	Container Weight (without lid)	Maximum Weight (including mail, container and lid)
Letterflatainer (LFT) for Standard items 	15.6 in. (394 mm)	9.6 in. (244 mm)	6.1 in. (156 mm) with lid	0.995 kg (2.2 lb.)	22.7 kg (50 lb.)
LFTs are designed to work without lids					
Flats Tubs for Oversize items 	15.9 in. (405 mm)	9.4 in. (240 mm)	11.9 in. (303 mm)	1.7 kg (3.7 lb.)	22.7 kg (50 lb.)
Flats tubs should be deposited with lids. If lids are not available, we recommend cardboard separators be used between each level to protect your mail items.					
Flexipack Pouch Neighbourhood Mail only (re-order number: Article 241558) 	-	16 in. (406 mm)	12 in. (305 mm)	-	6 kg (13 lb.)
Customer Supplied Containers					
For Standard and Oversize items 	21.06 in. (535 mm)	9.8 in. (251 mm)	11.9 in. (303 mm)	-	22.7 kg (50 lb.)
Customer-supplied cardboard containers must meet the requirements, be completely sealed and be sturdy to withstand handling during processing.					

Shipping Unit Type

	Weight	Length	Width	Height	Maximum Weight (including mail and shipping unit)
Monotainer 	97 kg (213.8 lb.)	52 in. (1.322 m)	42 in. (1.067 m)	43.8 in. (1.115 m)	900 kg (1,984.2 lb.)
Pallet (plastic and wood) (Min. ordering quantity is 40 units.) 	9 kg (19.8 lb.)	48 in. (1.22 m)	40 in. (1.02 m)	59 in. (1.5 m)	900 kg (1,984.2 lb.)

For information on how to construct your pallet, please see [Appendix C: Pallet Construction Specifications](#).

ORDERING EQUIPMENT

You may enquire about or order our equipment (containers and shipping units) by contacting the National Empty Container Facility (NECF) order desk by phone at 905-565-0480, by fax at 905-564-6830, by email at necfteo@canadapost.ca or through a Regional Equipment Coordinator.

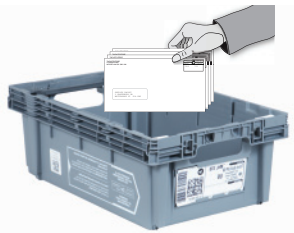
The supply of our equipment depends on conditions and availability. When our equipment is not available, Canada Post pre-approved customer-supplied containers (e.g.: cardboard boxes) and/or pallets must be used.

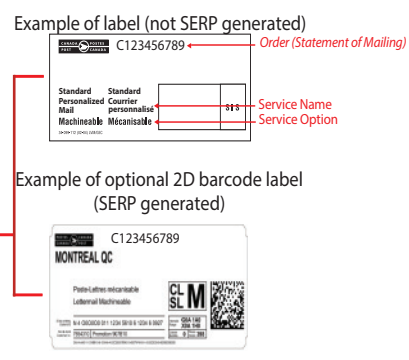
List of Regional Equipment Coordinators			
Atlantic	Nova Scotia/ PEI: Halifax Tel: 902-494-4001 EXT 44707 New Brunswick: Moncton Tel: 506-381-5347 Saint John Tel: 506-653-5270	Québec	Montréal: Tel: 514-345-7369 Email: UVCR.MTL@canadapost.ca
Huron Rideau	Ottawa: Tel: 613-734-1431 Email: equipmentline.ompp@canadapost.ca Hamilton: National Empty Container Facility (NECF): Tel: 905-565-0480 Fax: 905-564-6830 Email: necfteo@canadapost.ca London: Tel: 519-473-6738	Prairie	Winnipeg: Tel: 204-987-5100 EXT 72045 Edmonton: Tel: 780-945-2600 Ext 53292 Fax: 780-945-2608 Calgary: Tel: 403-974-2000 EXT 42170
Greater Toronto Area	National Empty Container Facility (NECF): Tel: 905-565-0480 Fax: 905-564-6830 Email: necfteo@canadapost.ca	Pacific	Vancouver: Tel: 604-276-5538



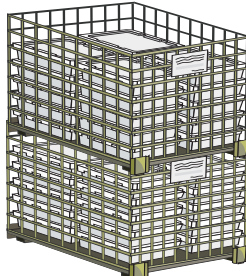
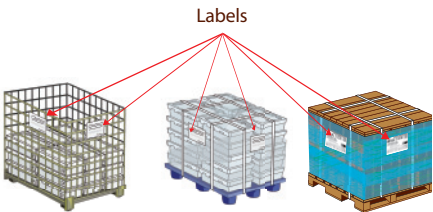
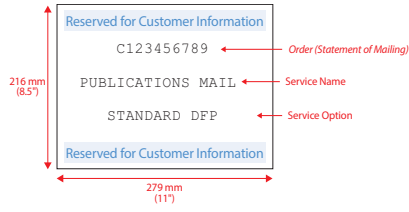
Our equipment may be used only when you use Canada Post products or services. It remains our exclusive property. Personal use is not permitted. You are responsible for ensuring that the equipment remains in good condition; reasonable wear-and-tear is acceptable.

PREPARING MACHINEABLE MAIL

REQUIREMENTS

Placing mail items in acceptable containers	<ul style="list-style-type: none"> In order to help facilitate mail processing, customers should not fill containers to full capacity. Space should be left for an operator to insert both hands in the container to remove the mail. Only the last container may be less than full. To maintain the integrity of the mail, we recommend using packing material to protect mail items from shifting. Ensure the items do not stick together as they may be damaged during processing or jam and/or damage the equipment. 											
Letterflatainers (LFTs)	For horizontal address orientation, the Postal Indicia must appear in the upper right-hand corner.		For vertical address orientation, the Postal Indicia must appear in the upper left-hand corner.									
Flats Tub	For items too wide to fit, place the mail standing horizontally .	Mail can be placed within the container laying flat .	Mail can be placed standing vertically facing the narrow side of the flats tub.									
Labelling Containers	<p>All containers must be labelled and be bilingual. Labelling individual containers is not required only if all containers are placed in monotainers or on pallets. For label specifications, visit canadapost.ca/labels.</p> <p>NOTE: Large-volume mailers may choose between producing labels individually or in continuous strips (1 up, 2 up, etc.) as best suited to the intended overprinting process.</p> <p>Routing Information</p> <ul style="list-style-type: none"> Service name Service size/item <p>Example of container label</p> <p>If you are using Canada Post-supplied containers, insert your container label into the label holder prior to depositing your mailing.</p> <p>If you are using customer-supplied cardboard containers, affix a container label on the side of each container. You can order self-adhesive labels online at canadapost.ca/obc under form number 33-086-732 or by telephone at 1-888-550-6333.</p> <p>We recommend that the <i>Order (Statement of Mailing)</i> number be written on the label. For customers wishing to include other internal directives on the shipping containers, a label colour different than white is recommended.</p>											
Placing Containers in Shipping Units	<p>Shipping units (monotainers and pallets - also referred to as skids) are used to group containers intended for one <i>Order</i> or bound for the same destination (e.g., all mail items for Vancouver arrive on one pallet). This reduces the handling and helps ensure timely delivery.</p> <table border="1" data-bbox="349 1680 1487 1967"> <thead> <tr> <th></th> <th>Personalized Mail</th> <th>Postal Code Targeting</th> </tr> </thead> <tbody> <tr> <td>Pallet</td> <td> Min. • No minimum requirement Max. • 48 LFTs, or • 32 flats tubs, or • 1.5 m (including pallet height) </td> <td> • No minimum requirement • 48 LFTs, or • 1.5 m (including pallet height) </td> </tr> <tr> <td>Monotainer</td> <td> Min. • No minimum requirement Max. • 48 LFTs (40 LFTs with lids) • 24 flats tubs or contents may be piled up to 25 mm below the top of the monotainer </td> <td> • No minimum requirement • 48 LFTs (40 LFTs with lids) </td> </tr> </tbody> </table>				Personalized Mail	Postal Code Targeting	Pallet	Min. • No minimum requirement Max. • 48 LFTs, or • 32 flats tubs, or • 1.5 m (including pallet height)	• No minimum requirement • 48 LFTs, or • 1.5 m (including pallet height)	Monotainer	Min. • No minimum requirement Max. • 48 LFTs (40 LFTs with lids) • 24 flats tubs or contents may be piled up to 25 mm below the top of the monotainer	• No minimum requirement • 48 LFTs (40 LFTs with lids)
	Personalized Mail	Postal Code Targeting										
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<p>Securing pallets</p>	<p>All pallets must be securely fastened and structurally sound to safely handle and transport.</p> <p>If using plastic pallets, it is recommended to apply four cross straps encompassing both the pallet bottom and the containers. Metal strapping is not permitted.</p>	
<p>Stacking Pallets or Monotainers</p> <p>NOTE: Not all locations are equipped to process mail received in monotainers or pallets that are double-stacked. See the Find a Deposit Location tool at canadapost.ca/depositlocations to ensure the deposit location is properly equipped to handle your mail.</p>	<p>Multiple pallets going to the same destination, as per the National Presentation Schematic (NPS), may be stacked on top of each other as long as they are secured together with straps. Stacking during storage and transportation uses warehouse space more efficiently. For example, where there are two pallets – one going to Vanier Station and one going to Merivale depot – these two pallets may be strapped together and identified to Ottawa (City Consolidation).</p> <p style="text-align: center;">Pallets</p>  <p style="text-align: center;">Monotainers</p>  <p>Two pallets strapped together must not exceed 1.5 m in height or 900 kg in weight.</p> <p>Two monotainers stacked together must not exceed 1,800 kg; each monotainer must not exceed 900 kg.</p>	
<p>Labelling Shipping Units</p> <p>Label Specifications</p>	<p>All pallets and monotainers must be labelled. This will ensure that your mail is directed to the appropriate facility within Canada Post's network. For customers using SERP software to prepare their Machineable Mail, a 2D barcoded shipping unit label is available and optional.</p> <p>Labels must be white and meet the following requirements:</p> <ul style="list-style-type: none"> • measure 8.5 in. high by 11 in. wide (216 mm x 279 mm) in letter landscape or letter portrait format. Labels may also be prepared in legal portrait format 8.5 in. x 14 in. (216 mm x 355 mm) • be printed in black in a font size large enough to occupy the entire label • prominently display the facility name (which must be visibly larger than all other information) • be visible on two sides on the pallet or monotainer. <p>Routing Information</p> <ul style="list-style-type: none"> • Service name • Service option <p>We recommend that the <i>Order</i> number be written on the label.</p> <p>For customers wishing to include other internal directives on the shipping containers, a label colour different than white is recommended.</p>	<p style="text-align: center;">Labels</p>  

PREPARING SPECIAL HANDLING

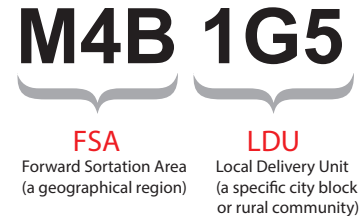
Special Handling is available for customers who want to be creative or for customers who would prefer that their mail items not be processed on our machines.

Ensure you are using a presortation software recognized by Canada Post. The software does the following:

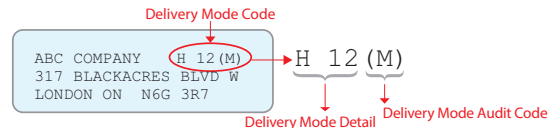
- sort mail items by their Postal Code^{OM}, and according to the delivery route identified by the Delivery Mode Code (DMC)
- groups mail items by a common destination according to the National Presortation Schematic (NPS).

Special Handling Elements

Software Evaluation & Recognition Program (SERP)	Our Software Evaluation and Recognition Program (SERP) exists to evaluate the accuracy of presortation software programs. For more information or to find a list of our approved software vendors, please visit canadapost.ca/presortationsoftware .
Postal Code	The Postal Code is a six-character alphanumeric code in the form of ANA NAN, in which "A" represents a letter of the alphabet, and "N" represents a number. It is an integral part of every postal address in Canada, and was designed to help sort mail, both mechanically and manually. Rural areas are identified by a zero in the FSA (e.g., MOL 3K2). For more detailed information, please visit Section 5 of Addressing Guidelines in the <i>Canada Postal Guide</i> .

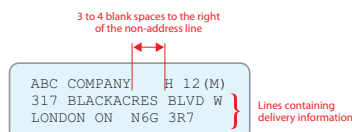


Delivery Mode Code (DMC)	<p>The Delivery Mode Code is an identifier of a specific delivery route (also known as mode) for an individual address.</p> <p>The DMC consists of two parts, a Delivery Mode Audit Code (DMAC) and a Delivery Mode Detail (DMD).</p> <p>The Delivery Mode Detail (DMD) identifies the letter carrier route or delivery mode as well as the letter carrier responsible for delivery.</p> <p>The Delivery Mode Audit Code (DMAC) identifies which version of the National Presortation Schematic (NPS) and Delivery Mode Data Product (DMAC) was used to prepare a mailing.</p> <p>The DMC must be printed and placed in the address block of every item.</p> <p>Delivery Mode Code Placement The DMC may appear on any non-address line in or above the address block, that is, on any line that does not contain delivery information. When placed on the same line as street addresses, city or province names, or Postal Codes, a 10 mm space between the delivery address information line and the DMC must be maintained.</p>
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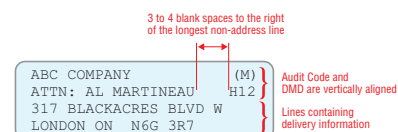


DMC Placement on addresses...

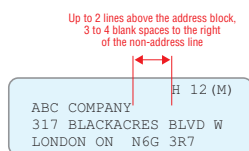
with three or more lines



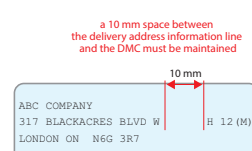
with four or more lines



above the address block



on the same line



National Presortation Schematic (NPS)	The National Presortation Schematic (NPS) indicates how mail is distributed through specific Canada Post facilities. It lists all Forward Sortation Areas (FSAs) and shows how to consolidate mail into groupings and containers. The four NPS levels of consolidation are:			
	Level 1 - DF	Level 2 - City	Level 3 - DCF	Level 4 - FCP
	Delivery Facility	City	Distribution Centre Facility	Forward Consolidation Point
	Any mail items that cannot be consolidated into one of these four levels will be consolidated as Residue.			
	Canada Post updates the NPS monthly to reflect the changes in Canada's addresses. These monthly updates also appear in presortation software recognized by Canada Post. To avoid delays and extra handling charges, you must use the current version of both the Delivery Mode Data and the recognized presortation software. For detailed information, visit canadapost.ca/nps .			

Grouping and Identifying Mail Items

All items in a mailing must be part of a grouping. All groupings (except Residue) must have a minimum of eight items. If this minimum requirement is not met, the items are consolidated to the next level.



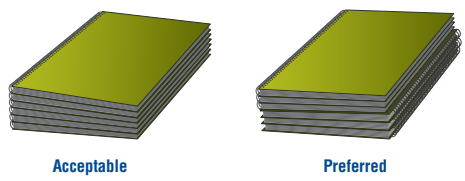

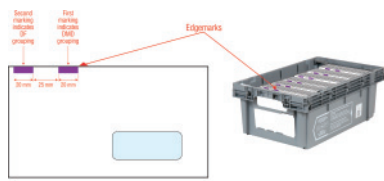
Once your mail has been presorted, make sure it can withstand handling. Preserve the integrity of your groupings by separating them in their containers, using one of the following acceptable methods: Bundling, Separator Cards and Edgemarking.

Levels of Groupings	Type of Groupings	Presortation software groups mail items that have a common destination and/or sortation
	Delivery Mode Direct (DMD)	Group all items delivered by the same letter carrier.
	NPS Level 1 - Delivery Facility (DF)	Group all items delivered from the same postal station or letter carrier depot.
	NPS Level 3 - Distribution Centre Facility (DCF)	Group all items delivered in the same area, such as a city and surrounding area.
	NPS Level 4 - Forward Consolidation Point (FCP)	Group all items delivered in the same province.
	Residue	Place all remaining items into a Residue grouping.

Separating and Identifying Groupings

Bundling	<p>A bundle is a group of mail items identified and secured together by strapping (e.g., elastic bands, string, or plastic straps) or by shrink-wrapping. Shrink-wrapping is an acceptable method of bundling for Oversize and Dimensional items only. When a bundle exceeds the maximum thickness, it is preferable to make two evenly divided bundles.</p> <p>The maximum thickness takes precedence over the minimum number of items. The last Residue bundle has no minimum number of items, although it still must not exceed the maximum thickness per bundle.</p>		
	Type of Mailing	Max. Bundle Thickness	Min. Number of Items Per Bundle
	Standard	4 in. (100 mm)	8 items
	Oversize and Dimensional	8 in. (200 mm)	

Identifying Bundling Options	OPTION 1 - BUNDLING LABELS		
	<p>When using bundling as a separation method, DCF, FCP and Residue bundles must be identified with a bundle label (also called a facing slip). DMD and DF bundles do not require labels.</p>		
	DCF	FCP	RESIDUE
	ROUTING INFORMATION ON BUNDLE LABELS		
	<ul style="list-style-type: none"> Postal Code of the DCF, as per the NPS (e.g. KOK 9Z0) name of the DCF (e.g., BELLEVILLE ON DCF) service size / item 	<ul style="list-style-type: none"> Postal Code of the FCP, as per the NPS (e.g., KOA 9Z0) name of the FCP with the forward abbreviation FWD (e.g., OTTAWA ON FWD) service size / item 	<ul style="list-style-type: none"> name of the deposit facility (e.g., OTTAWA ON) the word "RESIDUE" service size / item
<p>Additional information may appear above or below the routing information as long as the routing information is more prominent.</p>			
OPTION 2 - OPTIONAL ENDORSEMENT LINE (OEL)			
<p>OELs can be generated by the presortation software and printed directly onto the first mail item in each bundle. OELs must meet the following requirements:</p> <ul style="list-style-type: none"> consolidation information is printed on the top line of the address block or label font type and size are identical to that of the address (an UPPERCASE font is recommended), and is visible if positioned within a window. 			
DCF	FCP	RESIDUE	

Securing Bundles	The strapping material must be strong and tight enough to hold the bundle together, without the contents sliding, when held vertically.			
	Size / Item	Strapping Requirement		
	<ul style="list-style-type: none"> Standard items Oversize items [only for bundles placed in Level 1 (DF) containers] 	Single strapping <ul style="list-style-type: none"> Plastic or paper strapping material Elastic bands when placed in hardsided containers or customer supplied boxes It is recommended, but not mandatory, to apply the strapping to the shorter dimension of the bundle. 		
<ul style="list-style-type: none"> Oversize and Dimensional [Except for bundles placed in Level 1 (DF) containers] 	Double Strapping <ul style="list-style-type: none"> Strings or manually-applied plastic straps. 			
<p>If your mail items are bound using spines, to create an even bundle, you may place the bottom half and top half of the bundle with their spines facing in opposite directions.</p> <p>NOTE: Shrink-wrapping is an acceptable method of bundling for Oversize and Dimensional items.</p> <p>The plastic used for shrink-wrapping must be strong enough to ensure the bundles remain secured during handling.</p>				
Separator Cards	<ul style="list-style-type: none"> be made of thin, rigid cardboard of any colour (a weight of 120 to 160 grams per square metre) extend at least 20 mm above the mail items be at least 155 mm wide be placed in front of the first mail item in each grouping. If a grouping is too large to fit into one container, a second separator card is required at the front of the second container. 			
	<p>When using separator cards as a separation method, you must identify each DCF, FCP and Residue grouping on the part of the separator card visible above the mail items. The following information must be provided.</p>			
	For DCF Groupings	For FCP Groupings	For Residue Groupings	
<ul style="list-style-type: none"> Postal Code of the DCF, as per the NPS (e.g., K0K 9Z0) name of the DCF (e.g., BELLEVILLE ON DCF), and the service size / item 	<ul style="list-style-type: none"> Postal Code of the FCP, as per the NPS (e.g., K0A 9Z0) name of the FCP with the forward abbreviation FWD (e.g., OTTAWA ON FWD) the service size / item 	<ul style="list-style-type: none"> name of the deposit facility (e.g., OTTAWA ON) the word "RESIDUE" the service size / item 		
Edgemarking	<p>The following requirements must be met:</p> <ul style="list-style-type: none"> their colour significantly contrasts with that of the mail item the same colour is used for edgemarking the entire mailing the edgemarking begins approximately 40 mm from the upper-right edge of the mail item. <p>The edgemarks should be approximately 20 mm long, separated by a gap of approximately 25 mm:</p> <ul style="list-style-type: none"> the marking nearest the upper-right edge indicates a Delivery Mode Direct (DMD) grouping the additional markings indicate Delivery Facility (DF), Distribution Centre Facility (DCF) and Forward Consolidation Point (FCP) groupings. <p>It is acceptable for DCF and FCP groupings to have only two marks, but the marks must be in the DMD and DF locations.</p>			

Filling Containers

To help mitigate operator injuries when our employees are processing your mail, we are requesting that you do not overfill containers. We recommend 2 inches of space be left in a container to allow an operator to remove the mail. A simple way to this is to tilt the Letterflattainer (LFT) on an angle so that the envelopes gravitate downwards, when about 2 inches remain, the container is at capacity. This practice also helps to protect your mail items from damage.

Minimum Requirements for Filling Containers

Consolidation Level	If only 1 container to a destination	If multiple containers to a destination	
	Fill to capacity of:	All containers except the last, fill to capacity of:	Last container, fill to capacity of:
Level 1 - DF	50%	95%	No minimum
Level 2 - City	70%		
Level 3 - DCF	70%		
Level 4 - FCP	50%		
Residue	No minimum		

Preserving Integrity of Mail Preparation

For any container with less than 95% of capacity, when using:

- **separator cards** or **edgemarking** as a separation method, you must use packing.
- **bundle with strapping** as a separation method, we recommend adding packing.



Labelling Containers

Labelling Containers	<p>All containers must be labelled with their destination details using routing information from the National Presentation Schematic (NPS). Correctly labelling your containers will ensure your mail is directed to the appropriate work centre within a Canada Post facility.</p> <p>NOTE: The use of 2D barcoded container labels for Special Handling mailings is mandatory. The presentation software will provide the information you need to print on container labels. These labels must be bilingual.</p> <p>Labels for Residue monotainers or pallets and all labels generated without the use of SERP software must display the name of the deposit facility and the word "Residue".</p> <p>NOTE: In order to avoid delays or extra handling charges, it is extremely important to follow the SERP mailing plan instructions.</p>	
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Placing Containers in Shipping Units

Shipping units (monotainers and pallets - also referred to as skids) are used to group containers or to Brick-pile mail intended for one *Order* or bound for the same destination (e.g., all mail items for Vancouver arrive on one pallet). This reduces the handling and helps ensure timely delivery.

TYPE OF SHIPPING UNIT	FILLING SHIPPING UNITS REQUIREMENTS		
	DESTINATION	MINIMUM	MAXIMUM
Pallet	Any (when using containers)	<ul style="list-style-type: none"> • 18 letterflattainers (LFTs), or • 12 flats tubs, or • 500 mm (excluding height of pallet) 	<ul style="list-style-type: none"> • 48 letterflattainers (LFTs), or • 32 flats tubs, or • 1.5 m (including height of pallet)
Monotainer	Mail destined within the province of deposit	<ul style="list-style-type: none"> • 18 letterflattainers (LFTs), or • 12 flats tubs 	<ul style="list-style-type: none"> • 48 letterflattainers (LFTs) (40 letterflattainers with lids), or • 24 flats tubs or contents may be piled up to 25 mm below the top of the monotainer
	Mail destined outside the province of deposit	<ul style="list-style-type: none"> • 27 letterflattainers (LFTs), or • 18 flats tubs 	

NOTE: Detailed information on Brick-piling mail items can be found in "[Appendix B: Brick-piled Mail Items](#)".

Labelling Shipping Units

All pallets and monotainers must be labelled. SERP generated labels may contain an optional 2D barcode. This will ensure that your mail is directed to the appropriate facility within Canada Post's network. **We recommend that the Order number be written on the label.**

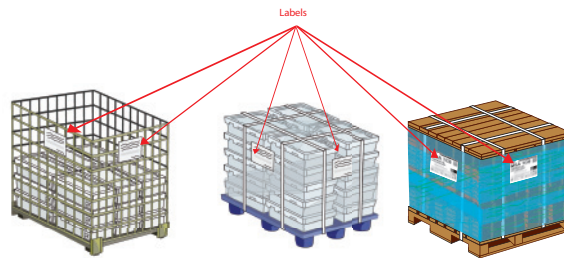
ROUTING INFORMATION

- the service name (Personalized Mail/Courrier personnalisé or Dimensional Personalized Mail/Courrier personnalisé extradimensionnelle)
- the service size / item (Special Handling/Manutention spéciale)

Example of 2D barcoded label



TWO SIDES OF THE PALLET OR MONOTAINDER MUST BE LABELLED



For customers wishing to include other internal directives on the shipping containers, a label colour other than white is recommended.

Securing pallets

All pallets must be securely fastened and structurally sound to safely handle and transport.

If using plastic pallets, it is recommended to apply four cross straps encompassing both the pallet bottom and the containers. Metal strapping is not permitted.



Stacking Pallets or Monotainers

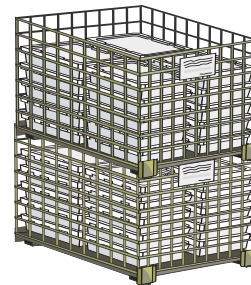
Multiple pallets going to the same destination, as per the National Presentation Schematic (NPS), may be stacked on top of each other as long as they are secured together with straps. Stacking during storage and transportation uses warehouse space more efficiently. For example, where there are two pallets – one going to Vanier Station and one going to Merivale depot – these two pallets may be strapped together and identified to Ottawa (City Consolidation).

Pallets



Two pallets strapped together must not exceed 1.5 m in height or 900 kg in weight.

Monotainers



Two monotainers stacked together must not exceed 1,800 kg; each monotainer must not exceed 900 kg.

NOTE: Not all locations are equipped to process mail received in monotainers or pallets that are double-stacked. See the Find a Deposit Location tool at canadapost.ca/depositlocations to ensure the deposit location is properly equipped and capable of handling your mail.

PREPARING NEIGHBOURHOOD MAIL

Neighbourhood Mail items must be bundled and containerized for the selected mailing and distribution plan.

DISTRIBUTION AND MAILING PLANS

Before you prepare the mailing, you need a distribution plan or a mailing plan. These plans will guide the number of containers for each delivery facility and the labelling.

RESIDENTIAL AND BUSINESS DELIVERY AREA COUNTS AND MAPS

Delivery Area Counts

Information about the delivery areas served by our delivery offices is segmented into the number of residences, apartments, farms and business points of call that help customers determine the number of items needed for their mailing.

The national database of Householder Counts is available by download from a secured Canada Post FTP site on a 12-month subscription basis, which includes monthly updates. Visit canadapost.ca/data for Individual Householder Counts, which are available free of charge or send an email to data.solutionscentre@canadapost.ca.

FSA Maps	Route Maps
The FSA Maps identify the specific geographic boundaries for every FSA in Canada. The maps will assist in determining sales territories, plan coverage for a marketing campaign, or study new locations for a retail store or business.	Residential and Business Delivery Area Maps provide the actual routes (walks), covered by the Letter Carriers. This is particularly useful for targeting local neighbourhoods.

Visit canadapost.ca/precisiontargeter to view the FSA Maps online.

Methods of Delivery*

<ul style="list-style-type: none">Letter Carrier Route (LC)Call For (CF)Direct (DR / DIR)	<ul style="list-style-type: none">General Delivery (GD)Rural Route (RR)Lock Boxes (LB / PO Box)	<ul style="list-style-type: none">Suburban Services (SS)Motorized Route (MR)
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* The methods of delivery are defined in the [Glossary](#).

NATIONAL PRESORTATION SCHEMATIC

The Non-Lettermail National Presortation Schematic (NPS) is used for Neighbourhood Mail service and indicates how mail is distributed through specific Canada Post facilities. It lists all Forward Sortation Areas (FSAs) and shows how to consolidate containers into shipping units. The four NPS levels of consolidation are:

Level 1 - DF	Level 2 - City	Level 3 - DCF	Level 4 - FCP
Delivery Facility	City	Distribution Centre Facility	Forward Consolidation Point

Canada Post updates the NPS monthly to reflect the changes in Canada's addresses. To avoid delays and extra handling charges, you must use the current version of the National Presortation Schematic. For detailed information, visit canadapost.ca/nps.

BUNDLING

A bundle is a number of mail items secured together, including inserts and samples.


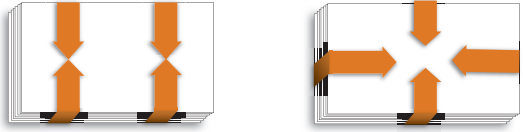
All bundles must contain equal quantities (e.g.: bundles of 25, 50, 100), except the last bundle of a mailing for each Delivery Facility which may be smaller and is referred as the Residue bundle. Neighbourhood Mail items, including inserts and samples, must be bundled securely to prevent from breaking open during handling or while in transit to the delivery facility responsible for delivery.

The maximum height of a bundle:

Weight categories	Max. height of each bundle	Max. weight of each bundle
Items weighing less than 500 g (17.6 oz.)	6 in. (15.24 cm)	4 kg
Items weighing 500 g to 1,000 g (17.6 - 35.3 oz.)	8 in. (20.0 cm)	

Each Delivery Facility targeted by your mailing will receive at least one bundle. Use the distribution plan generated by Canada Post Electronic Shipping Tools (EST) or Precision Targeter as a reference.

The **strapping material** must be strong and tight enough to hold the bundle together, without the contents sliding, when held vertically.

Type of strapping	Strapping requirement
Single strapping: <ul style="list-style-type: none"> • Plastic or paper strapping material • Elastic bands when placed in hardsided containers or customer supplied boxes • It is recommended, but not mandatory, to apply the strapping to the shorter dimension of the bundle. 	 <p data-bbox="813 367 971 401">Single strapping</p>
Double strapping: <ul style="list-style-type: none"> • Strings or manually-applied plastic straps. 	 <p data-bbox="813 573 982 604">Double strapping</p>

PLACING BUNDLES INTO CONTAINERS

Neighbourhood Mail must be placed in one or more containers for each Delivery Facility.

All containers are to be filled according to the container label, without exceeding 22.7 kg. There are no minimum fill requirements when hardsided containers with lids are used. Lids are recommended when containers are less than 50% full, subject to availability.

To maximize the use of container fill, for uneven bundles, items can be placed width wise or length-wise in the container. When preparing containers, ensure items do not exceed the maximum height.

LABELLING CONTAINERS

All containers must be labelled to their destination based on the Householder Counts or the NPS (Level 1 – Delivery Facility). Canada Post's shipping tool will generate container labels that meet Canada Post requirements.

Producing Labels

Container labels must be bilingual and include the service name. The label serves to identify the Delivery Facility; the mailing; and the service requirements. The following information is required:

Mailed by	Indicate the name and mailing address of the company preparing the mailing for deposit
Mailed on behalf of	The name and mailing address of the company that owns the mail item
Delivery Facility	The name of the Canada Post Delivery Facility as defined in the Canada Post Householder counts information or the NPS Level 1
Number of containers	Indicate the number of containers going to the same Delivery Facility in the format provided (e.g., 2 of 3 means that the container is the second of three containers for the Delivery Facility)
Delivery start date	Indicate the date that delivery is to begin

OPTIONS FOR PRODUCING LABELS:

Producing Labels

Generated automatically when using	The "Fully Featured" (EST Online or EST 2.0), Precision Targeter application and "Express Order Entry" using blank paper (minimum 20 lb. paper stock) or using Canada Post supplied blank self-adhesive label form #33-086-816. When printing container labels ensure the print setting are set to "Actual Size".
Customer-generated or manually prepared	The customer prepares their own labels using plain paper or a preprinted label form available through Canada Post. Visit canadapost.ca/labels .

Order online at canadapost.ca/obc or by calling 1-888-550-6333 or 1-800-260-7678.

Labels must fit (or be folded to fit) into label holders without removing the adhesive label from the protective backing and be easily extracted from the label holders.

- **Canada Post containers:** labels must be placed in the label holder before depositing at a Canada Post facility.
- **Customer-supplied containers or Flexipack pouches:** labels must be placed in the same location on each container, either on the top or the side. For Flexipack pouches, affix the label on the designated area on each pouch.

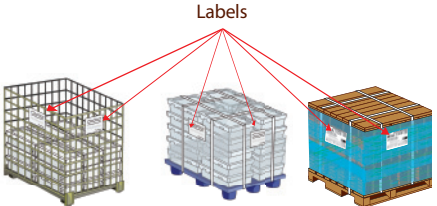
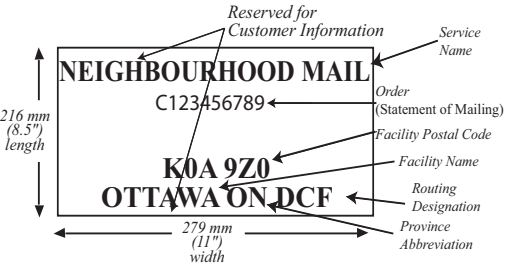
It is possible to ship Neighbourhood Mail containers using other shipping service options, such as the Canada Post Parcel Services (Priority™, Xpresspost™ or Expedited Parcel™). The Neighbourhood Mail container label must be used along with the shipping label (the specification for the maximum container weight of 22.7 kg applies). The Neighbourhood Mail container label provides mail processing and delivery instructions for your items to the delivery facility. Both the container label and the shipping label must be visible, affixed flat and wrinkle-free, positioned side by side on the flap of the box or on the largest side of the container.

Shipping Unit Type	Destination	Minimum	Maximum
Pallet	Any (when using containers)	<ul style="list-style-type: none"> 18 letterflatainers (LFTs), or 12 flats tubs, or 500 mm (excluding height of pallet) 	<ul style="list-style-type: none"> 48 letterflatainers LFTs), or 32 flats tubs, or 1.5 m (including height of pallet)
Monotainer	Mail destined within the province of deposit	<ul style="list-style-type: none"> 18 letterflatainers (LFTs), or 12 flats tubs 	<ul style="list-style-type: none"> 48 letterflatainers LFTs) (40 LFTs with lids), or 24 flats tubs, or contents may be piled up to 25 mm below the top of the monotainer
	Mail destined outside the province of deposit	<ul style="list-style-type: none"> 27 letterflatainers (LFTs), or 18 flats tubs 	

- NOTE 1:** Detailed information on Brick-piling mail items can be found in “Appendix B: Brick-piled Mail Items”.
- 2:** When pallets are used to consolidate *Flexipack* pouches, Gaylord-type packaging must be used to stabilize the pallets.
- 3:** Customers preparing mailings in hardsided containers for a direct Urban Delivery Facility or a Rural Delivery Facility (both Level 1) monotainer, may nest hardsided containers without lids. It is recommended that full monotainers be covered with cardboard to protect the load. Nesting of hardsided containers without lids is not acceptable when using pallets.

Labelling Shipping Units

All pallets and monotainers must be labelled. Labels are generated by Canada Post’s shipping tools.

<p>Label Specifications</p> <ul style="list-style-type: none"> Labels must be white and meet the following requirements: <ul style="list-style-type: none"> measure 8.5 in. high x 11 in. wide (216 mm x 279 mm) in letter landscape or letter portrait format. be printed in black in a font size large enough to occupy the entire label prominently display the facility name (which must be visibly larger than all other information) be visible on two sides on the pallet or monotainer. <p>Routing Information</p> <ul style="list-style-type: none"> the service name (Neighbourhood Mail/Courier de quartier) NPS routing information, as follows: <ul style="list-style-type: none"> facility Postal Code (e.g. KOA 9Z0) facility name (e.g., OTTAWA) province abbreviation (e.g., ON), and routing designation (e.g., DCF). <p>We recommend that the <i>Order</i> number be written on the labels.</p>	 <p style="text-align: center;">Labels</p> 
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Creating

Launch a campaign and elicit a better response for every dollar of your budget



CREATING AN ORDER



HOW TO PLACE AN ORDER

Description	Personalized Mail	Postal Code Targeting	Neighbourhood Mail*
Creating an Order	Electronic Shipping Tools [Online and 2.0 versions]	Electronic Shipping Tools (Online and 2.0 versions)	Electronic Shipping Tools (Online, Express Order Entry (EOE) and 2.0 versions] or Precision Targeter
Order (SOM)	Machineable Mail items may be included on same SOM as Special Handling items	One order per SOM	One order per SOM
Mailing plan import file	Machineable Mail = N/A Special Handling = Mandatory - Mailing ID	Machineable Mail Optional Mailing plan import file Mandatory - Mailing ID	Optional
Sample of mail	Mandatory	Mandatory	Mandatory
Mailing ID	N/A	Mandatory (each mailing ID is unique to each Order)	N/A

* When you use Electronic Shipping Tools (EST) or Precision Targeter for Specified Delivery Start Date mailings, the application will calculate your deposit date based on the day of deposit (day 0) plus the number of business days required for delivery. The number of days excludes the day of mailing, weekends and statutory holidays. Weekend and statutory holiday deposits are considered deposited on the following business day.

NOTE: It is recommended that the number of containers is indicated on your Order.

Create Your Order

An Order (*Statement of Mailing*) must be properly completed and transmitted electronically using the Electronic Shipping Tools (EST). Orders that are not transmitted electronically may be subject to a surcharge.

Manually prepared Neighbourhood Mail Orders are subject to Non-contract prices and a Neighbourhood Mail Delivery Slip is required.

Provide a Sample	You must submit for review one representative sample of each item with different physical characteristics (weight, size) on deposit. Otherwise, to avoid delaying or detaining the progress of mail, you agree that one sample item will be removed from the mailing for Canada Post's records and verification. You are encouraged to have mail items verified for compliance prior to depositing them. This can be done by contacting a Commercial Service Network (CSN) Representative at 1-866-757-5480.
Mailing Summary and Mailing Details	For Personalized Mail only: The <i>Mailing Summary</i> includes general information regarding you and the presortation software used for mailing. The <i>Mailing Details</i> document includes a breakdown of the mail preparation and presortation information. Canada Post and the SERP (Software Evaluation and Recognition Program) vendors have developed a file import functionality, the Presort Mailing Plan Import Program, which reduces the amount of data that you need to enter when preparing Orders. The functionality allows you to import your Mailing Plans directly into the EST, using both the EST 2.0 and the EST Online versions. The SERP software will also generate the hard copy <i>Mailing Summary</i> and <i>Mailing Details</i> reports which will only be required upon request by us. Visit canadapost.ca/presortationssoftware for a list of recognized presortation software vendors. Information on how to create a machineable mail import file (optional) is available at canadapost.ca/est .

Partial Mailing	<p>If a mailing is deposited in more than one day:</p> <ul style="list-style-type: none"> • you must select the Partial Mailing option if using the EST or check the appropriate box on the manual <i>Order</i> • the total mailing cost must be declared on the <i>Order</i> for the entire mailing accompanying the first portion of the mailing. We will invoice you for the total mailing as declared on the <i>Order</i> • the <i>Order</i>, along with one representative sample of each item, must be deposited with the first partial mailing • each subsequent partial mailing must be accompanied by the applicable copy of the <i>Order</i> for the deposit location identified on the <i>Order</i> • each partial mailing must meet the minimum volume requirement: <ul style="list-style-type: none"> ▸ Machineable Mail - 100 items ▸ Special Handling Mail - 1,000 items ▸ Neighbourhood Mail - complete distribution of one route; or the complete distribution to only residences, apartments, farms, businesses, or any combination, on a given route • all partial mailings within an <i>Order</i> must be deposited in full no later than 15 business days from the first deposit date. <p>For Neighbourhood Mail only:</p> <ul style="list-style-type: none"> • Deposit dates and associated volumes must be declared in EST when mailing Upon Receipt Neighbourhood Mail as a Partial Mailing. <ul style="list-style-type: none"> For “Upon receipt” - transportation paid mailing <p>If a single deposit date is specified, and the mailing is deposited over multiple dates, the delivery date will be adjusted to reflect the date of the last deposit.</p> <ul style="list-style-type: none"> • <i>Orders</i> for partial mailings cannot be prepared and submitted using Precision Targeter applications or “Express Order Entry” version of EST.
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ADDITIONAL INFORMATION FOR NEIGHBOURHOOD MAIL ITEMS

Downstream Deposits	<p>If you wish to deposit a Neighbourhood Mail mailing in more than one day and deposit at multiple locations, you should:</p> <ul style="list-style-type: none"> • enter each Downstream Deposit as a separate line when using Fully Featured (EST online or Electronic Shipping Tools 2.0) with the applicable Deposit Date, Deposit Location and associated volume • submit three copies of the <i>Order</i> with the first deposit • each subsequent deposit must be accompanied by two copies of the <i>Order</i> applicable for the declared deposit date and location • be deposited in full no later than 15 business days from the first deposit date. <p><i>Orders</i> for downstream deposits cannot be prepared and submitted using Precision Targeter applications or “Express Order Entry” version of the EST.</p>
Version Specific	<p>If you wish to send different versions of items within a Neighbourhood Mail mailing (e.g., identical envelopes with varying content) to specific delivery routes within a delivery installation, you must ensure that each version:</p> <ul style="list-style-type: none"> • is identified with a distinct title in the Title of Mail Piece field on the container label • is entered on separate lines on the <i>Order</i> • is bundled and containerized separately, and • has the Forward Sortation Area (FSA) and target area (i.e., residences, apartments, farms, businesses) printed on the item, if there are different versions per specific delivery routes. <p>When preparing a manual <i>Order</i>, you must ensure that each version:</p> <ul style="list-style-type: none"> • has its own <i>Neighbourhood Mail Delivery Slip</i> • has container labels that indicate the <i>Neighbourhood Mail Delivery Slip</i> control number is bundled and containerized separately.
Consumers’ Choice	<p>You can target more effectively by respecting the wishes of consumers who indicate that they do not wish to receive unaddressed material. When a Canadian opts into Consumers’ Choice, we will continue to deliver:</p> <ul style="list-style-type: none"> • Community newspapers • Mailings in the public (as opposed to commercial) interest from government departments/agencies at federal, provincial, territorial, municipal levels and band councils • Materials from Elections Canada, provincial/territorial chief electoral officers and municipal election officials (or the deputy returning officer), including material from political parties and electoral candidates during an election. <p>Visit our Householder Data at canadapost.ca/precisiontargeter for the breakdown of delivery points with and without these notices.</p> <p>Subject to Consumers’ Choice, Neighbourhood Mail items are delivered to the consumer’s regular mail location (e.g., to the door, mail receptacle, community mailbox, group mailbox and/or Post Office Box).</p>

Community Newspapers	<p>In order to be considered a community newspaper, the item must:</p> <ul style="list-style-type: none"> • be a newspaper • meet the Neighbourhood Mail size and weight specifications • contain a maximum ratio of 70% advertising, including all enclosures, to 30% news/editorial/community notices content • be published not more than three times a week • serve the community in which it is published through its news and editorial content, and this news and editorial content must be relevant to any other communities to which the paper is distributed as a community newspaper and not as a newsletter, and • not be a newsletter intended for a special interest group or consist of a printed sheet or pamphlet containing news or information. <p>If the content requirement is not met, the item may qualify as Neighbourhood Mail, but is not considered as an exemption from Consumers' Choice Program (i.e., the item will not qualify for Total Points of Call).</p>
Parliamentary Mailings	<p>Parliamentary mailings using Neighbourhood Mail may be used by members of the House of Commons to send printed matter to constituents, free of charge, up to four times in a calendar year. These mailings must consist of printed matter only.</p> <p>Members of the House of Commons are entitled to Parliamentary Neighbourhood Mail beginning on the day that their election to the House is announced in the <i>Canada Gazette</i> and up to 10 days after they leave office.</p> <p>All mailings must be mailed in Ottawa through the House of Commons Post Office. Additional mailings, after the first four mailings, are subject to the applicable price. Contact a Canada Post representative to obtain prices.</p>

Depositing

Last step in getting your brand into customers hands



DEPOSITING



Items must be deposited in accordance with the requirements set out in the Agreement and its supporting documentation. If mail items are deposited under a particular preparation option (Machineable Mail, Special Handling and Neighbourhood Mail) and do not meet the requirements for that option, you may choose to:

- pay a surcharge, if applicable
- re-work the mailing so as to meet the requirement
- have the mail processed using another option, if the items qualify, or
- use another appropriate Canada Post service.

REQUIRED AT THE TIME OF DEPOSIT

Description	Personalized Mail	Postal Code Targeting	Neighbourhood Mail
2 printed copies of the Order	√	√	√
A sample* identical to the item being mailed (including enclosures, attachments and wrapping)	√	√	√
Mailing Plan (Special Handling mail must include the exportable file of mailing plans generated and imported into the EST)	√	Optional	N/A

* A representative sample for each variation (weight, size, content) must be provided at the time of deposit. Otherwise, to avoid delaying or detaining the progress of mail, you agree that one sample item will be removed from the mailing for Canada Post's records and verification.

NOTE: You are not required to complete an Agreement but must fill out an *Order* for each deposit. Your signature on the *Order* confirms that you have acknowledged and have read the Terms and Conditions.

FIND A DEPOSIT LOCATION

The Find a Deposit Location tool is available at canadapost.ca/depositlocations to help you identify the right deposit location for your mailing based on Postal Code^{OM}, mail type and quantity. The tool will provide you more helpful information, such as the deposit location address and deposit location cut-off times.

Items deposited after the deposit location cut-off times will be considered deposited on the next business day.

DEPOSIT LOCATION TYPES

We have assessed the capabilities of our deposit locations to ensure they are properly equipped and capable of handling your mail efficiently and on time. The type and volume of mail which can be accepted at these facilities is outlined for each Deposit Location Type:

DEPOSIT LOCATION TYPE	DEFINITION
Receipt Verification Unit (RVU)	Accept all products and all volumes with the exception of machineable mail (i.e.: mail prepared in accordance with the Machineable Mail Specifications). Not all RVUs can accept all types of Machineable Mail.
Commercial Deposit Centre (CDC)	Accept, verify, and process commercial mailings with the exception of Machineable Publications Mail (customers will be referred to the nearest RVU). Commercial mailings deposited at a CDC will continue to be processed at a Canada Post mail processing plant. Customers exceeding the maximum volumes will be referred to the nearest RVU.
Corporate Post Office	Accepts all commercial products except Machineable Publications Mail. Customers exceeding the maximum volumes will be referred to the nearest CDC or RVU.
Delivery Facility	Accept Neighbourhood Mail TM for local delivery (to a maximum of full coverage for the Delivery facility).

WHERE TO DEPOSIT YOUR ITEM

All items must be deposited with an authorized representative at the deposit location selected on the *Order*. Items cannot be deposited in street letter boxes or other mail receptacles.

Daily maximum volumes of mail apply for certain types of deposit locations.

Deposit Location	Personalized Mail	Postal Code Targeting	Neighbourhood Mail
Receipt Verification Unit	No maximum	No maximum	No maximum
Commercial Deposit Centre* Level 1	2 monotainers / pallets**	2 monotainers / pallets**	2 monotainers / pallets**
Level 2	3 monotainers / pallets**	3 monotainers / pallets**	3 monotainers / pallets**
Level 3	7 monotainers / pallets**	7 monotainers / pallets**	7 monotainers / pallets**
Corporate Post Office* Level 1	5 containers	N/A	5 containers
Level 2	12 containers	N/A	12 containers
Delivery Facility	N/A	N/A	No maximum at the delivery facility responsible for local delivery

* Commercial Deposit Centres and Corporate Post Offices are not equipped to process mail received in monotainers or pallets that are double-stacked.

** Not applicable for mailings requiring transportation to another delivery facility.

NOTE: Parliamentary mailings using Neighbourhood Mail are to be deposited only in Ottawa at the House of Commons Post Office.

WHEN DEPOSITING NEIGHBOURHOOD MAIL ITEMS

You may choose between two delivery options - Specified Delivery Start Date mailings and Upon Receipt mailings.

When depositing...	Specified Delivery Start Date mailings	Upon Receipt mailings
at a Delivery Installation responsible for local delivery in an urban centre:	<ul style="list-style-type: none"> you must deposit your mailing no later than 11:00 a.m. on the day prior to the specified delivery start date. mailings cannot be deposited earlier than 72 hours (3 business days) prior to the delivery start date. 	<ul style="list-style-type: none"> the mailings deposited by 11:00 a.m. may be delivered (subject to operation capacity) the next business day. mailings received after 11:00 a.m. may result in the delivery beginning the second business day after the deposit of the mailing.
at the Non-Letter Carrier office for local delivery (including corporate offices and depots approved to accept Neighbourhood Mail):	<ul style="list-style-type: none"> you may deposit your mailing any time on the business day prior to the delivery start date. mailings cannot be deposited earlier than 72 hours (3 business days) prior to the delivery start date. 	<ul style="list-style-type: none"> mail delivery may (subject to operation capacity) begin on the next business day.
at a Drop-off Location for Canada Post to transport nationally or regionally to the local Delivery Installations:	<ul style="list-style-type: none"> you can deposit your mailing as determined by the number of business days required by Canada Post Delivery Standards to meet the delivery start date. mailings cannot be deposited earlier than 48 hours (2 business days) prior to the determined deposit date. 	<ul style="list-style-type: none"> delivery will follow the above guidelines once it has arrived at the local delivery office.

The delivery start date as indicated on the *Order* will be adjusted to "upon receipt" delivery for all mailings deposited earlier or later than the required times as indicated above.

Items destined for the same Canada Post Delivery Installation must be deposited on the same date. The delivery cycle start and end date will be adjusted based on the date and time that the mailing is actually received.

You may deposit mailings that include a portion for local delivery and the remaining portion requiring transportation. However, they must be prepared in separate container / shipping unit types when applicable.

If you wish to have us forward your deposited items to another delivery area, a Transportation fee will apply.

Paying and Terms

Learning about Paying and Terms ensures you get the most out of your agreement with Canada Post



PAYING AND TERMS



PAYING FOR YOUR MAILING

1 APPLICATION

The information found in *Paying for Your Mailing* applies to the following products and services: Canada Post Personalized Mail™, Postal Code Targeting and Canada Post Neighbourhood Mail™.

2 PAYMENT METHOD OPTIONS

The following describes various payment method options acceptable to Canada Post. However, not all options may be accepted at all Canada Post facilities.

2.1 Use of Account

2.1.1 PERSONALIZED MAIL™, POSTAL CODE TARGETING AND NEIGHBOURHOOD MAIL™

- Customers with pre-approved credit terms may elect "ACCOUNT" as a method of payment if the mailing is to be invoiced and charged to the customer's Account and for applicable credit terms to apply. See Section 3 "Pre-Approved Credit Terms - Account" for details.
- Customers who do not qualify for credit terms must provide full payment at the time of mailing. Otherwise, the mailing will not be accepted. See Section 5 "Proof of Payment and Use of Postal Indicia" for details.

3 PRE-APPROVED CREDIT TERMS - ACCOUNT

3.1 Use of Account

Customers with pre-approved credit terms may elect "ACCOUNT" as a method of payment if the mailing is to be invoiced and charged to the customer's Account and for applicable credit terms to apply. Following approval by Canada Post and continued credit worthiness as determined by Canada Post, at its discretion, credit terms of net 15 days from date of invoice will apply.

3.2 Invoice

For Personalized Mail, Postal Code Targeting and Neighbourhood Mail, if Account was selected to pay for a mailing, Canada Post will provide the customer with an invoice that summarizes the charges posted to their account. The charges reflected on the invoice are a summary of the mailings/*Orders (Statements of Mailing)* that a customer has submitted to Canada Post with the following exceptions:

- a) Customers who elect to pay for services via credit card will not receive an invoice. However, Canada Post does provide details for credit card transactions via epost™. Visit epost.ca to sign up for epost or for more details on this service. For more information on credit card as a payment option, see Section 4.2 "Credit card".
- b) Manual *Orders (Statements of Mailing)* for Neighbourhood Mail items submitted at a post office and depot (locations approved to accept Neighbourhood Mail) are not reflected on the invoice.
- c) Customer's can access a copy of their invoice through our free online service. See Section 3.6 "Manage My Accounts" for further information.

For all services, the customer should advise the Credit Management Group at 1-800-267-7651 of any discrepancies. Invoice/billing discrepancies must be brought to Canada Post's attention within 90 days of the date of the invoice, after which time such invoice will be deemed accepted by the customer.

In the event that Canada Post is requested to respond to any invoicing discrepancy initiated by, (i), the customer or, (ii), any third-party on behalf of customer within the period mentioned above, Canada Post reserves the right to charge the customer an adjustment and/or investigation fee(s) (the investigation fees will apply in cases where Canada Post determines that disputed charges were correctly calculated on the original invoice or *Order*).

Canada Post reserves the right, at its sole discretion, to refuse a request for a refund or credit of charges for any *Order* when such request is made by any party other than the payer.

3.3 Account settlement

Accounts may be settled using one of the following:

- Pre-authorized bank payment
- Pre-authorized credit card payment, upon Canada Post approval
- Online payment (see Section 3.6)
- Payment by cheque or money order.

Customers wishing to sign up for pre-authorized or online payment need to complete and submit the applicable form, which can be obtained at canadapost.ca/caf or from a Canada Post Representative.

Cheques or money orders must be made payable to "CANADA POST CORPORATION", include the Canada Post customer number and be accompanied by the remittance information. Payment must be sent to the following address:

PAYMENT PROCESSING
CANADA POST
2701 RIVERSIDE DR
OTTAWA ON K1A 1L7

Customers should allow up to three business days for payment processing.

3.4 Past due amounts and administration fees

3.4.1 LATE PAYMENT

Past due amounts will be subject to a late payment fee. The late payment fee will be calculated at a rate of 1.5% per month (18% per annum). Canada Post may amend the late payment fee rate at any time upon Notice to the customer.

If an amount becomes past due, Canada Post may elect to apply any money otherwise received from the customer or any money due to the customer by Canada Post towards bad debts first. Such right of set off shall be without prejudice and in addition to any other rights Canada Post may have. No interest will be paid by Canada Post on any funds held in the customer's account.

3.4.2 ACCOUNT ADMINISTRATION FEES

Return payments: An administrative fee will be applied on any payment that is dishonoured for any reason, including a payment returned due to Non Sufficient Funds (NSF). The customer agrees to reimburse Canada Post for all costs, including legal fees and bank charges, incurred as a result of late or dishonoured payments.

Document copies: Customer's requiring duplicate copies of invoices, may access them through our free online service. See [Section 3.6](#) for further information. Requests for duplicate invoices or other documentation [e.g. *Order (Statement of Mailing)*, Packing Slips, etc.] fulfilled through our Account Management Group are subject to service fees for items up to six months from their creation date. Additional fees will apply for items older than six months, if available.

Corrections: Customers requiring corrections to *Orders*, invoices, or customers transmitting invalid or late electronic *Orders*, where Canada Post is not responsible, are subject to additional service fees.

Canada Post reserves the right to amend administration fees at any time without prior notification. A list of account administration fees is available upon customer request by contacting the Credit Management Group at 1-800-267-7651.

Investigations: In the event Canada Post is requested to investigate invoice discrepancies (including, but not limited to service guarantee failures), Canada Post may apply an additional fee for the number of disputed items submitted which Canada Post investigates and determines to be correctly charged as originally invoiced.

3.5 Statement of Account (SOA)

A Statement of Account (SOA) will be provided monthly to the customer if the customer used their Account to pay for their mailing. Such a *Statement of Account* (SOA) will summarize each of the invoices processed and any related adjustments and payments made during the month, as well as any balance owing at the end of the month.

3.6 Manage My Accounts

The "Manage My Accounts" section available on our "Online Business Centre (OBC)" at canadapost.ca/obc provides a convenient and secure environment through which:

- Customers can access their account information online
- Customers may view the status of their accounts and make payment online through the "Manage My Accounts" page.

4 PAYMENT AT TIME OF MAILING – NO CREDIT TERMS

This section applies to Personalized Mail, Postal Code Targeting and Neighbourhood Mail.

4.1 Overview of payment method options at time of mailing

For customers without pre-approved credit terms, full payment at the time of mailing must be made by:

- certified business cheque (payment by uncertified business cheque is subject to approval by Canada Post)
- cash (post offices only)
- money order
- credit card (some conditions apply). See [Section 4.2 "Credit card"](#). For updating credit card information only, please refer to [Section 3.6 "Manage My Accounts"](#)
- debit card (some conditions apply)
- meter (some conditions apply). See [Section 4.3 "Postage meter"](#).

4.2 Credit card

VISA, MasterCard and American Express credit cards may be available as a method of payment option:

- when the Canada Post Electronic Shipping Tools (EST) is used and the customer chooses credit card. The credit card will be charged at the time of mailing
- as set out in the *Canada Postal Guide* or other material published by Canada Post and of general application to Canada Post's customers, as amended from time to time.

NOTE 1: Some conditions and restrictions apply.

2: With the exception of customers enrolled for pre-authorized credit card payment, credit cards are not accepted in payment of invoices or for settlement of Account balances.

3: Credit cards are accepted at Canada Post facilities only where credit card authorization facilities are available.

4.3 Postage meter

Payment by postage meter impression is an available method of payment only for the following:

- Personalized Mail - Standard Machineable 50 g and Standard Special Handling up to 100 g - excluding Dimensional Personalized Mail.

NOTE 1: Payment by postage meter impression on the item cannot be used to pay for Postal Code Targeting or Neighbourhood Mail items.

2: The Return to Sender service options are not available if postage meter payment is used.

The customer may elect "METER" as a method of payment for qualifying items by placing a postage meter impression on each item to sufficiently cover the cost of mailing.

Personalized Mail: Items need only the month and the year (the day can be omitted from the date stamp) shown as six numeric characters in the format YYYY.MM. The name of the service must appear to the left of the postage meter impression in English and French.

NOTE: For more information on postage meter impressions, visit *Paying For Your Mailing*, [Section 2.2 "Postage Meter Impression"](#) of the *Canada Postal Guide*. See [Section 5 "Proof of Payment and Use of Postal Indicia"](#) for additional information.

5 PROOF OF PAYMENT AND USE OF POSTAL INDICIA

Personalized Mail and Postal Code Targeting items must bear the appropriate postal indicia on the addressed side of each item for all methods of payment options, unless the items are being paid using a postage meter impression - Personalized Mail items only. Payment by postage meter refers to payment by placing a postage meter impression on each item of mail qualifying for meter payment (see [Section 4.3 "Postage meter"](#)).

A postal indicia cannot be used for Neighbourhood Mail items.

NOTE: Postal Indicia requirements and artwork can be obtained through a Canada Post Representative or electronically at canadapost.ca/indicia.

6 AUTHORIZED USERS

The customer may wish to allow another party to use their Agreement or customer number. Please refer to the *Agreement Activation Form* and to [Section 7 "Definitions"](#) in the General Terms and Conditions. A Canada Post Representative can explain under what conditions this is possible and who may be considered as an Authorized User.

GENERAL TERMS AND CONDITIONS WITH A STANDING OFFER AGREEMENT

Canada Post is in the business of providing mail and other related delivery products and services. The parties wish to set out the terms by which Canada Post will provide and the Customer will use such products and services. In consideration of the mutual obligations specified in this Agreement, the parties agree to the following:

7 DEFINITIONS

7.1

“**Affiliate**” means an affiliated body corporate as defined by the *Canada Business Corporations Act* as amended from time to time.

7.2

“**Agreement**” has the meaning set out in [section 13](#).

7.3

“**Agreement Year**” means 12 consecutive calendar months falling between two anniversary dates.

7.4

“**Applicable Published Prices**” means, with respect to each Product and Service, the applicable prices, including any applicable fees, charges or surcharges, and less any applicable rebates, set by Canada Post and in effect at the time of mailing, as published and/or made available by Canada Post for general application to its Customers, as amended from time to time.

7.5

“**Authorized User**” means a party designated by the Customer and who is approved by Canada Post to have access to the Products and Services offered under this Agreement. Unless otherwise specified in this Agreement, an Authorized User has full access to the Products and Services offered under this Agreement.

7.6

“**Business Day**” means a day other than Saturday, Sunday, a statutory holiday and any day normally observed as a holiday by Canada Post.

7.7

“**Customer-Developed/Third-Party Shipping system**” means the suite approved by Canada Post, which allows for automated preparation of shipping documentation, including labels, and contains other features to facilitate shipping with Canada Post, and which is further described at canadapost.ca/eLink.

7.8

“**Customer Guide**” means the document of the same name issued by Canada Post for each of the Products and Services, as amended from time to time.

7.9

“**Electronic Goods**” means electronic devices or their mechanisms, memory and all ancillary or related data storage devices, including but not limited to computers, televisions, tablets, cellular phones, smartwatches, audio equipment, media recording devices, cameras, camcorders, GPS and car audio equipment.

7.10

“**Electronic Shipping Tools (EST)**” means the software system made available under license by Canada Post or a third party shipping system approved by Canada Post, which allows for automated preparation of shipping documentation including labels, and contains other features to facilitate shipping with Canada Post, and which is further described at canadapost.ca/est.

7.11

“**Fragile Items**” means items of an inherently fragile nature such as, but not limited to, glass, framed glass, mirrors, crystal, ceramics, pottery, porcelain and china, perishable items or items requiring refrigeration or temperature-controlled transport.

7.12

“**Item**” means a single item or mail piece prepared and mailed using one of the Products and Services in accordance with this Agreement.

7.13

“**Products and Services**” means any of the Products and Services, with the exception of Priority™ Worldwide service, offered for sale as described in the *Canada Postal Guide* or other Canada Post publication of application to commercial Customers generally, including the applicable *Customer Guide*.

7.14

“**Subsidiary**” means a subsidiary body corporate as defined by the *Canada Business Corporations Act* as amended from time to time.

7.15

“**Term**” means the period set out in the *Customer Guide* for each Product or Service.

7.16

Other terms not specifically defined in this Agreement have the meanings defined in the applicable *Customer Guide*, the *Canada Postal Guide* or other Canada Post publication of application to customers generally.

8 CANADA POST'S OBLIGATIONS

8.1

Canada Post agrees to deliver Items of each Product and Service mailed under this Agreement according to the applicable delivery standards set out in the *Customer Guide* or canadapost.ca/deliverystandards and of general application to Canada Post's Customers, as amended from time to time. Unless expressly stated in this Agreement, delivery standards established by Canada Post for its Products and Services are not performance guarantees.

8.2

Canada Post agrees to provide or make available to the Customer upon execution of this Agreement, the *Canada Postal Guide* or other material published by Canada Post, including the *Customer Guide* corresponding to a particular Product or Service of general application to Customers, and any subsequent amendment thereto.

9 CUSTOMER'S OBLIGATIONS

9.1

The Customer agrees to prepare and mail Items in accordance with this Agreement.

9.2

The Customer agrees to purchase and pay for the Products and Services at the Applicable Published Prices specified in the *Price Sheet*, subject to any applicable rebates plus all applicable fees, charges, surcharges and taxes. The Applicable Published Prices charged are subject to verification, correction and adjustment for any applicable fees, charges, surcharges and taxes.

9.3

The Customer agrees to pay for the Products and Services purchased using the payment method(s) specified in the applicable *Customer Guide*.

9.4

If so specified in the Agreement, the Customer agrees to meet the minimum volume of Items required per deposit or per annual commitment for each Product and Service.

9.5

If so specified in the Agreement for a Product or Service, the Customer shall include an electronic order, in such form as approved or stipulated by Canada Post, with each mailing.

9.6

Use of Marks and Indemnification Obligation

Except as specifically provided for in this Agreement, no party shall use any trademarks, trade names, official marks and any other rights of another party ("the Marks") without the prior written authorization of such other party. Nothing contained in this Agreement is intended as an assignment or grant of any right, title or interest in or to the Marks. The Customer warrants that it is the owner or licensed user of the Marks, and has the authority to and does grant Canada Post and its Designated Representative the right to use such Marks as required to perform under this Agreement. Any use by the Customer of Canada Post's intellectual property or third-party intellectual property used under licence by Canada Post, including, but not limited to usage of any Canada Post logos or trade names must be approved in writing in advance by Canada Post.

The Customer shall indemnify Canada Post from any and all claims, demands, loss or damage suffered by Canada Post and its Designated Representative as a result of, or in any way connected with the artwork (including Marks) provided by or on behalf of the Customer.

9.7

Customized Postal Indicia

Use of Images

The image submitted must be suitable for family audiences.

The image cannot contain any trademarks, trade names, official marks and any other rights of another party ("the Marks") without the prior written authorization of such other party. The Customer warrants that it is the owner or licensed user of the Marks, and has the authority to and does grant Canada Post and its agents the right to use such Mark's as required in performing its obligations.

The Customer shall indemnify Canada Post from any and all claims, demands, loss or damage suffered by Canada Post and its agents as a result of, or in any way connected with the artwork (including Marks) provided by or on behalf of the Customer.

In the event that an image depicts one or more individuals is submitted, the customer represents and warrants that it has the permission of the individual(s) depicted to use the image. In the case of an image of a celebrity or an image that appears to have been taken without the knowledge of the individual being depicted, the customer may be asked to provide written proof of permission (by way of email or mail) to use the image.

Canada Post reserves the right to refuse any proposed Customized Postal Indicia design that it, at its sole discretion, deems unsuitable for any reason.

Items with Customized Postal Indicia are not considered postage paid and must be inducted with an *Order (Statement of Mailing)* at a Canada Post facility.

Customized Postal Indicia products designs are subject to change without notice.

10 EXCLUSIVE PRIVILEGE

10.1

The Customer acknowledges that Canada Post has, pursuant to and in accordance with the *Canada Post Corporation Act* and *Regulations*, the sole and exclusive privilege of collecting, transmitting and delivering letters within Canada. Without prejudicing any other rights or remedies Canada Post may otherwise have, the Customer agrees that Canada Post may terminate the Agreement if the Customer, or any Authorized User of the Customer, directly or indirectly contravenes this privilege. If the Agreement is terminated for contravention of this privilege, then, in addition to any amounts otherwise due, the Customer shall pay to Canada Post an amount equal to the difference between the amount paid or payable for all Items mailed up to the date of termination and the amount that would have been payable for that volume, at current undiscounted prices, that would have been payable, but for this Agreement.

11 CRITERIA FOR QUALIFICATION

11.1

The Customer is responsible for ensuring that all Items comply with the requirements set out in this Agreement and, except for Priority™ Worldwide services, the *Canada Post Corporation Act and Regulations*; and, for international Items, the Universal Postal Union (UPU) requirements and any receiving postal administration or designated operator requirements and the laws of the country of destination, all as may be amended from time to time. Items not complying with these requirements may not be mailed under this Agreement. Canada Post retains the right to refuse to accept any Item that it, in its sole discretion, deems unacceptable.

11.2

Mailings not previously approved by Canada Post and assessed by the Customer, or on behalf of the Customer, are subject to pricing verification and correction by Canada Post.

11.3

Items presented for mailing to Canada Post may be verified to determine compliance with applicable Terms and Conditions. Items determined not to be compliant may, at the discretion of Canada Post, be:

- a) returned at the Customer's expense, to be made compliant by the Customer, where possible;
- b) processed and charged at the next or most appropriate Product or Service category, where available;
- c) subject to a surcharge; or
- d) refused for mailing.

11.4

Canada Post may correct the Customer's order documentation if it contains incomplete or incorrect information.

11.5

Canada Post shall not be responsible for meeting any delivery standards, where applicable, for delays arising from the mailing of non-compliant Items.

12 SURCHARGES

12.1

Items mailed under this Agreement may be subject to one or more of the following surcharges:

- Surcharges for non-compliance with mail specification or preparation requirements;
- Fuel surcharge;
- Mailing tube surcharge;
- Oversize (OS) surcharge;
- Unpackaged surcharge;
- Non-transmitted Order surcharge;
- Non-manifested Item surcharge.

Details regarding such surcharges are set out in the applicable *Customer Guide*. Canada Post may amend the surcharges at any time immediately upon Notice to the Customer.

12.2 Receiving Postal Administration or Designated Surcharge

The Customer agrees to reimburse Canada Post for any incremental terminal dues costs such as, but not limited to, bulk mail and remail charges that are applied by the receiving postal administration or designated operator, as specified in the Universal Postal Union Convention.

13 CURRENCY

13.1

Unless expressly noted to the contrary, all monetary amounts are stated and shall be paid in Canadian currency.

14 AUDITS

14.1

On request, the Customer shall permit Canada Post and its authorized representatives access to its premises and, if applicable, those of Authorized Users and the Mailer, On Behalf Of the Customer, during the Term, and for a reasonable period of time after the expiry or earlier termination of this Agreement. The Customer agrees to facilitate Canada Post's access, examination and audit of the records, databases and information relating to the Items mailed under this Agreement and the Customer's obligations, including, if applicable, those of Authorized Users and the Mailer, On Behalf Of the Customer, under this Agreement.

15 AUTHORIZED USERS

All references to the Customer include the Customer's Authorized Users and any actions taken by an Authorized User are deemed to be the actions of the Customer. The designation of Authorized User is subject to the approval of Canada Post. The List of Authorized Users is set out in an appendix to this Agreement.

The Customer may amend the List of Authorized Users upon consent of Canada Post.

An Authorized User who ceases to be an Affiliate, Subsidiary or a franchisee of the Customer will no longer be entitled to mail Items under this Agreement as of the date upon which it ceases to be an Affiliate, Subsidiary or franchisee of the Customer. In the event that an Authorized User ceases to be an Affiliate, Subsidiary or a franchisee of the Customer, the Customer shall give Notice to Canada Post within 30 calendar days of such change in relationship.

The Customer is responsible for the compliance by each Authorized User with this Agreement. In the event that an Authorized User fails to pay for Products or Services provided under this Agreement, the Customer shall pay the amount owing.

16 MAILERS, ON BEHALF OF

16.1

Canada Post will accept Items mailed by another party on behalf of the Customer, provided that the mailing of such Items complies with the Terms and Conditions of this Agreement. The Customer shall require a Mailer, On Behalf Of, to abide by the Agreement. The actions taken by the Mailer, On Behalf Of, are deemed to be the actions of the Customer.

17 RESALE OR INTERLINING

17.1

The Customer agrees that any Products and Services purchased under this Agreement are for the Customer's own use as an end user or for the use of an Authorized User. Unless otherwise expressly permitted by Canada Post, the Customer will not sell or permit the resale of any services or supplies received from Canada Post, nor use the Products and Services offered under this Agreement for the purposes of interlining. Interlining is the process in which a carrier uses another carrier's transportation service in the course of a continuous freight movement.

18 ASSIGNMENT

18.1

The Customer shall not assign this Agreement without the prior written consent of Canada Post and any purported assignment without prior consent is void. Canada Post may assign the benefits of this Agreement or make any arrangements that would result in the performance, in whole or in part, of the obligations of Canada Post under this Agreement by a person other than Canada Post.

18.2

If the Customer amalgamates, merges or enters into a similar business combination with any other entity, including without limitation by means of

- a) acquisition of all or substantially all of the assets of another entity; or
- b) the sale of all or substantially all of the assets to another party, then, for the purpose of this Agreement, such amalgamation, merger or combination will be deemed to be an assignment requiring the prior written consent of Canada Post.

19 ENTIRE AGREEMENT AND ALTERATIONS

19.1

All references to this Agreement shall be deemed to include:

- a) The *Agreement Activation Form(s)*;
- b) These General Terms and Conditions;
- c) The applicable *Customer Guide(s)*;
- d) The applicable *Price Sheet(s)*;
- e) The *Credit Application Form*, if applicable;
- f) The *Canada Postal Guide*;
- g) Any appendices and any documents referenced therein;

all as may be amended from time to time.

19.2

Without limiting the generality of the above, in the event of any inconsistency between this Agreement, and any document other than the *Canada Post Corporation Act* or its *Regulations*, the terms of this Agreement shall prevail and be interpreted in the order of priority listed above.

19.3

No representations, warranties, negotiations or conditions, either verbal or written, will bind the parties except as expressly set out in this Agreement. Except as set out in the section on "Waiver" below, no agent or representative of either party to this Agreement has authority to alter the provisions of this Agreement, and any such purported alteration shall not be binding.

20 WAIVER

20.1

Except as specifically stated in this Agreement, no waiver or amendment of this Agreement shall be binding unless executed in writing by the appropriate party's authorized representative. No waiver of any provision of this Agreement shall constitute a continuing waiver unless otherwise expressly provided. Acceptance of Items for mailing shall not constitute a waiver by Canada Post of the Customer's obligations under this Agreement.

21 AMENDMENTS

21.1

Canada Post reserves the right to modify, discontinue Products or Services, or otherwise amend this Agreement, including prices, by giving the Customer 30 calendar days' written Notice as specified in this Agreement.

21.2

Canada Post reserves the right to amend the *Canada Postal Guide* without Notice to the Customer.

22 SURVIVAL

22.1

The termination or expiry of this Agreement will not affect the survival and enforceability of any provision of this Agreement that is expressly or implicitly intended to remain in force after such termination or expiry.

23 SEVERABILITY

23.1

If any part of the Agreement is unenforceable or invalid for any reason whatsoever, such part shall be severable from the remainder of the Agreement and its unenforceability or invalidity shall not affect the enforceability or validity of the remaining parts of the Agreement.

24 GOVERNING LAW

24.1

This Agreement is made subject to and in accordance with the *Canada Post Corporation Act* (the "Act"), R.S.C. 1985, c. C-10, as amended from time to time, and any of the *Regulations*, which are or may be from time to time made under the Act.

24.2

If the Customer's address is not in a Canadian province or territory, this Agreement shall be governed by, and interpreted under, the laws in force in the province of Ontario, Canada. The forum for any legal proceedings shall be the province of Ontario, Canada.

25 EXCUSABLE DELAY

25.1

Except for the Customer's payment obligations, neither party shall be liable to the other for any failure to perform, or delay in the performance of, any obligation under the Agreement due to causes beyond its reasonable control, including, but not limited to, acts of God, epidemics, labour disruptions, failures or fluctuations in electrical power, heat, light, air conditioning or telecommunications equipment or lines, or other equipment if applicable, delays caused by customs authorities, provided that the party experiencing such circumstances immediately notifies the other party in writing of the circumstances and minimizes, to the extent reasonably practicable, the impact of such circumstances on the performance of the obligations under the Agreement.

26 LIMITATION OF LIABILITY

26.1

Canada Post reserves the right to independently review and verify any and all claims made by the Customer arising from missed delivery and/or service commitments.

26.2

Except as specified in the **Customer Guide** for the Product or Service, Canada Post shall not be responsible for any direct, indirect, general, special or consequential damages arising out of the Agreement.

27 TERMINATION

27.1

Either party may terminate this Agreement at any time, without cause, by giving 30 calendar days' written Notice to the other.

27.2

Either party may immediately terminate this Agreement upon written Notice to the other party if at any time during the Term:

- a) either party ceases to carry on business or makes a sale in bulk of all or substantially all of its assets; or
- b) either party becomes insolvent or bankrupt, or files any proposal or makes any assignment for the benefit of creditors; or
- c) a receiver, trustee or other person with like powers is appointed to handle the affairs or property of either party; or
- d) an order is made for the winding up or liquidation of either party; or
- e) either party continues to be in default of any of its obligations after being provided 30 calendar days' Notice of the default.

27.3

Should the Customer fail to purchase Products and Services under this Agreement for a period of more than 12 consecutive months, Canada Post may terminate the Agreement or amend the List of Authorized Users without notice.

27.4

Termination of this Agreement shall be without prejudice to any rights of the Customer or Canada Post that have accrued prior to the date of termination.

27.5

Neither party shall have a right to damages as a result of termination of this Agreement.

28 NOTICES

28.1

Any Notice given by either party shall be in writing and delivered personally, by Registered Mail, by Priority™, by Xpresspost™, or by Expedited Parcel™. Alternatively, Notices regarding Amendments to this Agreement by Canada Post may be sent to the Customer via email or by Canada Post posting such changes on Canada Post's website (canadapost.ca/notice), including in particular canadapost.ca/customerguides, which will be deemed received upon posting.

Notices to Canada Post shall be sent to:

CUSTOMER DATA MANAGEMENT
CANADA POST CORPORATION
2701 RIVERSIDE DR SUITE B0230
OTTAWA ON K1A 0B1

Notices to the Customer shall be sent to the Customer's prime contact at the mailing or email address set out in the Agreement Activation Form.

28.2

Notices delivered personally shall be deemed received at the time of delivery, Notices sent by Registered Mail shall be deemed received on the fourth Business Day following the date of mailing, and Notices sent by Priority™ or Xpresspost™ shall be deemed received on the second Business Day following the date of mailing. Notices sent by Expedited Parcel shall be deemed received on the seventh Business Day following the date of mailing. Weekend and statutory holiday mailings will count as originating on the following Business Day.

28.3

Either party may change its address by giving Notice to the other party.

28.4

The Customer agrees that Canada Post may update the Customer's address information obtained from any source, including any Mail Forwarding request form submitted to Canada Post, for the purpose of contacting the Customer with respect to this Agreement.

29 CONFIDENTIALITY

29.1

Except as may be required by law or for those Terms and Conditions that have been made publicly available by Canada Post, neither party nor their employees (including directors and officers) or agents shall disclose to any third party, with the exception of Authorized Users, prices or any other Terms or Conditions contained in this Agreement.

29.1.1

For clarity, Confidential Information does not include such observations and general knowledge of consumer and business trends in the purchase and sale of goods and services as a party to this Agreement may learn in providing or receiving any product or service under this Agreement and uses in the development and sale of new products and services.

29.2

Each party to this Agreement (the "Receiving Party") agrees to hold all Confidential Information of the other party (the "Disclosing Party") in confidence and not use any Confidential Information other than permitted by this Agreement. The Receiving Party shall not disclose any Confidential Information of the Disclosing Party without the prior written consent of the Disclosing Party, other than to those employees, agents, subcontractors or representatives of the Receiving Party who have a need to know such Confidential Information for the purposes contemplated in this Agreement.

29.3

Section 29.2 will not apply to any information which:

- a) is publicly available;
- b) is independently developed by the Receiving Party;
- c) is known by the Receiving Party without restriction on disclosure prior to its initial disclosure by the Disclosing Party;
- d) is lawfully received from a third party on a non-confidential basis; or
- e) is required to be disclosed by government or court order or other legal process, provided that the Receiving Party will promptly notify the disclosing Party of such requirement and will take reasonable steps to permit the Disclosing Party to prevent or limit such disclosure.

29.4

The Confidential Information shall be maintained by the Receiving Party in the same manner as the Receiving Party keeps its own Confidential Information of a similar nature and in any event shall be kept in accordance with the same care as a reasonable and prudent person would care for such Information.

29.5

Canada Post has policies and procedures in place to protect the Confidential Information and Personal Information, as defined in the *Privacy Act* that it handles. Canada Post is subject to the federal *Privacy Act* and the *Canada Post Corporation Act*. Any third parties who are involved in handling Confidential Information on behalf of Canada Post are required to agree to appropriate contractual provisions.

29.6

Upon execution of the Agreement, any confidentiality obligations set out in any other agreement, relating in any way to parcel services, entered into by the parties shall be subject to these General Terms and Conditions, including, without limitation, the limitation of liability in Section D. In the event of any conflict or inconsistency between the terms and conditions of such agreement and these General Terms and Conditions, these General Terms and Conditions shall prevail to the extent of the conflict or inconsistency.

30.1


It is the express wish of the parties that this Agreement, as well as all related documents, be written in the English language. *Les parties ont demandé expressément que la présente ainsi que tout document afférent soient rédigés en anglais.*

APPENDIX A: GENERATING 2D BARCODES

The mailing must originate from the same mail owner (e.g. the customer number in the indicia must be the same on all items). Each item within a mailing must originate from the same mail owner.

2D BARCODE CHARACTERISTICS

Once you have obtained commercial or free 2D data matrix software, import the data file received from us to generate each unique 2D barcode that will be printed on each mail item.

CHARACTERISTIC	DATA	
Size of individual cell (module)	20-25 mils ² (0.508 - 0.635 mm ²)	
Dimensions (row x column)	22 x 22	Illustration of a 22 x 22 barcode 
Encoding mode	ASCII	
Quiet zone (3x)	60 - 75 mils based on module range of 20 - 25 mils (1.524 - 1.905 mm)	
Minimum print quality	Grade B	
Size range of 2D barcode area excluding quiet zone	440-550 mils ² (11.176-13.97 mm ²)	
Size range of 2D barcode area including quiet zone	560-700 mils ² (14.224-17.78 mm ²)	
Maximum 2D barcode size	14 mm x 14 mm	
Minimum 2D barcode size	11 mm x 11 mm	
Quiet zone around the perimeter of the 2D barcode	8 mm	

2D BARCODE DATA CONTENT

Enter 2D barcode data elements carefully using the data matrix software. 2D barcode readability must have a print quality of grade B or better.

2D BARCODE DATA CONTENT			
FIELD NAME	DESCRIPTION	DATA TYPE	MAXIMUM CHARACTERS
Country code	CA	ASCII	2
Data content identifier (DCI)	P	ASCII	1
Delimiter	'	ASCII	1
Postal code	ANA NAN (A-alpha, N-numeric, e.g. K1A0B1)	ASCII	6
Delimiter	'	ASCII	1
Delivery point code (DPC)	Five-character add-on to the postal code for full POCI (e.g.: 1 101 or _1101 or #1101)	ASCII	5
Delimiter	'	ASCII	1
Internal service code	Postal Code Targeting - Basic: 10	ASCII	2
Delimiter	'	ASCII	1
Service data	Customer number: seven numeric digits	ASCII	7
	'	ASCII	1
	Mailing ID: six alphanumeric characters	ASCII	6

Total length max: 34 characters (e.g. **CAP,H4W3K3,56420,10,1234567,M00100**)

Any invalid content or format will likely mislead systems and prompt unexpected results.

BARCODE CREATION SOFTWARE

The software must generate bulk barcodes that can be integrated into a product environment. There are many barcode creation software, either font based or picture-based. Picture-based barcodes can be better integrated into other environments. The following companies offer barcode creation software:

- idautomation.com
- disoft.com
- tec-it.com

THINGS TO WATCH FOR...

When using any online tool, modifying its settings does not ensure barcode compliance. All barcodes must be verified. Here are examples of incorrect data content formats:

CASE	CONTENT FORMAT	DESCRIPTION OF INCORRECT DATA CONTENT FORMAT
1	CAPC1E1L2____1105127521T21111	data without comma delimiter in string
2	CAP V2R5N6 ____1 10 5127521 T21111	data with any delimiter other than comma
3]> 06CAP,C1E1T6,____1,10,5127521,T21111	data in GS1 format
4	"CAP,V6Z1C2,A_903,10,4003366,63016D"	data with double quotation marks
5	CAP,V6Z1C2,A_903,10,4003366 CAP,C1A9J8,____1,10,5127521 CAP,C1A9J8,____1,10,5127521,T1234 CAP,C1A9J8,____1,10,5127521,T123456 CAP,C1A9J8,____1,10, T21111 CAP,C1A9J8,____1,10,12345678,T21111 CAP,C1A9J8,____1,10,5127,T21111 CAP,C1A9J8,____1,13,5127521,T21111 CAP,C1A 9J8,____1,10,5127521,T21111 CAp,C1A9J8,____1,10,5127521,T21111 caP,C1A9J8,____1,10,5127521,T21111	mailing ID missing mailing ID missing mailing ID too short mailing ID too long customer ID missing customer ID too long customer ID too short customer ID too short invalid service code invalid postal code invalid identifier 'CA' in lower case

APPENDIX B: BRICK-PILED MAIL ITEMS

Brick-piled Mail is a way used to secure mail items without containers onto a pallet or in a monotainer. You can use pallets and monotainers for transportation (as a single unit) of mail items from your location to an approved Canada Post facility where the mail will be deposited.

WHAT ITEMS CAN BE BRICK-PILED...

Description	Personalized Mail PM	Postal Code Targeting PCT	Neighbourhood Mail NM
Special Handling Oversize and Dimensional items	√	N/A	N/A
Neighbourhood Mail Standard and Oversize items	N/A	N/A	√

Type	Filling Shipping Units	
	Minimum	Maximum
Pallet	<ul style="list-style-type: none"> for Local - height 100 mm - one row for Forward - height 200 mm - two rows 	<ul style="list-style-type: none"> Height - 1.5 m Weight - 900 kg (Canada Post pallet weighs 9 kg)
Monotainer	<ul style="list-style-type: none"> Mail destined within the province of deposit <ul style="list-style-type: none"> 50% of the height Mail destined outside the province of deposit <ul style="list-style-type: none"> 75% of the height 	<ul style="list-style-type: none"> Height - 1.115 m Weight - 900 kg

Pallets and How to Build Rows on Pallets or in Monotainers

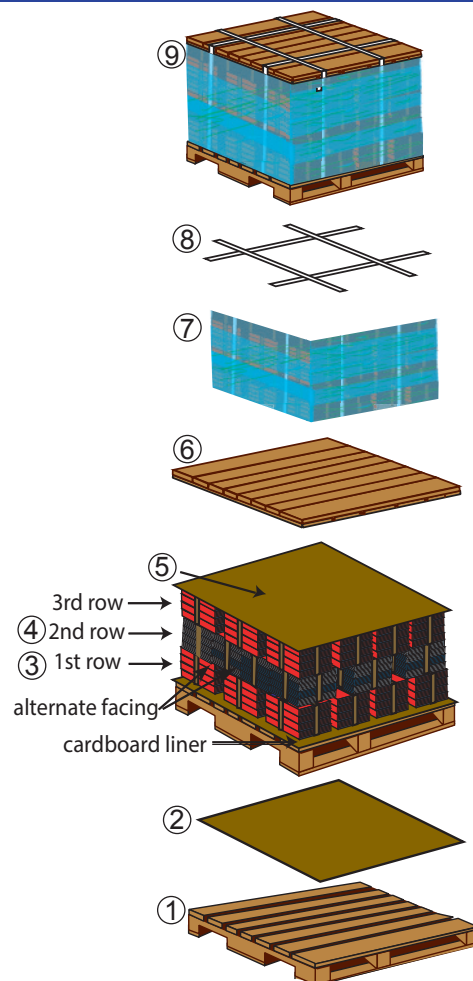
1. Ensure the pallet is right side up.
2. Cover the holes of the pallet with a suitable cardboard liner.
3. First row: place bundles of mail lengthwise along the length of the pallet or monotainer to fully cover the entire pallet. The centre of the pallet must not be left empty.

NOTE: Bundles cannot be strapped or bound together and each secured bundle must be loosely piled.

4. Second row: place bundles of mail lengthwise along the width of the container/pallet and alternate the direction of the bundles to ensure an even and stable load during handling.
5. Pallets with loads that exceed 500 mm in height must have a cardboard liner at the halfway mark. When using a cardboard liner, face the bundles above and below the cardboard liner the same way instead of opposite length/width-wise.
 - ▶ Mail with spines: requires a cardboard liner for each new row for pallets and monotainers. Alternate the facing of spines for each row. Turn the books 180 degrees instead of 90 degrees as with other mail types.
 - ▶ Maximum height including base and pallet cap is 1.5 m (pallet cap can be made of wood or sturdy paper/cardboard).
6. Completed pallets are to be capped on top of the load.
 - ▶ Monotainers do not require caps if brick-piled properly.
 - ▶ All pallets must be securely fastened and structurally sound.
7. Three layers of stretch-wrapping is to be applied around the pallet and its load or
8. Cross-strapping is applied (metal strapping is not permitted).

NOTE: When the mail items are irregularly shaped or have a glossy finish and may slide around, four cross straps must be applied encompassing both the pallet cap and bottom to ensure the load is secure. For all other mailings, the four cross straps are optional, but highly recommended for additional security of all loads.

9. Completely secured pallet (Canada Post may refuse improperly secured pallets).



APPENDIX C: PALLET CONSTRUCTION SPECIFICATIONS

Pallet construction specifications

Pallets must conform to:

- ▶ ASTM - D1185 - Standard Test Methods for Pallets and related Structures Employed in Materials Handling and Shipping
- ▶ ISO-8611 - Pallets for Materials Handling - Flat Pallets - Part 3: Maximum Working Loads
- ▶ Uniform Standard for Wood Pallets by National Wooden Pallet & Container Association (USA).

Pallet must be built so the bottom deck boards do not obstruct entry by a forklift; should be accessible by a forklift on all four sides and by a hand jack on two sides.

Openings for forks must be:

- ▶ at least 4 in. (102 mm) in height on the sides of the pallet without bottom deck boards; and
- ▶ at least 3.5 in. (89 mm) in height on the sides with bottom deck boards

Critical dimensions of mail handling equipment:

- ▶ distance across forks: max. 27 in. (686 mm)
- ▶ distance between forks: min. 8 in. (204 mm)
- ▶ height of the lowered fork: max. 3.5 in. (89 mm)

Additional wooden pallet requirements

- the block design is recommended
 - must be able to withstand temperatures of -40°C to 40°C, and severe weather conditions
 - must not have critical defects (i.e. exposed nails, significant splits, missing wood, decay or damaged parts)
 - the top surface must be flat allowing for safe loading and unloading of mail without tipping or sliding
-

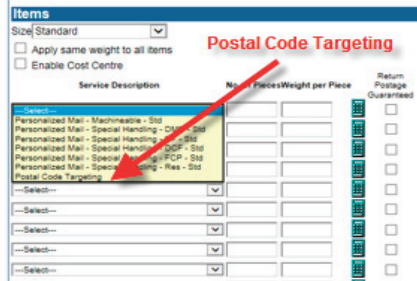
APPENDIX D: POSTAL CODE TARGETING ORDERS

CREATING ORDERS USING EST ONLINE

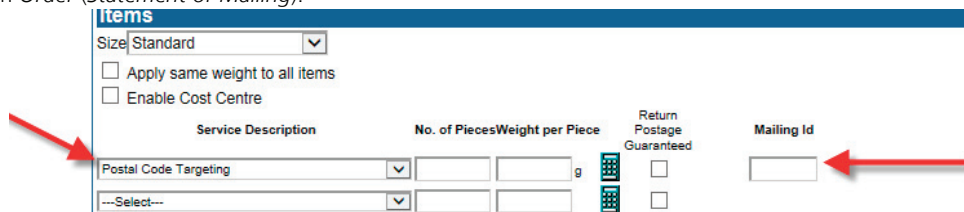
1. Select Personalized Mail service.



2. Select Postal Code Targeting from the drop-down menu.

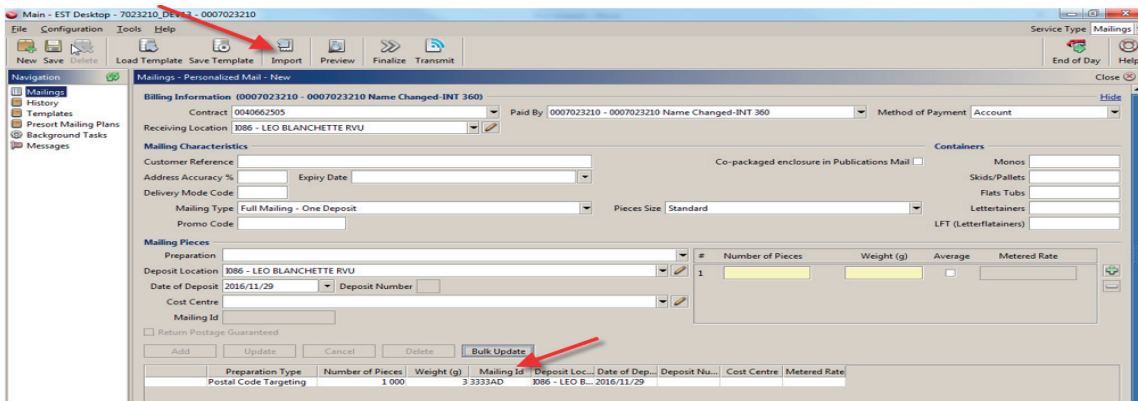


3. The Mailing ID is mandatory and is found in the last six digits of your data file, embedded in your printed 2D barcode. The Mailing ID is unique to each Order (Statement of Mailing).

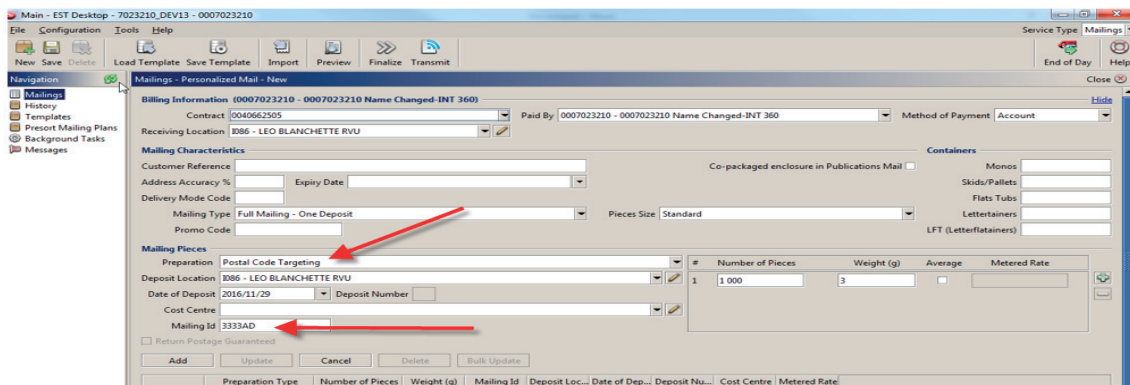


CREATING ORDERS USING EST DESKTOP

4. When you have logged in, import your data file (your volume and mailing ID will be populated automatically).



5. If you are unable to upload your data file, manually enter the required fields.



The Mailing ID is mandatory and is found in the last six digits of your data file, embedded in your printed 2D barcode. The Mailing ID is unique to each Order (Statement of Mailing).