

# Linking you to your readers



Customer  
Guide

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# 1 Introduction

## 1.1 The purpose of this Guide

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

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

## 1.2 How to reach us

For enquiries regarding Publications Mail, please call our Business Sales Centre at **1 800 260-7678**.

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

For enquiries regarding Canada Post's *Electronic Shipping Tools*, please refer to the Canada Post web site at **www.canadapost.ca** and follow the business links to our Online Business Centre for more information. To register free of charge, call **1 866 511-0546** for a User ID and password.

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

## 1.3 Additional information sources

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

- *Canada Postal Guide*
- *Canadian Addressing Guide*
- *Address Accuracy Program Customer Guide*
- *National Presortation Schematic (NPS)*
- *Canadian Postal Standards — Publications Mail*
- *Recognized Presortation Software list*

# 2 Service Overview

## 2.1 What is Publications Mail?

When Customers use Publications Mail, they are assured access to every single address across the country. Our dedicated sales team can respond quickly to Customers' concerns and questions because they understand the industry. We consult regularly with Customers, and continually conduct research in the marketplace to stay on top of industry trends and developments. When it comes to sending out publications, Canada Post is the distributor of choice and Publications Mail the preferred service in Canada.

Publications Mail includes newspapers, magazines and newsletters which are:

- Mailed in Canada and addressed to a subscriber, non-subscriber or news dealer anywhere in Canada; and
- Produced for the purpose of disseminating news and information to the public.

Publications Mail for the purposes of this Customer Guide is:

- Newspapers, in print form, containing news, articles of opinion, features and usually advertising in a bound or unbound broadsheet or tabloid format. Newspapers are usually printed and distributed daily or weekly.
- Magazines in print form containing miscellaneous pieces such as news, articles, features, and usually advertising.
- Newsletters in print form containing news or information of interest to a membership, special interest group or association, which are usually in the form of printed sheets, pamphlets or small newspapers. Newsletters may include some advertising.
- Publications subsidized by the Department of Canadian Heritage (DCH) under the Publications Assistance Program (PAP) and which would otherwise not be covered under this Agreement. (See Section 6.2.2.)

Publications Mail excludes items such as the following:

- Handbooks, manuals or any amendments or revisions to them in the form of replacement pages;
- Catalogues;
- Business, commercial, technical, stock or price listings;
- Street, telephone or trade directories;
- Minutes of meetings or transcripts of proceedings; and
- Annual or other reports on financial performance.

## 2.2 Qualifications

To qualify as Publications Mail, newspapers, magazines and newsletters must be:

- Produced at least twice a year.
- Mailed in Canada for delivery within Canada.
- Individual copies or Bundles of Unaddressed Copies.
- Addressed to a subscriber, non-subscriber or news dealer in Canada.
- Mailed under a valid Agreement Number and, if applicable, Registration Number.
- Within minimum and maximum dimensions established by Canada Post.
- Properly prepared and/or presorted in accordance with the Mail Preparation and Presortation section of the *Canada Postal Guide* and otherwise meet the requirements outlined in this Guide.

In addition, a publication, including enclosures, must be produced with less than 70 per cent space devoted to advertising in more than 50 per cent of the issues in any 12-month period (advertising and editorial content must be distinguishable from one another).

Double, extra and special editions and back issues are considered as one title provided that these copies are clearly identified with the title of the current publication.

Publications produced in more than one language (even if they are a direct translation) are considered separate Publications Mail items, unless they are bound together.

Publications Mail items must also meet the requirements set out in this Customer Guide.

If items are deposited that do not qualify as Publications Mail then the Customer will be contacted and informed of the options available. If it is determined that the items do not or cannot be made to qualify, Canada Post may have other services available to meet the Customer's needs.

## 2.3 Delivery features

### 2.3.1 Redirection

Publications Mail that cannot be delivered as originally addressed because the addressee has moved will be redirected to the addressee at no extra charge while there is a Change of Address Notification (COAN) in effect.

### 2.3.2 Undeliverable Publications Mail

Mail will be considered undeliverable if for any reason it cannot be delivered to the addressee, such as the item does not bear a complete and valid address; the

addressee has moved without providing a forwarding address; delivery is prohibited by law or it cannot otherwise be delivered to the addressee; the mail item is addressed to a non-existent address; or the addressee has moved and the Change of Address Notification (COAN) has expired.

For every Publications Mail item that is considered undeliverable, Canada Post will forward the address block information along with a sample cover to the Canadian address of the Customer identified on one of the first five or last five pages of the publication. The Customer will pay the price indicated on the Publications Mail Price Sheet.

If the address block is located on the cover of the newspaper, magazine or newsletter, the cover will be returned. If the address block is not located on the cover, then the envelope, wrapper, or insert (that which bears the address block) and a sample cover will be returned.

**Note:** Address blocks will not be returned for enclosures of complimentary, promotional copies. No return address should be indicated on or in these publications, since only undeliverable copies of the host publication will be processed as outlined in this section.

Customers should not indicate, “return postage guaranteed” on their publications, as this service does not apply to Publications Mail.

## 2.4 Service standards

The following service standards apply to Publications Mail:

<b>LOCAL</b>	3 business days
<b>WITHIN A PROVINCE</b>	4 – 5 business days
<b>NATIONAL</b>	4 – 15 business days

These standards do not include the day of mailing, weekends or statutory holidays.

### **Time-committed Publications Mail**

A Customer may request Time-committed service, if the following criteria are met:

- Time-committed Publications Mail must:
  - be deposited a minimum of 20 times per year
  - be presorted by either LCP (Letter Carrier Presort) or NDG Presort, or prepared as Machineable Publications Mail

- Time-committed presorted Publications Mail (LCP or NDG) requires that a minimum of 40% of the mailing be presorted direct to Delivery Facility bundles/groupings
- Mailers must use Time-committed "J" labels/tags on all containers/bags
- Mailers are required to use the electronic version of the Statement of Mailing (*Electronic Shipping Tools*) for all Time-committed deposits

The following service standards apply to Time-committed Publications Mail:

<b>LOCAL</b>	2 business days
<b>WITHIN A PROVINCE</b>	3 – 4 business days
<b>NATIONAL</b>	4 – 13 business days

These standards do not include the day of mailing, weekends or statutory holidays.

Canada Post evaluates each request for Time-committed service to ensure the publication meets specifications. Failure to adhere to the criteria as stated above will result in removal from the Time-committed Publications Mail qualifying list.

For additional information on service standards, please refer to the *Canada Postal Guide*.

## 2.5 Getting started

### 2.5.1 The Agreement

In order to access the Publications Mail service, including prices, the Customer must complete the applicable documentation (e.g., Agreement Activation Form and the Agreement Activation Form—Publications Mail Supplement or such other documentation required by Canada Post from time to time). The documentation is to be provided to a Canada Post Representative or by calling the Business Sales Centre (see Section 1.2). Once approved, Canada Post will provide the Customer with a copy of all the required documentation along with an Account Number, an Agreement Number and, depending on the Customer's needs, other identification numbers.

### 2.5.2 The Credit Application

The Credit Application captures the information required to establish an Account. This form sets out certain financial terms and conditions for your Account. Canada Post respects the fact that financial information is private and confidential, so this information is provided on a separate form which can be faxed directly to Canada Post's credit department at **1 800 730-5883**.



# Format, Content and Physical Characteristics

## 3.1 Identifying Publications Mail items

Newspapers, magazines and newsletters must have the following information printed on one of the first five or last five pages of each issue (whether in the masthead or not):

- The words “Publications Mail”, and the Agreement Number (the number assigned by Canada Post) and, if applicable, the Registration Number (if eligible for the Publications Assistance Program, this is the number assigned by the Department of Canadian Heritage); and
- The Canadian address to which address block information for undeliverable copies is to be sent.

If a publication is mailed under cover, the information outlined above must **also** be clearly visible:

- On the outside of the envelope or wrapper with “Publications Mail” and the appropriate (Agreement and, if applicable, Registration) number in the upper right corner of the side with the address block; or
- If clear-wrapped, on the front or back cover of the publication (or on a separate insert), ensuring that the information is not obstructed by the address label or any enclosure.

A postal indicia may be used to indicate proof of payment on envelopes or wrappers (see Section 4.2).

## 3.2 Enclosures

Customers often use enclosures for such purposes as to increase their subscriber base and to generate new leads and generate advertising revenue.

### 3.2.1 General acceptance criteria

In order for enclosures to be accepted within a Publications Mail item, Customers must ensure such enclosures:

- Are not specifically excluded from Publications Mail (see Section 2.1);
- Are not personalized with more than the name of the addressee unless they are renewal notices relating to the publication;
- Are not invoices, proxies, ballots or similar documents;
- Are not a commingling of paid or free subscriber copies of another publication, with the following exception: a newspaper, magazine or newsletter may

- carry as a “ride-along” enclosure a complimentary, promotional copy of another title (a separate newspaper, magazine or newsletter) up to six times in a calendar year with the intention of building subscription levels of the carried title;
- Will not individually or in aggregate affect the ease of handling (e.g., acceptance, transportation, processing and delivery) of the publication;
  - Are enclosed with the publication in such a way that they cannot become separated during the normal handling of the mail (if the enclosure does separate, it cannot be delivered and will be recycled or disposed of in accordance with Canada Post’s applicable policy); and
  - Are packaged in such a way as to prevent any scent from escaping.

To ensure an enclosure is properly inserted and will not separate from the publication, the following test may be performed: using the thumb and index finger of the same hand, pinch along the middle of the spine and shake the publication horizontally. This test does not apply to publications that are shrink-wrapped, bagged or wrapped in a paper or plastic sleeve.

The total mail piece including all enclosures must not exceed the maximum size and weight dimensions outlined in Section 3.3.

### **3.2.2 Acceptable enclosures—no additional postage**

Advertising or editorial enclosures which meet the general acceptance criteria (see Section 3.2.1) and are composed of paper or other material with the general characteristics of paper, may be enclosed with the publication without additional postage, other than for the additional weight of the enclosure (if applicable). These enclosures are considered as part of the publication for pricing purposes.

If a publication has received compensation of any kind for including an acceptable enclosure, 100 per cent of that enclosure is considered advertising for the purpose of measuring the advertising to editorial ratio (see Section 2.2). If a publication has received no compensation, the actual advertising and editorial space in the enclosure is considered when measuring the advertising to editorial ratio of the Publications Mail piece.

### **3.2.3 Acceptable enclosures—with additional postage Samples, Promotional and Novelty items**

Samples are defined as trial or trial-sized items or specimens intended to indicate the nature of the product. Promotional and Novelty items are defined as non-personalized items used to promote a brand name or use of a product or service. These items may be used, displayed or worn by the recipient and may include

blank, demonstration or advertising compact discs. Samples, Promotional and Novelty items that meet the acceptance criteria may be enclosed with a publication with additional postage. Prices for Samples, Promotional and Novelty items can be found on the Publications Mail Price Sheet.

Multiple Samples, Promotional and Novelty items are defined as two or more samples and/or promotional/novelty items for the same product line or brand name, mounted on the same backing or packaged together as a chargeable enclosure, which may be separated from the publication. The weight charge for these items is based on the total weight including backing and/or packaging. Prices for Multiple Samples, Promotional and Novelty items can be found on the Publications Mail Price Sheet.

Customers should note that these Samples, Promotional and Novelty items are not considered part of the publication for pricing purposes or when measuring the advertising to editorial ratio of the Publications Mail piece.

#### **3.2.4 Lettermail and Addressed Admail enclosures**

An item of mail, which does not meet the requirements of Publications Mail but meets the requirements of Lettermail or Addressed Admail, may be enclosed within a Publications Mail piece. In such cases:

- A Statement of Mailing must be completed for the enclosed Lettermail or Addressed Admail items as if they were mailed separately;
- The Publications Mail item must bear the endorsement "Postage paid for enclosed Lettermail (or Addressed Admail)", visible on or through the cover (see Section 3.1);
- Publications Mail service standards apply; and
- Undeliverable Lettermail or Addressed Admail items will not be returned to sender.

#### **3.2.5 Pre-approval of mailings with enclosures**

Customers should contact their local Canada Post Representative at least five business days (excluding weekends and statutory holidays) before preparing and depositing their mail to ensure the mailing, which includes enclosures, meets the acceptance criteria.

If the enclosure is deemed unacceptable, Canada Post will contact the Customer to discuss other available services.

### 3.3 Physical characteristics

Each Publications Mail piece must meet the following size and weight requirements:

Size	Individually Addressed Copies (including all enclosures)				Bundles of Unaddressed Copies	Samples, Promotional and Novelty Items
	LCP or NDG	Machineable				
		Short and Long (S/L)	Oversize (O/S)			
Maximum length	600mm (23.62")	245mm (9.65")	380mm (14.96")	600mm (23.62")	Will not adversely affect ease of handling	
Maximum width	600mm (23.62")	150mm (5.91")	270mm (10.63")	600mm (23.62")		
Maximum thickness	200mm ( 7.87")	5mm (0.197")	20mm (0.787")	600mm (23.62")		
Minimum length	140mm ( 5.51")	140mm (5.51")	140mm ( 5.51")	140mm (5.51")		
Minimum width	90mm ( 3.54")	90mm (3.54")	90mm ( 3.54")	90mm (3.54")		
Minimum thickness	0.18mm (0.0071")	0.18mm (0.0071")	0.5mm (0.0197")	0.36mm (0.014")		
Maximum bundle height	200mm ( 7.87")	100mm (3.94")	200mm ( 7.87")			
Weight						
Maximum weight per piece	1.36kg (3lbs)	50g (1.75oz)	750g (26.5oz)	25kg (55lbs)	100g (3.5oz)	
Minimum weight per piece	- -	3g (0.11oz)	10g (0.35oz)	- -	- -	

Note: Length + girth must not exceed 2.0m (78.75")  
 U.S. weights and measures are provided for convenience only.  
 All transactions are in metric units.

Questions concerning physical characteristics of mail items should be directed to your local Canada Post Representative.

## 3.4 Addressing standards

Every item must be addressed to a specific individual or to a company name and include the complete address, including the valid postal code for that address. Copies or bundles cannot be addressed to “The Occupant”, “The Boxholder” or “The Householder.” All addresses must conform to the Canada Post *Canadian Addressing Guide*.

The address must be placed firmly on the publication, the envelope, the plastic wrap, or on the insert inside the clear plastic wrap where it can be easily read. If address labels are used, they should be light in colour: white, pale yellow or beige. Use high-quality glue on the labels so they do not separate from the publication or wrapper during mailing.

### 3.4.1 Address placement

When mailing newspapers, the address should be located:

- In the upper left corner, when a single copy is mailed unwrapped;
- On the outside of the wrapper or on the upper left corner of the newspaper when a single copy is mailed wrapped; or
- On a label affixed to the outer copy of the Bundle of Unaddressed Copies or on the outside of the wrapper, where several copies of the newspaper are wrapped or tied together in a bundle for mailing to a single addressee at one address.

When mailing presorted magazines and newsletters, the address must be located:

- At a place that can be easily read when holding the bound edge (spine) in the right hand, when a single copy of the publication is mailed unwrapped;
- On the outside of the plastic wrap, on the item itself or on an insert within it, where the address can be easily read, when a single copy is mailed wrapped, ensuring that the address block is not obstructing the Publications Mail identifying information as outlined in Section 3.1; or
- On a label affixed to the outer copy of the Bundle of Unaddressed Copies or on the outside wrapping, where several copies of the magazine or newsletter are wrapped or tied together in a bundle for mailing to a single addressee at one address.

For Machineable Publications Mail, the address must be located on the front of the mail piece within the area defined by the following (with the spine forming the bottom edge):

- Maximum 259mm (10.20") up from the bottom edge of the mail piece;
- Maximum 335mm (13.19") in from the right edge;
- With 10mm (0.39") clear area maintained around the perimeter of the mail piece.

To ensure that Bundles of Unaddressed Copies to a single address are distinctly identified, the following notation should be made (in bold print) near the address block: **DIRECT BUNDLE TO THIS ADDRESS**.

For further information, please refer to the *Canadian Postal Standards—Publications Mail*.

#### **3.4.2 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 (see Section 4.3.1).

The application of these codes associates the mail to a specific type of delivery and delivery route. 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. This visible reference on the mail items identifies the version of data used for mail presortation. The use of outdated Delivery Mode Audit Codes to prepare mailings could result in inefficient delivery of the mail and such mail items may be subject to an adjustment as defined by Canada Post.

### **3.5 Unacceptable mail items**

Items mailed must meet the criteria specified for Publications Mail (see Sections 2.1 and 2.2) and must be prepared for mailing in such a manner as to prevent loss or damage to any item and permit easy examination of each item.

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

In addition, items shall not:

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

# 4 Preparing Publications Mail

## 4.1 Address Accuracy

Address Accuracy is a program designed to encourage mailers 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 re-delivery. For our Customers, this translates into a more efficient service and lower costs.

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. Please refer to the *Address Accuracy Program Customer Guide* for more details.

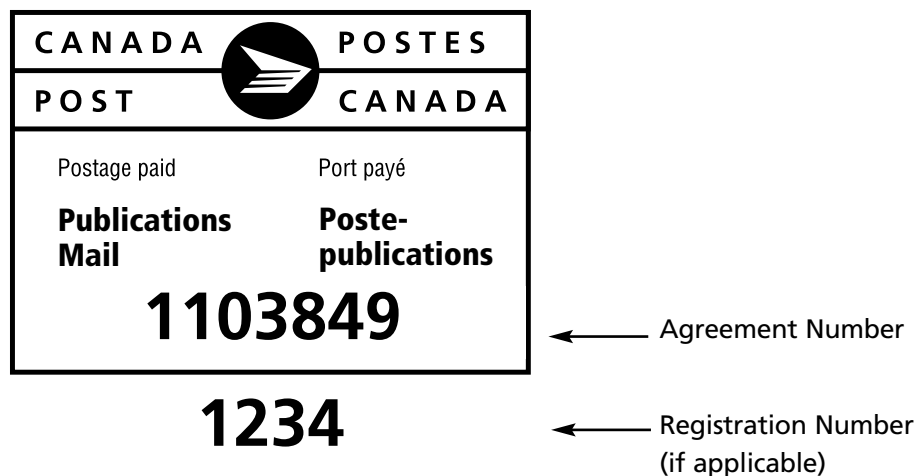
Address Accuracy applies whenever more than 5,000 pieces are prepared as Machineable or presorted (NDG or LCP).

Customers must record their Address Accuracy percentage and expiry date obtained from their SOA on their Statement of Mailing and 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 our web site (see Section 1.3) or from a Canada Post Representative.

## 4.2 Indicia

Customers may use a Canada Post authorized postal indicia to indicate proof of payment on envelopes or wrappers, in the upper right corner, as outlined in the *Canada Postal Guide*. The postal indicia must be bilingual in accordance with the *Official Languages Act* and must include the Canada Post name and logo, the wording “Publications Mail” and the Agreement Number. Camera-ready artwork may be obtained through a Canada Post Representative or by downloading from the *Canada Postal Guide* at [www.canadapost.ca](http://www.canadapost.ca). Approval should be obtained from a Canada Post Representative prior to printing of the postal indicia.





## 4.3 Mail preparation and presortation options

Mail preparation is the process of facing and 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 Publications Mail 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*.

### 4.3.1 Presorting using NDG or LCP

If Customers choose to presort their mail, they must use only one of the following options for mailing each publication issue: NDG Presort or LCP (Letter Carrier Presort).

There is no minimum volume requirement for presorted Publications Mail.

For more information, see Section 1.3 of this guide or for detailed specifications for both mail presortation options, please refer to the Mail Preparation and Presortation Section of the *Canada Postal Guide*. For pricing information please see Section 6.1 and the Publications Mail Price Sheet.

#### **NDG Presort**

The NDG presort option allows Customers to presort items by postal code sequence and group them according to the *National Presortation Schematic* (NPS). NDG Presort includes National, Regional and Local Rural categories.

**LCP (Letter Carrier Presort)**

The LCP option allows Customers to presort items directly to specific Letter Carrier routes or other delivery modes using presortation software recognized by Canada Post. Levels of groupings for LCP are: Delivery Mode Direct (DMD), Delivery Facility (DF), Distribution Centre Facility (DCF), and Residue.

**4.3.2 Preparing Machineable mail**

Publications Mail may be prepared as Machineable with no presorting required for deposit at approved mechanized sites.

Machineable mail must be deposited at one of the following 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	
Winnipeg MB	X	X
Saskatoon SK	X	
Regina SK	X	
Edmonton AB	X	
Calgary AB	X	X
Vancouver BC	X	X
Victoria BC	X	

The key requirements to access the Machineable mail option are:

- 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 80% for Oversize and 90% for Short and Long. Price adjustments will be made to items which fail to meet these requirements. Please refer to the Publications Mail section of the *Canada Postal Guide* for more details.
- A minimum of 1,000 pieces per deposit (phantom pricing is available)
- Container label must state: **Publications Mail Machineable Short and Long** or **Publications Mail Machineable Oversize**.
- Mail must be presented for deposit in hard-sided containers (Oversize—Flats Tub, Short and Long—Lettertainer), unless otherwise approved by Canada Post.
- Mail must be deposited at Canada Post approved mechanized sites.
- Mail must be placed within the container with the address facing in the same direction.

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

The detailed specifications for preparing Machineable items can be found in the Mail Preparation and Presortation Section of the *Canada Postal Guide* and in the *Canadian Postal Standards — Publications Mail*.

#### **Certification of Machineable mail**

Customers may apply for certification of the readability of their Machineable Publications Mail. Certification makes it easier and more convenient to deposit Machineable mail. The testing of a mailing's performance against the required readability target 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.

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 that falls below the readability target. Please refer to the Publications Mail section of the *Canada Postal Guide* for more details or contact your Canada Post Representative.

### 4.3.3 Special packaging

Publications Mail items may be placed in a paper envelope or wrapper or in a closed, transparent plastic wrapper as long as:

- The wrap is drawn tightly over the item to avoid excessive movement of the contents;
- The wrap does not exceed the length or the width of the contents by more than 20mm; and
- The sealing line of the wrap is placed on the back of the item (or, if placed on the front, it must not interfere with the visibility of the address block and the Publications Mail identifying information — see Section 3.1).

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

Items mailed in envelopes must be completely sealed.

### 4.3.4 Labels and tags

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

The type of labels or tags used by Customers will be determined by the mail preparation or presort options and whether the item is Time-committed:

- Publications Mail NDG — Container label
- Publications Mail NDG — Tie-On-Tag
- Publications Mail NDG — Time-committed — Container label
- Publications Mail NDG — Time-committed — Tie-On-Tag
- Publications Mail LCP — Container label
- Publications Mail LCP — Tie-On-Tag
- Publications Mail LCP — Time-committed — Container label
- Publications Mail LCP — Time-committed — Tie-On-Tag
- Publications Mail — Machineable Oversize — Container label
- Publications Mail — Machineable Oversize — Time-committed — Container label
- Publications Mail — Machineable Short and Long — Container label
- Publications Mail — Machineable Short and Long — Time-committed — Container label

The correct labels and/or tags must be applied to all deposits of Publications Mail.

## 4.4 Doing the paperwork

### 4.4.1 Creating an order (Statement of Mailing – SOM) for each mailing

With each issue mailed, a Statement of Mailing must be properly completed and submitted at the time of mailing, along with a sample copy or copies of the publication including enclosures (one sample for each weight variation) identical to those being mailed.

A copy of the electronic order or the original of a manually prepared order (SOM) must be given to an authorized Canada Post Representative at the Receipt Verification Unit (RVU) or at the postal facility approved by Canada Post at the time of mailing.

Using Canada Post's *Electronic Shipping Tools* is the preferred method for creating an order (SOM).

*Electronic Shipping Tools* is free, fast, flexible and simple to use. Creating an electronic order enhances the quality of the billing process by improving the accuracy and timeliness of order processing for the Customer. This method reduces paperwork and opportunities for error while providing added Customer convenience.

Customers can go to [www.canadapost.ca](http://www.canadapost.ca) and follow the business links to our Online Business Centre for more information. Forms can be completed and submitted online, or the Desktop version can be downloaded to prepare forms off-line and submitted later.

Customers can register free of charge to the Canada Post *Electronic Shipping Tools* by calling **1 866 511-0546** for a user ID and password.

Customers may choose to manually prepare an order (SOM) using a hard copy paper Statement of Mailing provided by Canada Post.

#### **4.4.2 Partial mailings**

If a Publications Mail mailing is deposited in more than one shipment, 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 be made within a minimum number of days specified by Canada Post. For Machineable mail, each partial mailing must meet the minimum volume requirement of 1,000 pieces.

Partial mailings can also be prepared using *Electronic Shipping Tools*.

#### **4.4.3 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 National price will apply. The Mailing Details are only required upon request by Canada Post.

For a list of Recognized Presortation Software, visit the Canada Post web site at [www.canadapost.ca/pmsupportdocuments](http://www.canadapost.ca/pmsupportdocuments)

# 5 Depositing Publications Mail

## 5.1 Prior to deposit

For each mailing, the Customer must provide a sample copy or copies of the publication, including enclosures, to the Canada Post facility or Receipt Verification Unit (RVU) where the mail will be deposited. One sample copy identical to those being mailed should be provided for each weight variation.

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

## 5.2 At the time of deposit

All Publications Mail items must be deposited with an authorized person at a Receipt Verification Unit (RVU) or postal facility approved by Canada Post. Publications Mail cannot be deposited into street letterboxes, parcel receptacles or other such mail receptacles.

A completed Statement of Mailing must accompany each publication issue deposited, along with a sample copy or copies of the publication (including enclosures) for each weight variation as well as a Mailing Summary, where applicable. At the request of Canada Post, you must provide a distribution summary within five business days (excluding weekends and statutory holidays) after receiving the request.

All mail must be deposited during normal business hours, or at a time otherwise approved by an authorized person at Canada Post.

Machineable Publications Mail must be deposited at an approved mechanized site. You may deposit less than the minimum volume for Machineable Publications Mail (1,000 pieces) provided that the difference between the actual volume and the minimum volume is entered at the phantom price (i.e., the base price as per the Price Sheet). "Phantom" entries will not be included in any volume counts for Publications Mail.

If Publications Mail items are deposited under a particular preparation (Machineable) or presortation option (NDG or LCP) but do not meet the requirements for that option, the Customer may choose to:

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

**5.2.1 Scheduling**

If mailing 10,000 or more pieces in a single mailing, the Customer must provide a deposit schedule for the mailing to Canada Post. The deposit schedule must be provided at least five business days (excluding weekends and statutory holidays) before the actual deposit and confirmed twenty-four (24) hours before the actual mailing date.

**5.2.2 Changing deposit locations**

The Customer may request, in writing, a change in the location where their mail will be deposited. This written request should be directed to the local Canada Post Representative. Canada Post will normally accept the deposit of items at another postal facility which has the necessary facilities or capacity to receive the mail.



# 6 Making Payment

## 6.1 Pricing

In order to take advantage of the Publications Mail prices, you must meet all the applicable requirements for Publications Mail as outlined in the Agreement (of which this Customer Guide forms a part). If items are deposited which do not qualify as Publications Mail, the Customer will be informed of other available options.

### 6.1.1 Machineable

The price that applies to all items prepared according to Machineable requirements and mailed at an approved mechanized postal facility for delivery at any other postal facility in Canada.

Customers may deposit less than the minimum volume for Machineable Publications Mail (1,000 pieces) provided that the difference between the actual volume and the minimum volume is entered at the phantom price (i.e., the base price as per the Price Sheet). "Phantom" entries will not be included in any volume counts for Publications Mail.

### 6.1.2 LCP (Letter Carrier Presort)

The prices that apply to all items that meet the LCP requirements and are mailed at a postal facility for delivery at any other postal facility in Canada. LCP includes Delivery Mode Direct, Delivery Facility, Distribution Centre Facility (DCF) and Residue.

### 6.1.3 NDG Presort

The prices that apply to all items which meet the NDG Presort requirements. NDG Presort includes National, Regional and Local Rural.

#### **National**

The price that applies to all items mailed at a postal facility for delivery at any other postal facility in Canada.

#### **Regional**

The price that applies to all items mailed at a postal facility for delivery at post offices which have no Letter Carrier Delivery and which are located in the same or adjacent provinces as the accepting postal facility. In order to qualify for this price category, at least 50% of the total addressed copies in the publication issue mailed must be either Regional or a combination of Local Rural and Regional. Otherwise, NDG National prices will apply to the "Regional" portion of the mailing.

**Local Rural**

The price that applies to all items mailed at a post office with no Letter Carrier Delivery for delivery at that post office.

A non-letter carrier post office with civic addressing may have several postal codes. The *Publications Mail Regional Price Category FSA Table* is regularly updated to identify these offices by their Forward Sortation Area (FSA). It can be found on the Canada Post web site (see Section 1.3).

**6.1.4 Bundles of Unaddressed Copies**

The price that applies to Bundles of Unaddressed Copies of the same publication issue mailed at a postal facility for delivery at any other postal facility in Canada and addressed to a news dealer or other bulk receiver.

**6.1.5 Undeliverable Publications Mail**

The price that applies to each address block for an undeliverable Publications Mail item forwarded to the Customer's Canadian return address (see Section 2.3.2).

**6.1.6 Samples, Promotional and Novelty items**

The price that applies to acceptable enclosures with additional postage (see Section 3.2.3).

**6.2 Customer Account and payment options****6.2.1 Customer Account**

A Canada Post Customer Account Number is required on all orders and remittances to ensure the Customer is properly charged or credited. The Customer's Account will be debited for orders processed and credited for any payments received.

The Customer must have sufficient funds in their account to cover any payments required for a mailing or must provide a payment to cover any shortfall when depositing their mail at the Receipt Verification Unit or postal facility. If there are insufficient funds at the time of mailing, the mail could be held until the appropriate funds are available.

Interest is not paid by Canada Post on any funds held in the Customer's Account.

Details of the terms and conditions of the Customer Accounts are set out in the Credit Application.

To obtain a Customer Account, the Customer must complete a Customer Account Information form and a Credit Application form and receive approval from Canada Post. Customers wishing to use pre-authorized payment must also complete a separate application. The forms can be obtained from a Canada Post Representative.

Once the Customer Account has been opened, funds can be deposited by sending a cheque payable to:

#### **COMMERCIAL REMITTANCE PROCESSING**

CANADA POST  
E0680-2701 RIVERSIDE DR  
OTTAWA ON K1A 1L7

The following payment options are acceptable for a Publications Mail order, which is due and payable at the time of mailing:

- Pre-authorized Payment
- Cheque (business cheque up to \$1500; certified cheque over \$1500)
- Payment on Account if sufficient funds available
- Cash
- Money Order

Please note that meter impressions are not an acceptable method of payment for Publications Mail.

For Customers who have signed up for pre-authorized payment processing, Canada Post will deduct the amount due from the Customer's bank account, as per the contractual credit/payment terms. The amount due is deducted from the Customer's Account the next day when the Invoice/Transaction Record is produced.

#### **6.2.2 Subsidized Publications Mail**

Subsidies are available for certain publications if specific eligibility criteria are met under the Publications Assistance Program (PAP), which is administered by the Department of Canadian Heritage (DCH) within the Government of Canada.

Customers who wish to apply for subsidies must contact the Department of Canadian Heritage directly. The toll-free number is **1 800 641-9221**.

If the Customer's publication qualifies for a subsidy under the PAP, Canada Post will forward the request to DCH for approval of a subsidy payment under the PAP in the applicable amount, which is set out on the signed Statement of Mailing. If approved by DCH, Canada Post will deposit the PAP subsidy payment into the Customer's Account.

### **6.3 Invoice / Transaction Record and Statement of Account**

The Customer will receive an Invoice/Transaction Record that summarizes the charges that were applied to the Customer Account for each order processed.

A Statement of Account is provided monthly to all account Customers. It summarizes each of their Publications Mail and other orders processed, any related adjustments and payments during the month, as well as any balance owing at the end of the month.

### **6.4 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 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 the change to the Agreement so that Canada Post may update its 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.

For publications that receive subsidies through the Publications Assistance Program (PAP), administered by the Department of Canadian Heritage (DCH), postage for PAP eligible publications must be paid by the Customer who has been assigned the Registration number by DCH.

# 7 Terms and Conditions

All references to the Agreement shall be deemed to include the *Agreement Activation Form*, and the *Agreement Activation Form—Publications Mail Supplement*, the *Canada Postal Guide*, the Customer Guide, the *Credit Application Form*, the *Customer Account Information form*, any *Deposit Schedule*, any *Authorized User listing*, *Price Sheet* 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 reserves the right to modify, discontinue services or otherwise amend the Agreement, including prices, by giving the Customer sixty (60) 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 or 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 expressed 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 as set out in the Customer Guide—Section 6 (Making Payment). The Customer agrees that the terms and conditions contained on the Customer's Credit Application Form are a part of this Agreement.

#### **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. Weekend 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 Publications Mail 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 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 a 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.