

OVERVIEW OF CHANGES EFFECTIVE JANUARY 16, 2012 AND OTHER IMPORTANT REMINDERS

NEW - 2012 Business Reply Mail Price Sheet

There were price increases to *Business Reply Mail™* effective January 16, 2012. Customers were provided Price Sheets in July 2011. For details on all 2012 *Business Reply Mail* prices refer to the 2012 *Business Reply Mail* Price Sheet at canadapost.ca/notice

NEW - 2012 Business Reply Mail Customer Guide

The 2012 version of the *Business Reply Mail* Customer Guide, effective January 16, 2012 was posted at canadapost.ca/notice on November 18, 2011.

UPDATE – New Minimum Paper Weight Requirement for Business Reply Mail Cards Postponed to July 31, 2012 and Matte Coating is Now Acceptable

The following specification changes will apply to the Business Reply Mail service:

- The Quiet Zone (VES barcode area) on the back of the item will be mandatory
- Reduce the Quiet Zone for barcoding on the front of the item from 19 mm high by 150 mm long to **19 mm high by 105 mm long** measured from the bottom right edge

Further details on new machineable specifications are available at canadapost.ca/postalstandards. The postal standards will be revised by January 2012 to reflect these changes.

Note: The new minimum paper weight for cards from 135 gm² to 160 gm² **has been postponed until July 31, 2012**. The delay for Business Reply Mail will allow us to expand discussions with representatives of the industry. We will look for options both internally and externally that will ensure optimal Business Reply Mail card production and postal handling.

AND

We are also pleased to announce that '**matte**' coating for machineable items is now acceptable!

UPDATE – Additional Business Reply Mail Sites have been Automated

In January, Canada Post introduced improvements to our Business Reply Mail (BRM) service. With the recent implementation of new equipment and technology, we have automated the BRM sorting and billing processes in Winnipeg, Halifax, Montreal/Quebec, Regina, Hamilton, Saskatoon, Toronto and Saint John.

2012 is shaping up to be another exciting year for BRM improvements. Starting with St. John's in late January, the cross-country roll out will continue with implementations in Edmonton, London, Calgary and Ottawa.

In the New Year, we will also launch the much anticipated BRM barcode. Customers in areas where the Business Reply Mail sorting and billing processes have been automated will be encouraged to

update their artwork to include this new barcode. Business Reply Mail automation will also be launched in additional plants over the next few years as we continue to roll out new equipment.

What's Changing?

- You will have the ability to reconcile your daily BRM items online with the "Daily Counts" report.
- Packing slips are replaced by the online "Daily Counts" reports, which can be accessed by logging into the Online Business Centre at **canadapost.ca/obc** and selecting "BRM Reporting".
- Look for a new "date stamp" on your BRM pieces and use this "date stamp" to easily reconcile your reply mail to the new online "Daily Counts" report.
- Coming in 2012, a new, more sophisticated barcode will provide you with access to an "Origin Pass" report, which can provide valuable information about incoming mail, helping to track campaign response by city the moment the reply hits one of Canada Post's plants.

Learn more about these changes and the new barcode by visiting **canadapost.ca/BRMchanges**

COMING SOON – New Payment Options for Customers with Commercial Accounts Using Postal Boxes

With this convenient centralized billing payment option, you will:

- Save time and better manage your Postal Box rentals
- Pay your Postal Box rental fees through your Canada Post billing account
- Conveniently setup and renew Postal Boxes without having to travel to each Post Office where the boxes are held
- Avoid potential interruption of service from missing your renewal
- View details of all Postal Box rentals on your Canada Post commercial invoice

Visit **canadapost.ca/postalboxes** for more information about the changes or to find out if you qualify.