

Connect with your prospects



Customer
Guide

Table of Contents

1 Introduction	1
1.1 The purpose of this Guide	1
1.2 How to reach us	1
1.3 Additional information sources	1
2 Service Overview	2
2.1 What is Addressed Admail	2
2.2 Service standards	3
2.3 Delivery features and options	3
2.3.1 Features	3
2.3.2 Options	4
2.4 Getting started	5
3 Content and Physical Characteristics	6
3.1 What is acceptable as Addressed Admail	6
3.2 What is unacceptable as Addressed Admail	7
3.3 Volume requirements	8
3.4 Physical characteristics	8
3.4.1 Physical requirements and return address	8
3.4.2 Size and weight	9
3.5 Enclosures and attachments	11
3.6 Addressing standards	12
4 Preparing Your Mailing	13
4.1 Address accuracy	13
4.2 Indicia and other markings	13
4.3 Mail preparation and presortation options	14
4.3.1 NDG Presort Mail	15
4.3.2 LCP (Letter Carrier Presort) Mail	15
4.3.3 LCP Dimensional Addressed Admail	16
4.3.4 Machineable Mail	16
4.3.5 Certification of Machineable Mail	17
4.4 Preparing your mailing	18
4.4.1 Others can prepare your mailing	18
4.4.2 Containerization and bagging	18
4.4.3 Labels and tags	18
4.4.4 Packaging	19
4.4.5 Sealing	19

5 Depositing your Mailing20
5.1 Prior to depositing20
5.1.1 Provide a sample20
5.1.2 Scheduling20
5.2 At the time of deposit20
5.2.1 Where to deposit20
5.2.2 Statement of Mailing (SOM)21
5.2.3 Mailing Summary and Mailing Details21
5.2.4 Partial mailings22
5.2.5 Weighted average weight22
6 Making Payment24
6.1 Pricing24
6.2 Phantom pricing24
6.3 Payment options25
6.4 Transaction Record and Statement of Account26
6.5 Authorized Users27
7 General Terms and Conditions28

1 Introduction

1.1 The purpose of this Guide

This Customer Guide has been designed to give Customers detailed information needed to get the most from Canada Post's Addressed Admail service.

This Customer Guide forms part of the Agreement between the Customer and Canada Post. It explains the qualifications, terms and conditions under which this service is provided.

1.2 How to reach us

For enquiries regarding Addressed Admail please call the Business Sales Centre at: **1 800 260-7678**.

For enquiries regarding the Electronic Statement of Mailing (eSOM), please call the Technical Help Line at: **1 877 202-2292**.

For specific enquiries regarding payment and account information, please call the Accounts Management Group at: **1 800 267-7651** or send an email to **amg@canadapost.ca**

Visit the Canada Post web site at: **www.canadapost.ca**

1.3 Additional information sources

The following support documents are referenced in this Customer Guide and are available on the Canada Post web site at **www.canadapost.ca/aasupportdocuments** or from your Canada Post Representative.

- Canada Postal Guide (including sections on Mail Preparation and Presortation, postal indicia artwork and container labels)*
- National Presortation Schematic (NPS)*
- Canadian Postal Standards Addressed Admail*
- Canadian Addressing Guide*
- Address Accuracy Program Customer Guide*
- Electronic Statement of Mailing User Guide*
- A list of Recognized Presortation Software*
- Canada Post Corporation Acts & Regulations*

2 Service Overview

2.1 What is Addressed Admail

Addressed Admail is Canada Post's most economical direct mail service that offers you the ability to target your promotional message to specific individuals. With Addressed Admail, you can communicate personally with your true prospects and your best customers to build sales and establish profitable long-term relationships.

Addressed Admail is the right communications medium to use:

- When you want to build your business;
- When you want greater precision in targeting;
- When you want to develop and maintain profitable relationships with customers; and
- When you want measurable results.

Addressed Admail is an excellent direct mail medium for getting your message across to your customers. Here are several ways that Addressed Admail can benefit your marketing efforts:

Target customers: Addressed Admail allows you to select your audience at the level of the individual based on your desired criteria, and to engage them in a two-way dialogue. It allows you to concentrate on your best customers and prospects, which is important. It costs more to recruit new customers than it does to keep the ones you have.

Motivate: It helps encourage a response from your customers by making a specific offer and providing an easy means for action. It doesn't just generate interest; it can close the sale.

Measure: The success of your advertising campaign can be accurately measured in terms of response rates and sales, which allows you to determine the return-on-investment for each of your programs. This can be accomplished by including a Business Reply Mail card or envelope, an invitation, an order form, a website address or a 1-800 number with your offer.

Reduce waste: Because campaigns can be measured, Addressed Admail allows you to focus your budget on those programs that are yielding the highest return-on-investment.

Personalize: You can fully personalize and tailor your Addressed Admail message. This gives advertisers the opportunity to show that they are aware of their customers' likes and dislikes. This will make your customer communication piece even more relevant, thereby increasing response rates and return-on-investment.

2.2 Service standards

To help ensure timely mail delivery, Canada Post has developed service standards for properly prepared Addressed Admail.

Service standards are based on the day of deposit (Day 0) plus the number of business days required for delivery, and do not include weekends and statutory holidays. Deposits made on weekends and statutory holidays will be counted as originating on the following business day.

In the case of Addressed Admail, service standards are as follows:

LOCAL*	3 business days
within PROVINCE	4 - 5 business days
NATIONAL	4 - 15 business days

* One additional day may be added to the LOCAL service standards for the delivery of Dimensional Addressed Admail. This may occur from time to time and is at the discretion of the depot supervisor. Customers must comply with the scheduling requirements specified in Section 5.1.2 to ensure proper delivery arrangements are in place to meet delivery requests.

Service standards are the maximum number of days Canada Post is committed to delivering the mail, although delivery can take place earlier. Service standards are not applicable to redirected or returned items. Please refer to the *Canada Postal Guide* for additional information on service standards.

2.3 Delivery features and options

2.3.1 Features

Redirection*

Addressed Admail which cannot be delivered as originally addressed because the addressee has moved will be directed to the addressee at no extra charge while there is a Change of Address Notification (COAN) in effect. Mail bearing the name of the addressee followed by the words "or occupant" or similar wording, will not be redirected. It will be delivered to the address. If the Return to Sender option is requested, the item will be returned and the Customer will be charged the applicable Return to Sender price for each item redirected. Please refer to the *Canada Postal Guide* for details.

Undeliverable Mail

Addressed Admail is treated as undeliverable mail if the item does not bear a complete and valid address, if the mail item is addressed to a nonexistent address, if the addressee has moved without providing a forwarding address, if the addressee has moved and the Change of Address Notification (COAN) has expired, if the item is refused by the addressee, if postage due is not paid by the addressee on demand or if delivery is prohibited by law, or cannot otherwise be delivered to the addressee.

2.3.2 Options**Return to Sender***

Addressed Admail will be returned to the Customer when the item is addressed to an address which does not have a Change of Address Notification (COAN) in effect and the mail item carries the "Return Postage Guaranteed" endorsement or postal indicia.

The Customer will be charged the applicable Return to Sender price for each item returned. Refer to the Price Sheet included in this Customer Guide.

Items without the "Return Postage Guaranteed" postal indicia or endorsement will be treated as undeliverable and disposed of or recycled locally as determined by Canada Post.

Address Correction*

When the Customer has endorsed the item "Address Correction Requested – Return Postage Guaranteed" or applied the appropriate postal indicia, Canada Post will return the item to the Customer with the corrected address or the reason for return without a corrected address, whether there is a Change of Address Notification in effect or not.

The Customer will be charged the applicable Address Correction price for each item returned and corrected. Refer to the Price Sheet included in this Customer Guide.

***NOTE:** Redirection, Return to Sender and Address Correction options are not available for Dimensional Addressed Admail. Items bearing the Dimensional Addressed Admail indicia will be treated as undeliverable and disposed of or recycled locally as determined appropriate by Canada Post regardless as to whether or not the item bears a specific request for return or has obvious value.

2.4 Getting started

Agreement Activation Form (AAF)

The Agreement Activation Form (40-076-684) captures all of the information Canada Post needs to open an Account and provide the Customer with a unique Customer Number, which they will use on all of their Statements of Mailing.

Customers depositing Addressed Admail using either LCP (Letter Carrier Presort) or Machineable Mail options must sign an Agreement Activation Form and subsequently complete a Statement of Mailing (40-076-705) for every deposit.

Customers depositing NDG Presort are not required to fill out an Agreement Activation Form but must fill out and sign a Statement of Mailing for each deposit. The Customer's signature on the Statement of Mailing confirms that the Customer has acknowledged and read the terms and conditions on the back of the Statement of Mailing or included with the electronic Statement of Mailing.

Credit Application

To establish an Account with Canada Post, customers need to fill out a Credit Application. The Credit Application form captures the information required to establish a Customer Account. This form states all of the financial terms and conditions for the Customer's Account.

We respect the fact that financial information is private and confidential, so this information is provided on a separate form, which can be faxed directly from the Customer's finance department to Canada Post's credit department at (613) 734-8718 or (613) 734-9092. Refer to Section 1.2 of this Guide for information on how to contact the Canada Post Accounts Management Group.

3 Content and Physical Characteristics

3.1 What is acceptable as Addressed Admail

To qualify as Addressed Admail a mailing must be consistent with the definition of Addressed Admail. Specifically:

Mailable items, bearing a uniform message, that;

- Promote the sale or use of products or services;
- Report on financial performance, primarily for promotional purposes; or
- Solicit donations or contributions

Acceptable Items

Advertisers may now fully personalize their promotional messages by tailoring the entire content of the item to the recipient; however, to qualify as Addressed Admail, the item must be promotional and uniform in content.

What is promotional?

The intent of the mailing must be to motivate an individual to buy, acquire or use a product or service, or contribute to or support a cause.

What is a uniform message?

The theme of the mailing must be uniform. The mail items must have the same specific purpose and the same specific goal.

Examples of acceptable items*:

- Items with the intent to promote a product or a service
- Promotional catalogues
- Promotional newsletters (Exception: paid subscriptions)
- Items with the intent to solicit donations or contributions
- Annual reports
- Publications subscriptions renewal notices
- Promotional CDs
- Promotional samples**
- Promotional items

* This list of examples is not meant to be exhaustive.

** Samples are defined as trial, trial-size items or full size specimens intended to indicate the nature of the product.

3.2 What is unacceptable as Addressed Admail

Addressed Admail items must meet the definition specified for Addressed Admail and the various mail preparation and other requirements outlined in this Customer Guide.

Examples of unacceptable items*:

- Fulfillment of products or services (Exception: catalogues)
- Invoices
- Updates to a professional handbook
- Fulfillment of a paid subscription
- Recall notices
- Renewal notices (Exception: publications subscriptions)
- Fulfillment, replacement or renewal of cards, e.g., credit, membership, etc.
- Voter notification
- Opinion and market research
- Notification of price changes
- Government identification cards
- Receipts
- Medical identification cards
- Transaction records
- Tax forms
- Proxies

* This list of examples is not meant to be exhaustive.

Commingling of Addressed Admail items is not permitted. Commingling occurs when a number of separate and distinctly different mailings are combined to achieve the minimum deposit requirement or sufficient densities to achieve discount prices.

Prohibited or dangerous goods are not acceptable as Addressed Admail. Non-mailable matter restrictions are outlined in the *Canada Postal Guide* and the *Canada Post Corporation Act*.

In addition, items shall not:

- Injure those handling the mail;
- Cause damage to postal equipment or other mail items; or
- Cause entrapment of other mail.

Canada Post will not knowingly deliver offensive articles that contain sexually explicit material, any information relating to bookmakers, pool-setting, betting or wagering or unlawful schemes, or any item related to schemes to defraud the public.

If items are tendered as Addressed Admail but, upon inspection, are determined not to qualify for the service (for example, unacceptable content, physical dimensions or preparation), Canada Post will contact the Customer. The Customer and Canada Post will then jointly discuss the problem and determine whether the Customer wishes to rework the mail or induct the mail using another Canada Post service for which it qualifies.

3.3 Volume requirements

To access Addressed Admail prices, a minimum of 1,000 items per deposit must be prepared in accordance with the Mail Preparation & Presortation Section of the *Canada Postal Guide*; however, a Customer may deposit less than the minimum volume per deposit, provided that at the time of deposit, the total postage paid is equal to the amount payable for the minimum volume required. (see Section 6.2 – Phantom Pricing).

3.4 Physical characteristics

3.4.1 Physical requirements and return address

Each item of Addressed Admail in the mailing must have the same size, shape, type of envelope and physical characteristics and originate from one sender. Only their thickness, weight and the colour of the exterior covers may vary.

The return address of the items in an Addressed Admail mailing may vary, provided that either the return address or the name of the person or business on the return address remains constant on each item of mail in the mailing.

If a return address is used, it must be a Canadian address and only one return address per mail item is acceptable.

Examples of return address characteristics

Same business name, but a different return address :	Same return address, but a different person or business name :
VISTA BANK 29 MAIN ST OTTAWA ON K1S 1B1	DR. J. JOHNSTON LAKEHEAD EYE CENTRE 125 WILSON ST KAMLOOPS BC V2B 2M7
VISTA BANK 65 ELGIN ST OTTAWA ON K1P 5B8	DR. B. KALEF LAKEHEAD EYE CENTRE 125 WILSON ST KAMLOOPS BC V2B 2M7
VISTA BANK 194 WOODROFFE AVE NEPEAN ON K2A 3V4	DR. R. TENNIAN LAKEHEAD EYE CENTRE 125 WILSON ST KAMLOOPS BC V2B 2M7

3.4.2 Size and weight

Addressed Admail offers three size categories: Short and Long, Oversize and Dimensional.

Each **Short and Long and Oversize** Addressed Admail item must meet the applicable size and weight specifications as outlined in Table 1 following. For your convenience, we have provided this table in both Metric and Imperial dimensions.

Table 1

Size & Weight		Length		Width		Thickness		Weight	
Short and Long Machineable	Max.	245 mm	9.6 in	150 mm	5.9 in	5 mm	0.196 in	50 g	1.77 oz
	Min.	140 mm	5.5 in	90 mm	3.5 in	0.18mm	0.007 in	3 g	0.11 oz*
Postcards or Cards Machineable	Max.	235 mm	9.25 in	120 mm	4.7 in	5 mm	0.196 in	50 g	1.77 oz
	Min.	140 mm	5.5 in	90 mm	3.5 in	0.18mm	0.007 in	N/A	N/A
Oversize Machineable**	Max.	380 mm	14.7 in	270 mm	10.6 in	20 mm	0.79 in	500 g	17.65 oz
	Min.	140 mm	5.5 in	90 mm	3.5 in	0.5 mm	0.019 in	10 g	0.35 oz
Short and Long Presort (LCP & NDG)	Max.	245 mm	9.6 in	150 mm	5.9 in	5 mm	0.19 in	100 g	3.53 oz
	Min.	100 mm	3.9 in	70 mm	2.8 in	0.18mm	0.007 in	N/A	N/A
Oversize** Presort (LCP & NDG)	Max.	380 mm	14.7 in	270 mm	10.6 in	20 mm	0.79 in	500 g	17.65 oz
	Min.	100 mm	3.9 in	70 mm	2.8 in	0.18mm	0.007 in	N/A	N/A

* The minimum weight of a self-mailer is 5 grams or 0.17oz.

** A mail item becomes Oversize when it exceeds any one of the maximum dimensions and/or weight of Short and Long items.

The ratio of length to height (aspect ratio) of **Machineable Short and Long** items must be a minimum of 1.3:1, and a maximum of 2.6:1. The aspect ratio does not apply to the Presort category.

NOTE: Items of **Oversize Machineable** Addressed Admail must be rectangular in shape and does not include cards or postcards.

Each **Dimensional** Addressed Admail item must meet the applicable size and weight specifications as outlined in Table 2 below. For your convenience, we have provided this table in both Metric and Imperial dimensions.

Table 2

Category		Length		Width		Thickness		Weight	
Dimensional Addressed Admail Small	Max.	180 mm	7.08 in	130 mm	5.1 in	35 mm	1.4 in	500 g	17.65 oz
	Min.	140 mm	5.5 in	90 mm	3.5 in	20 mm	0.79 in	N/A	N/A
Dimensional Addressed Admail Medium	Max.	250 mm	9.8 in	130 mm	5.1 in	35 mm	1.4 in	500 g	17.65 oz
	Min.	180 mm	7.08 in	90 mm	3.5 in	20 mm	0.79 in	N/A	N/A
Dimensional Addressed Admail Large	Max.	300 mm	11.8 in	130 mm	5.1 in	35 mm	1.4 in	500 g	17.65 oz
	Min.	250 mm	9.8 in	90 mm	3.5 in	20 mm	0.079 in	N/A	N/A

3.5 Enclosures and attachments

The following may be enclosed with, or attached to, an item of Addressed Admail without payment of additional postage:

- A Business Reply Mail item (Business Reply Mail cards or envelopes) provided the Customer has entered into an appropriate agreement with Canada Post for Business Reply Mail.
- A return card, envelope or wrapper, with or without return postage.
- A coin (except for Machineable Short and Long Mail) enclosed for the purpose of prepaying the return postage for a reply; however, the cover of the item must bear a Return Postage Guaranteed postal indicia or endorsement if it is undeliverable. The Customer will be charged the applicable Return to Sender price for each item returned. Refer to the Price Sheet included in this Customer Guide.

NOTE: the Return to Sender option is not available for Dimensional Addressed Admail and any coins will not be returned.

Lettermail enclosed

An item of mail, which does not meet the requirements of Addressed Admail, but meets the requirements of Lettermail, may be enclosed with, or attached to, an item of Addressed Admail. In such cases, the applicable postage would be the combined rate of Addressed Admail and Lettermail, and would be paid by the application of either a single postage meter impression or an Addressed Admail indicia to the outside of each Addressed Admail item.

Notes: **1)** When using a postage meter impression, the Addressed Admail item must bear the endorsement "Amount includes postage for item of Lettermail attached (or enclosed)" or "Le montant comprend le port de l'envoi Poste-lettres joint (ou inséré)," or both endorsements.

2) When using an Addressed Admail postal indicia, a separate Statement of Mailing for the Lettermail portion must accompany the mailing. (That is, in addition to the Statement of Mailing for the Addressed Admail mailing.)

3) Addressed Admail mailings with Lettermail enclosures are processed as Addressed Admail. Addressed Admail service standards apply and undeliverable items are recycled unless the Return to Sender option has been requested.

3.6 Addressing standards

Every item in a mailing of Addressed Admail must be addressed to a specific individual or to a company name and/or include the endorsement "OR OCCUPANT" or similar wording, include the complete address, including the valid postal code for that address.

If address labels are used, the address must be placed firmly on the envelope, plastic wrap, insert or card where it can be easily read. If address labels are used, they should be light in colour: white, pale yellow or beige. Customers must use a high-quality glue on the labels so that they do not come off the item during mailing.

Location of a return address

When a return address is used, it must be Canadian and must be located either:

- On the same side of the item as the delivery address, in the upper left-hand corner (preferred location); or
- On the back of the item, near the top edge and centered between the left and right edges.

Delivery Mode Code (DMC) for LCP (Letter Carrier Presort)

On a regular basis, Canada Post produces data files containing Delivery Mode Codes (DMC). Use of the current DMC is a requirement to qualify for the LCP option (LCP is discussed further in Section 4.3).

The application of these codes associates the mail to a specific type of delivery and delivery route. The requirements related to the Delivery Mode Code (DMC) must comply with the Mail Preparation and Presortation Section of the *Canada Postal Guide*.

An integral part of the Delivery Mode Code is the Delivery Mode Audit Code. It is the visible reference on the mail item that identifies the version of data used for mail preparation. Mail items that have an outdated Delivery Mode Audit Code may be subject to an adjustment as defined by Canada Post.

4 Preparing your Mailing

4.1 Address accuracy

Address Accuracy is a program designed to encourage Customers to accurately address mail. Accurate addressing helps ensure the mail is delivered on time, the first time, every time. Consistent and accurate addressing eliminates the need for extra handling and/or redelivery. For Customers, this translates into a more efficient service and lower costs.

Address Accuracy applies to all Machineable, LCP (Letter Carrier Presort), Dimensional Addressed Admail, and NDG Presort mailings greater than 5,000 items.

The standard for Address Accuracy is 95%. This means that 95% of the addresses on the database are determined to be valid. If the percentage on the Statement of Accuracy (SOA) produced by the Customer's address validation and/or address validation and correction software is less than 95%, an adjustment will be applied to the mail items with inaccurate addresses. Refer to the Address Accuracy Program Customer Guide for more details.

Customers must record their Address Accuracy percentage and expiry date obtained from their SOA on their Statement of Mailing.

Customers may be required to provide a SOA to verify the validity of mailings from time to time.

The *Address Accuracy Program Customer Guide* is available on the Canada Post web site (see Section 1.3) or from a Canada Post Representative.

4.2 Indicia and other markings

Each mail item paid by Payment on Account must bear the appropriate postal indicia, which must be bilingual in accordance with the Official Languages Act. The postal indicia must include the Canada Post name and logo, the service's name and the Customer number. The addition of the name or postal code of the office of mailing is optional. Camera-ready artwork may be obtained through a Canada Post Representative or by download from the *Canada Postal Guide* at www.canadapost.ca

Customers may use Canada Post authorized indicia, logos, trademarks, or other markings only under special Agreement with Canada Post.

Preprinted terminology and/or graphics on the mail item should in no way imply special handling or service for which postage has not been paid. Additionally, the label and endorsement should not duplicate trademarks of, or used under licence by Canada Post. It should be clear that pre-printed labels and endorsements used by Customers are directed to the addressee as an instruction related to the enclosure. It is the Customer's obligation to clear an endorsement with Canada Post's Divisional Sales or Service Manager prior to printing, in order to assure the "mailability" of an item.

Coloured borders may not be used in domestic services except to identify a special service offered by Canada Post. Labels and endorsements should not duplicate accepted and/or copyrighted names used by Canada Post.

4.3 Mail preparation and presortation options

Mail preparation is the process of facing, containerizing the mail and identifying the containers. It ensures machineability of mail (where applicable), protection of mail, identification of the type of mail and ease of handling.

Mail presortation is the process of sequencing, grouping, containerizing the mail and labelling the containers to allow Canada Post to bypass various processing steps and facilities within its mail distribution network.

The following mail preparation and presortation options are available to Addressed Admail customers:

- 1.** NDG Presort
- 2.** LCP (Letter Carrier Presort)
- 3.** Machineable

The detailed specifications for preparing mail items for the NDG Presort, LCP, and Machineable Mail options can be found in the Mail Preparation and Presortation Section of the *Canada Postal Guide*.

If Addressed Admail items are deposited under a particular preparation option (Machineable) or presortation option (NDG or LCP) but fail to meet the requirements for that option, the Customer will be informed and given the choice to:

- Rework the mailing so as to meet the requirements; or
- Have the mail processed using another option, if the items qualify; or
- Use another appropriate Canada Post service.

4.3.1 NDG Presort Mail

The NDG option is the basic mail presortation option.

The key requirements to access the NDG Presort option are:

- A minimum of 1,000 items per deposit (phantom pricing is available)
- A Statement of Accuracy is required on deposits of more than 5,000 items
- A minimum of eight items per grouping
- Levels of consolidation (groupings): Delivery Facility (DF), Distribution Centre Facility (DCF) and Residue
- Levels of containerization (hard-sided containers or bags): Delivery Facility (DF), City, Distribution Centre Facility (DCF) and Residue
- Containerization: hard-sided containers or bags
- Container label must state: **Addressed Admail – NDG**

4.3.2 LCP (Letter Carrier Presort) Mail

The LCP (Letter Carrier Presort) option is a further refinement of mail presortation beyond the NDG Presort option using a Canada Post recognized presortation software.

The key requirements to access the LCP option are:

- A minimum of 1,000 items per deposit (phantom pricing is available)
- A Statement of Accuracy is required on mailings of more than 5,000 items
- A minimum of eight items per grouping
- Levels of consolidation (groupings): Delivery Mode (DM), Delivery Facility (DF), Distribution Centre Facility (DCF) and Residue
- Levels of containerization (hard-sided containers or bags): Delivery Facility (DF), City, Distribution Centre Facility (DCF) and Residue
- The Delivery Mode Code (DMC) is required on each item of urban mail
- Containerization: hard-sided containers or bags
- Container label must state: **Addressed Admail – LCP**

4.3.3 LCP Dimensional Addressed Admail

The key requirements to access the LCP (Letter Carrier Presort) Dimensional Addressed Admail option are:

- A minimum of 1,000 items per deposit (phantom pricing is available at the Delivery Mode price in each of the sizes; small, medium, and large)
- A Statement of Accuracy is required on mailings of more than 5,000 items
- A minimum of eight items per grouping
- Levels of consolidation (groupings): Delivery Mode (DM), Delivery Facility (DF), Distribution Centre Facility (DCF) and Residue
- Levels of containerization (hard-sided containers): Delivery Facility (DF), City, Distribution Centre Facility (DCF) and Residue
- The Delivery Mode Code (DMC) is required on each item of urban mail
- Dimensional Addressed Admail must be deposited in hard-sided containers only.
- Container label must state: **Dimensional Addressed Admail**

4.3.4 Machineable Mail

Addressed Admail may be prepared as Machineable Mail, no presortation is required. Machineable Mail must be deposited at a Canada Post approved site.

The key requirements to access the Machineable Mail option are:

- A minimum of 1,000 items per deposit (phantom pricing is available)
- Oversize (O/S) and Short and Long (S/L) mail must be prepared in a way that will enable processing through Canada Post's automated mail processing machines
- Mail must achieve a machine readability acceptance of 90% for Short and Long and 80% for Oversize. Price adjustments will be made to items which fail to meet these requirements. Refer to the Addressed Admail section of the *Canada Postal Guide*.
- Mail must be presented for deposit in hard-sided containers (O/S – Flats Tub, S/L – Lettertainer), unless otherwise approved by Canada Post
- Container label must state: **Addressed Admail Machineable Short and Long or Addressed Admail Machineable Oversize**
- Mail must be deposited at a Canada Post approved site

Machineable Addressed Admail may be included on the same Statement of Mailing as presorted Addressed Admail (either LCP or NDG).

4.3.5 Certification of Machineable Mail

Customers may apply for Certification of the readability of their Machineable Addressed Admail. Certification makes it easier and more convenient to deposit Machineable Mail. The testing of a mailing's performance against the required readability targets is undertaken on a random and less frequent basis for certified Customers than for non-certified Customers.

In order to become certified, the Customer must submit for pre-testing a sample of at least 200 mail items identical to those which will be deposited as Machineable Mail. Please contact a Canada Post Representative for further details.

Once the Customer is certified, if a mailing fails to meet the read rate target, Canada Post will ask the Customer to rectify the problem within three days (or by the next mailing if this is not within the three-day period). Failure to do so will result in de-certification, and future mailings that fail to reach the readability target will be subject to an adjustment applied to the portion of the mail which falls below the readability target. Refer to the Addressed Admail section of the Canada Postal Guide for more details.

Machineable Mail must be deposited at one of these Canada Post approved sites:

Site	Short and Long	Oversize
St. John's NF	X	
Halifax NS	X	X
Saint John NB	X	
Quebec QC	X	
Montreal ETC QC	X	X
Ottawa ON	X	X
Toronto (South Central) ON	X	X
Toronto (West) ON	X	X
Hamilton ON	X	X
London ON	X	X
Windsor ON	X	X
Winnipeg MB	X	X
Saskatoon SK	X	
Regina SK	X	
Edmonton AB	X	
Calgary AB	X	X
Vancouver BC	X	X
Victoria BC	X	

4.4 Preparing your mailing

4.4.1 Others can prepare your mailing

Many Mail Service Providers will prepare mail according to Canada Post specifications. These are often mailing houses and printers. Even if one of these third parties prepares a mailing, Customers can still take advantage of the cost savings of Addressed Admail. Often, it is a good idea for a knowledgeable third party to prepare the first mailing until Customers have a better understanding of Addressed Admail. The names of Mail Service Providers can be found in the local yellow pages of a phone directory under "Mailing Lists and Services."

The sections on Containerization and bagging that follow include information specific to NDG and LCP Presort.

4.4.2 Containerization and bagging

The following containers are used for the movement of Addressed Admail:

Hard-sided containers:

- Lettertainer for Short and Long mail
- Flats Tub for Oversize mail

Bags:

- Small bags (known as A-6 bags)
- Large bags (known as A-3 bags)

The maximum weight of a bag or container cannot exceed 25 kg (55lbs).

4.4.3 Labels and tags

Canada Post provides all necessary camera-ready artwork for customers to produce labels and tags required for their mailings. Customers can also produce their own labels following Canada Post specifications. Refer to the Canada Post web site for details or contact a Canada Post representative.

4.4.4 Packaging

Each item must be properly sealed to prevent damage to persons or property or loss of content. Items may be in a closed transparent wrapping (except for Machineable Short and Long Mail) as long as the address label is placed on or under the plastic film. If the plastic film wrapping cannot be written upon, the plastic film must have a 20mm-wide white opaque band. The address label must be large enough to accommodate postal endorsements. If the closed transparent material can be written upon, a sample of the envelope must be submitted for testing and approved by Canada Post.

4.4.5 Sealing

Envelopes must be completely sealed.

Self-mailers* must be spot-sealed on the longest edge unless the pages are securely bound together (closed by tab, glued or folded in such a way that they cannot come apart through normal postal handling).

**A self-mailer is any mailable article that does not have an outer cover, wrapping or envelope in addition to the paper or material on which the communication is placed. It is in the format of a folder consisting of one or more folded pages sealed on one or more sides by tabs, gummed stickers, or sealing strips to hold the leaves together.*

All items mailed under the Machineable Mail option for Addressed Admail must be fully sealed as established by Canada Post in the *Canada Postal Guide*.

5 Depositing your Mailing

5.1 Prior to depositing

5.1.1 Provide a sample

Prior to depositing mail, Customers must provide a representative sample of their mail item to the Canada Post facility or Receipt Verification Unit (RVU) where the mail will be deposited.

This will allow Canada Post employees to confirm that the mail item meets Canada Post's specifications, and that there are no issues that may affect successful delivery of the mail items.

5.1.2 Scheduling

Addressed Admail Customers are required to schedule mailings with Canada Post. The schedule must include date, time and deposit location of mailing, and the estimated number of items in each complete mailing, at least (5) five business days before the day of mailing.

For Customers depositing Dimensional Addressed Admail, the Mailing Summary must be provided to Canada Post at least ten (10) business days prior to the mailing.

Customers who mail on a frequent basis will be identified by their local Canada Post Representative and may be required to provide a mailing plan and/or deposit schedule. This documentation will include details necessary to ensure efficient deposit and processing of their mailings.

5.2 At the time of deposit

5.2.1 Where to deposit

Mailings must be deposited with an authorized employee at a Receipt Verification Unit (RVU) (where they exist) or at a postal facility approved by Canada Post. Addressed Admail cannot be deposited into street letterboxes, parcel receptacles or other such mail receptacles.

Each deposit must be accompanied by a Statement of Mailing, a sample of the mail item and a Mailing Summary where applicable.

5.2.2 Statement of Mailing (SOM)

A Statement of Mailing (SOM) must be accurately and completely filled out by Customers for each mailing of Addressed Admail, along with a sample of the item including all the enclosures and/or attachments identical to those to be mailed.

Customers can use either the electronic Statement of Mailing (eSOM), on the Canada Post Internet web site at www.canadapost.ca or a hard copy Statement of Mailing (SOM) form provided by Canada Post.

The original Statement of Mailing must be provided to an authorized Canada Post employee at the Receipt Verification Unit (RVU) (where they exist), or to a postal facility approved by Canada Post at the time of mailing.

5.2.3 Mailing Summary and Mailing Details

Customers must provide a **Mailing Summary** for LCP (Letter Carrier Presort) mailings. If the Mailing Summary is not provided, the NDG Presort price will apply. The **Mailing Details** are only required upon request by Canada Post.

Dimensional Addressed Admail mailings must be accompanied by a **Mailing Summary and** by the **Mailing Details** generated by the Recognized Presortation Software, which prepares the Customer's mail. If the Mailing Summary and the Mailing Details are not provided, the applicable Residue price for Dimensional Addressed Admail for the size of mail deposited (Small, Medium, Large) will apply to the entire mailing.

Note: For Customers depositing Dimensional Addressed Admail, a Mailing Summary and Mailing Details must be provided to Canada Post at least ten (10) business days prior to the mailing being deposited.

For a list of Recognized Presortation Software, visit the Canada Post web site at www.canadapost.ca/aasupportdocuments

5.2.4 Partial mailings

If an Addressed Admail mailing is inducted in more than one deposit, the total mailing costs must be paid with the first deposit and reflected in the first Statement of Mailing; however, each individual partial mailing must meet the minimum deposit requirements and be made within a maximum number of days specified by Canada Post.

5.2.5 Weighted average weight

A mailing, provided it has a uniform promotional message, may be comprised of items of varying weights (including items above and below 50 grams).

In cases where the mailing is comprised of items with varying weights, the Customer may choose to enter information on the Statement of Mailing using the Weighted Average Weight per item.

Note: Separate average weights must be calculated and entered on the Statement of Mailing for the portions of the mailing above and below 50 grams.

Two examples of a weight calculation using the “weighted average” approach follow:

Example 1 – A Customer has a mailing of 2,500 items of NDG Presort, Short and Long. All items weigh more than 50 grams; however, a portion of the mailing is at 55 grams and the remainder is at 60 grams. The formula to calculate the weighted average weight is:

Total weight of all items	<i>divided by</i>	Total number of items
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Example 1

	A	B	C	D
NDG Presort	Number of items	Weight per item (in grams)	Total weight (in grams)	Total (C) divided by Total (A) = weighted average weight (in grams)
	500	55	27,500	
	2,000	60	120,000	
Total	2,500		147,500	59 grams

In this example, since all items in the mailing have a weight in excess of 50 grams, the average weight per item calculation can be used and entered on the Statement of Mailing for rating purposes. (The same approach would be used in cases where a mailing has items with different weights but all items weigh 50 grams or less).

Example 2 – A Customer has a mailing of 5,000 items of NDG Presort, Short and Long. The mailing is comprised of various weights above and below 50 grams. In this example, two calculations of average weight must be completed and entered separately on the Statement of Mailing for rating purposes: one entry for that portion of the mailing under 50 grams and one entry for the portion over 50 grams.

Under 50 grams

	A	B	C	D
NDG Presort	Number of items	Weight per item (in grams)	Total weight (in grams)	Total (C) divided by Total (A) = weighted average weight (in grams)
	1,500	30	45,000	
	500	45	22,500	
Total	2,000		67,500	33.8 grams

Over 50 grams

	A	B	C	D
NDG Presort	Number of items	Weight per item (in grams)	Total weight (in grams)	Total (C) divided by Total (A) = weighted average weight (in grams)
	1,000	55	55,000	
	2,000	60	120,000	
Total	3,000		175,000	58.3 grams

Note: Customers accessing the LCP presortation option must enter price calculations on the Statement of Mailing for each sortation level.

6 Making Payment

6.1 Pricing

A Price Sheet is included with this Customer Guide. In order to take advantage of these prices, the Customer must meet all applicable requirements, including the specifications, address accuracy, mail preparation and presortation requirements for Addressed Admail, as outlined throughout this Customer Guide and the *Canada Postal Guide*.

6.2 Phantom pricing

As noted earlier in this Guide, the minimum volume requirement for Addressed Admail is 1,000 items. However, a Customer may deposit less than the minimum volume per deposit provided that, at the time of deposit, the total postage paid is equal to the amount payable for the minimum volume requirement.

In other words, a phantom price is applied to the difference between 1,000 items and the actual volume deposited if less than 1,000 items. The price charged will equal the lowest price in the category of Addressed Admail that is being accessed, namely:

- Short and Long (S/L)
 - Machineable
 - LCP Delivery Mode
 - NDG Presort
- Oversize (O/S)
 - Machineable
 - LCP Delivery Mode
 - NDG Presort
- Dimensional Addressed Admail
 - LCP – Delivery Mode for the respective size:
 - Small
 - Medium
 - Large

The difference in postage paid between the actual volume mailed and the minimum volume may be paid by postage meter impression or by Payment on the Customer Account.

Note: The phantom price is only available for single deposits (not available on Partial Mailings).

6.3 Payment options

Payments for an Addressed Admail mailing may be made at the time of mailing by postage meter impressions or by Payment on Account. Each mail item must bear either the postage meter impression or the postal indicia for Addressed Admail.

Payment by postage meter impression is not an available payment option for Dimensional Addressed Admail.

To establish an Account, Customers must complete an Agreement Activation Form and a Credit Application form and receive approval from Canada Post.

Once a Customer Account has been opened, funds can be deposited with a mailing or by sending a cheque payable to Canada Post Corporation at the following address:

COMMERCIAL REMITTANCE PROCESSING
CANADA POST
E0680 - 2701 RIVERSIDE DR
OTTAWA ON K1A 0B1

Please include your Canada Post Customer Number on all cheques to ensure your Account is credited with the proper funds.

Customers may pay by cash, money order, uncertified business cheque (up to \$1500.00) or certified cheque (over \$1500.00) at the time and location of mail deposit, provided that they have already established a Customer Account and have the correct postal indicia printed on each item.

For mailings with items weighing 50 grams or less, payment may be made by either affixing a postage meter impression to the item or by Payment on Account.

For mailings with items weighing over 50 grams, postage must be paid by Payment on Account only.

Note: All Machineable Mail customers must have a Customer Account with sufficient funds to cover the cost of the mailing plus any subsequent charges which may be applied if the mailing falls below the required machine readability rate (see section 4.3.4).

Customer Account balances will be debited for transactions recorded on the Statement of Mailing bearing a Customer Number. The Customer must have sufficient funds in their Account to cover any payments required for a mailing or they must provide full payment to an authorized Canada Post Representative for the mailing when they deposit items at a Receipt Verification Unit (RVU) or pre-approved postal facility.

If there are insufficient funds in the Customer Account and the Customer has not provided full payment at the time of mailing, the mail will be held and arrangements made to pick up the mailing.

No interest is paid by Canada Post on any funds held in Customer Accounts. Details of the terms and conditions of Customer Accounts are set out on the Credit Application form.

6.4 Transaction Record and Statement of Account

Unless the Customer has made full payment at the time of mailing, the total transaction amount from that mailing will be deducted from their Customer Account.

The Customer will receive a *Transaction Record* that summarizes the charges that were applied to their Customer Account for each mailing.

A *Statement of Account* is provided monthly to all Account Customers. It summarizes each of the Addressed Admail Statement of Mailing transactions and any remittance activities for the month. This *Statement of Account* is not an invoice.

6.5 Authorized Users

The Customer may wish to allow another party to use their Agreement or Customer Number. A Canada Post Representative can explain under what conditions this is possible and who may be considered as an “Authorized User.”

The Customer must attach a list of all Authorized Users to their Agreement Activation Form. The list of Authorized Users may be amended with the consent of Canada Post. Whenever an Authorized User is added or removed, the Agreement holder must provide a signed notification of change to the Agreement so that Canada Post may update their records.

All Authorized Users will be required to complete the Customer Account Information form and a Canada Post Credit Application form. The Authorized User will also be required to provide proof that the Customer has approved the use of their Agreement or Customer Number.

In the event that an Authorized User fails to pay for services rendered under this Agreement, the Agreement holder will be responsible for paying the amount owing.

7 General Terms and Conditions

All references to the Agreement shall be deemed to include the *Agreement Activation Form*, the *Customer Guide*, the *Credit Application*, the *Customer Account Information Form*, any *Authorized User listing*, *Price Sheet*, the *Canada Postal Guide* and all documents referenced therein.

Alterations

Except as set out in the Waiver section below, no agent or representative of either party to the Agreement has authority to alter the provisions of this Agreement, and any such purported alteration shall not be binding.

Amendment

Canada Post reserve the right to modify, discontinue services or otherwise amend the Agreement, including prices, by giving the Customer one hundred eighty (180) calendar days written notice; however, Canada Post reserves the right to amend the *Canada Postal Guide* without notice to the Customer.

Assignment

The Customer shall not assign this Agreement (whether as a result of an amalgamation, merger or otherwise) without the prior written consent of Canada Post, and any such purported assignment without such 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.

Audits and Reports

On request, the Customer shall provide all requested information to permit Canada Post to audit the Customer with respect to compliance with the Agreement, including information regarding volumes, weights and mailing patterns. For this purpose, the Customer also agrees to allow Canada Post to perform on-site inspection and system audits at the Customer's premises during the Agreement and for a reasonable time thereafter.

Authorized Users

All references to the Customer are deemed to include the Customer's Authorized Users as agents for the Customer, and any actions taken by such Authorized Users are deemed to be the actions of the Customer. The Customer shall require that each Authorized User abide by the Agreement. In the event that an Authorized User fails to pay for services rendered under this Agreement, the Customer shall pay the amount owing. The list of Authorized Users may be amended upon consent of Canada Post.

Criteria for Qualification

All items must comply with the requirements set out in the Agreement and the *Canada Post Corporation Act and Regulations*, 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.

Currency

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

Excusable Delay

Except for the Customer's payment obligations, neither party shall be liable for delays or inability to perform due to causes outside of its reasonable control, including but not limited to, acts of God, or labour disruptions.

Governing Law

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

Language

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.

Limitation of Liability

Canada Post shall not be responsible for any direct, indirect, general, special or consequential damages arising out of this Agreement, regardless of whether such damages result from loss, mishandling, damage or delay of items posted under this Agreement.

Method of Payment

The Customer agrees to pay for the services provided under the

Agreement in accordance with the payment method offered by Canada Post in connection with such service. See in particular the Customer Guide, section 6, Making Payment, and the terms and conditions contained on the Credit Application form.

Notices

Any notice given by either party shall be in writing and delivered personally, by Registered Mail, by Priority Courier with signature, or by Xpresspost with signature. Notice sent by Registered Mail shall be deemed received four (4) business days after mailing, except that no Saturday, Sunday or statutory holiday will be considered a business day. Weekends and statutory holiday deposits will count as originating on the following business day. Notices shall be sent to Canada Post at:

CONTRACT MONITORING

CANADA POST
E0680 - 2701 RIVERSIDE DR
OTTAWA ON K1A 0B1

Canada Post will send notices to the Customer's general contact at the Customer's mailing address, identified on the Agreement Activation Form.

Ownership of Mail

The Customer agrees that Addressed Admail items posted under this Agreement will be deposited only on the Customer's (or Authorized User's) own behalf. This means, among other things, no commingling of mail.

Prices

The Customer agrees to pay the prices and fees set out in the Price Sheet together with all applicable taxes.

Survival

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

Termination

Either the Customer or Canada Post may terminate the Agreement at any time, without cause, by giving thirty (30) calendar days notice in writing to the other.

Canada Post may immediately terminate the Agreement upon written notice to the Customer if:

- (a) the Customer ceases to carry on business;
- (b) the Customer becomes bankrupt or insolvent, or files any proposal or makes any assignment for the benefit of creditors;
- (c) a receiver, trustee or other person with like powers is appointed for any of the affairs or property of the Customer;

- (d) an order is made for the winding-up or liquidation of the Customer;
- (e) the Customer makes a sale in bulk of all or substantially all of its assets; or
- (f) the Customer continues to be in default of any of its material obligations for thirty (30) days after being provided with notice of the default and not having remedied the default within the thirty (30) day period.

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

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

Waiver

Except as specifically stated in the Agreement, no amendment, waiver or termination of the Agreement shall be binding unless executed in writing by the appropriate party's authorized representative. No waiver of any provision of the Agreement shall constitute a continuing waiver unless otherwise expressly provided.

Integrated Business Solutions from Canada Post

Communications

We can keep you connected with your customers, across Canada or around the world. From physical and electronic services to hybrid solutions combining elements of both, we can offer you a range of communication services to meet all your needs.

Marketing and Selling

Obtaining sales leads, increasing store traffic, selling online—whatever your objectives, Canada Post has the services to help you reach them. From one-to-one marketing to targeted geographic coverage, let us show you how to generate response.

Shipping and Delivery

Across town, between provinces or around the world. Regular speed or courier. Documents or packages. Canada Post offers a variety of smart shipping services to get your deliveries there on time—and at the right price.

Supply Chain Management

For order management and fulfilment, inbound and outbound transportation, delivery, reverse logistics and systems integration, Canada Post has the expertise to design and operate integrated supply chain solutions tailored to your specific requirements.