

## Introducing Exciting Improvements to Business Reply Mail™



From anywhere... to anyone

Posted January 11, 2010

Effective January 11, 2010



### BOOST YOUR BRAND AND RESPONSE RATES!

Change the way you create and use this trusted direct response vehicle. Look at the improvements effective April 14, 2008:

- More space
- More creative license
- More envelope options.

#### ***Boost your brand and make an impression***

We've moved things around on Business Reply Mail (BRM) cards and envelopes. Now you have more space to show off your creativity and get noticed. Use the additional space to showcase your brand, reinforce your message, add larger, more colourful images and add or relocate your own barcode.

#### ***BRM window envelopes at work***

Savvy marketers have led to the development of BRM artwork for use with a window envelope destined to Canadian addresses. The two-part artwork, (indicia for the envelope and address for the insert) allows you to:

- print one envelope that can be used for multiple campaigns
- create inserts, letters or forms for recipients to check-off and return in the enclosed BRM window envelope.

#### ***BRM Artwork Online makes it easy!***

Creating your own BRM artwork is only a few clicks away! Simply go to our Online Business Centre at [canadapost.ca/obc](http://canadapost.ca/obc), enter your User ID and Password and get started! If you don't already have your User ID and Password, registration at [canadapost.ca/obc](http://canadapost.ca/obc) is free, fast and easy.

### FOR ADDITIONAL DETAILS...

Please visit [canadapost.ca/brm](http://canadapost.ca/brm) or call your Canada Post representative.