

# Enclosures Made Easy!



From anywhere... to anyone

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## OVERVIEW

The Publications Mail service is specifically designed for periodicals: magazines, newspapers and newsletters (referred to as a 'host publication') as long as the publication is mailed at least twice a year, its editorial content is at least 30% in half the issues in a year and it is mailed in Canada for delivery in Canada. Publications Mail item specifications are based on format and content.

### Format

- Unwrapped or wrapped (paper or polybag)
- Must be easy to handle. For example, it should be easily foldable & stackable, must fit in mailboxes, have a uniform shape and be safe to handle
- One Publications Mail item may weigh up to 1.36 kg for presort or 500 g for machineable

### Content

A Publications Mail item can be made up of a host publication and enclosures (inserts and/or outserts that are enclosed or attached). The price for the host publication is based mainly on its weight, but can vary depending on its enclosures. Many enclosures can be priced with your host publication, however there are some enclosures that have to be paid for separately. These enclosures are either priced as a Sample and Promotional/Novelty Item or a co-packaged item.

### Advertising enclosures

Most non-personalized advertising enclosures are priced with the host publication. Examples include flyers, sales brochures and paper-like promotional material.

### Editorial enclosures

Most non-personalized editorial enclosures are priced with the host publication. Examples include maps, posters and date calendars.

### Mixed Editorial and Advertising enclosures

Non-personalized published material such as advertorials.

TYPE OF ENCLOSURE	DEFINITION	I AM PRICED...		I AM NOT TO BE CONFUSED WITH...
		WITH THE HOST PUBLICATION*	SEPARATELY FROM THE HOST PUBLICATION**	
address carrier	Separate enclosure (normally a single sheet or overcover used to provide the recipient's address for delivery purposes), which is either attached to the outside of the publication or enclosed as an outsert with the host publication in a wrapper. May contain advertising or a promotional message and a response mechanism, such as a Business Reply Mail™ item. Must not be personalized with more than the address block information of the addressee.	✓		personalized advertising or editorial
advertising brochure	A thin collection of unbound or stapled or press-pasted printed pages displaying a sampling of products or services for sale, which may include prices and item numbers. Must not be perfect bound or similar to perfect bound. Must not contain the word "CATALOGUE" or "CATALOG". Should not have an index or table of contents.	✓		catalogue

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<b>advertorial</b>	An advertising piece that is formatted to look like a newsletter or other host publication in order to attract a reader's attention. Must be clearly identified as "ADVERTISING", "ADVERTORIAL" or "PROMOTIONAL" (or similar wording that makes it clear the item is an advertising piece) on the front page/cover, otherwise it will be treated as a co-packaged.	✓		another host Publications Mail item
<b>annual / one-time publication</b>	An enclosed publication (newspaper, magazine or newsletter) published at a frequency of less than twice a year. It does not otherwise qualify as an advertorial, ride-along publication or other acceptable enclosure. It is clearly identified on the cover or in the masthead, with the words "ANNUAL PUBLICATION" (or similar wording). It meets all other criteria to be considered a Publications Mail item.	✓		
<b>another host Publications Mail item</b>	Separate publication title that qualifies as a host publication.		✓ co-packaged Publications Mail	<ul style="list-style-type: none"> <li>• special edition/issue</li> <li>• back issues</li> <li>• annual/one-time publication</li> <li>• ride-along</li> <li>• advertorial</li> </ul>
<b>back issues</b>	Previously published copy/issue of the host publication.	✓		another host Publications Mail item
<b>beauty seals</b>	Less than a single use of a cosmetic product sealed and attached to a page or to another acceptable enclosure in a way that does not substantially increase the thickness of the page or enclosure.	✓		Samples and Promotional/Novelty Items
<b>blank generic nomination forms</b>	Non-personalized forms such as nomination forms, registration, entry or similar type forms.	✓		voting ballots
<b>book</b>	A collection of printed or manuscript pages sewn or glued together along one side and bound between rigid boards or flexible covers, which is published or intended for publication. Published books normally contain an International Standard Book Number (ISBN).		✓ co-packaged Lettermail™	<ul style="list-style-type: none"> <li>• handbook/manual</li> <li>• booklet</li> </ul>
<b>booklet</b>	A thin collection of unbound or bound printed pages between flexible covers whose content is related to the editorial content of the host publication. Booklets must not adversely affect the ease of handling of the item. Booklets cannot be a book, handbook or manual.	✓		<ul style="list-style-type: none"> <li>• handbook/manual</li> <li>• book</li> </ul>
<b>by-laws</b>	A law enacted by a legislature or made by a local authority to regulate its own affairs.		✓ co-packaged Lettermail	
<b>catalogue</b>	Bound printed matter containing a listing of items arranged in alphabetical or systematic order with details of products or services for sale and which may include prices and item numbers. Catalogues typically contain an index or table of contents and/or the word "CATALOGUE" or "CATALOG".		✓ co-packaged Addressed Admail™	advertising brochure
<b>financial report</b>	Annual, quarterly or other regular-frequency reports on financial performance.		✓ co-packaged Lettermail	
<b>handbook/manual</b>	A book of reference or a guidebook that provides specific detailed information or instructions on a particular subject for use by a practitioner or operator.		✓ co-packaged Lettermail	<ul style="list-style-type: none"> <li>• book</li> <li>• booklet</li> </ul>

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<b>minutes of meetings</b>	An informal document outlining what transpired at a meeting. Should be composed of only a few pages and have no separate cover.	✓		transcripts of proceedings
<b>multiple Sample and/or Promotional/Novelty Items</b>	Two or more Sample 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 host publication.		✓ as a Sample and Promotional/Novelty Items	
<b>personalized advertising or editorial</b>	Containing the name of the addressee (person the item is being sent to) plus one other piece of information relating to that individual. Types of personalization include: address, unique membership number, account balance, points record, financial information, purchase history with the exception of renewal notices.		✓ co-packaged Lettermail or Addressed Admail	<ul style="list-style-type: none"> <li>renewal notice</li> <li>address carrier</li> </ul>
<b>Promotional/Novelty Items</b>	<p>A non-personalized item used to promote a brand name, a product or a service</p> <ul style="list-style-type: none"> <li>a Promotional/Novelty Item may be an actual product provided that it is intended as a trial to be used, displayed or worn by the reader of the publication</li> <li>some examples of Promotional/Novelty Items include: small articles of clothing, pens, date booklets and souvenirs</li> <li>if more than one identical paper or paper-like promotional item (e.g., brochures, maps) is enclosed with one host publication, then the Sample and Promotional/Novelty price will be applied to the collection of those items</li> </ul>		✓ as a Sample and Promotional/Novelty Items	
<b>proxy</b>	An official document used to authorize one person to act for another. A document providing authority/power to act for another specifically for voting purposes.		✓ co-packaged Lettermail	voting ballot
<b>renewal notices</b>	Printed notification, which may be personalized, to a subscriber about the status of the subscription and options for renewal of the host publication. Renewal notices may also contain subscription offers for the host publication or other publications or may be for renewal of request subscriptions.	✓		personalized advertising or editorial
<b>reports (content related to the host publication)</b>	A printed document that describes the findings of some individual or group on a single subject.	✓		
<b>reports (content NOT related to the host publication)</b>	A printed document that describes the findings of some individual or group on a single subject.		✓ co-packaged Lettermail	
<b>repositionable notes (RPNs)</b>	RPNs must be applied by machine, not manually and may be applied in up to 3 layers in one (1) specified location.	✓		Samples and Promotional/Novelty Items
<b>ride-along Publications Mail</b>	A complimentary, promotional copy of another title or the same title (a separate newspaper, magazine or newsletter that has not been requested) per mailing up to six (6) times in a calendar year with the intention of building subscription levels of the ride-along title. Must be clearly identified on the cover or on a separate sheet, card or overcover with the words "COMPLIMENTARY" or "FREE ISSUE/COPY" (or similar wording), and must include a call-to-action for subscription, such as a Business Reply Mail item, otherwise it may be treated as a co-packaged publication and priced accordingly.	✓		another host Publications Mail item

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<b>Samples</b>	Trial or trial-sized item or specimen intended to indicate the nature of the product. May be an actual product provided that it is intended as a trial to be used, displayed or worn by the reader of the publication. Some examples of Samples include: food, personal care items and household products.		✓ as a Sample and Promotional/Novelty Items	
<b>scent strips</b>	A portion of a page or of an acceptable enclosure that is impregnated with a fragrance (less than a single use) in such a way that the scent cannot be released during normal postal handling.	✓		Samples and Promotional/Novelty Items
<b>source guide / buyer's guides</b>	It is comprised of printed matter of bound pages whose format is similar to the host publication, including a cover that is prominently "branded" with the title logo of the host publication and the words "SOURCE GUIDE" or "BUYER'S GUIDE". May contain an alphabetical or classified listing of names, addresses and/or other data, and must contain editorial and advertising relating to the host publication. A source guide or buyer's guide may be enclosed with, or be a regular issue of, the host publication magazine and tabloid formats may be combined as long as the host publication and enclosure(s) are of similar dimension to ensure ease of handling of the item.	✓		street, telephone or other directories
<b>special edition/ issue</b>	A separate issue of the host publication published outside the regular frequency of the host publication.	✓		
<b>surveys (content related to the host publication)</b>	A questionnaire that seeks to gather information or opinions.	✓		
<b>surveys (content NOT related to the host publication)</b>	A questionnaire that seeks to gather information or opinions.		✓ co-packaged Lettermail)	
<b>street, telephone or other directories</b>	Printed matter of bound or spiral-bound pages comprised of an alphabetical or classified listing of names, addresses and/or other data, usually with an index and often with page tabs. (see also Source/Buyer's Guide)		✓ co-packaged Lettermail	source/buyer's guides
<b>transcripts of proceedings</b>	Formal records of institutional meetings or formal proceedings.		✓ co-packaged Lettermail	
<b>voting ballot</b>	An official document used to cast or register a secret vote.		✓ co-packaged Lettermail	blank generic nomination forms

\* Add both the weight of the host publication and its enclosures to identify the total weight of the mailpiece, then refer to the Publications Mail Price sheet at [canadapost.ca/tools/pg/supportdocuments/pm\\_pricesheet-e.pdf](http://canadapost.ca/tools/pg/supportdocuments/pm_pricesheet-e.pdf).

\*\* The host publication and the enclosure are priced separately. The enclosure is priced as either another Publications Mail, Addressed Admail or Lettermail item or a Sample and Promotional/Novelty Item depending on the content of the enclosure. Refer to the appropriate price sheets for current prices.

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