





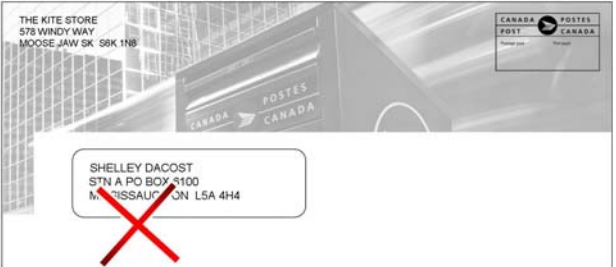
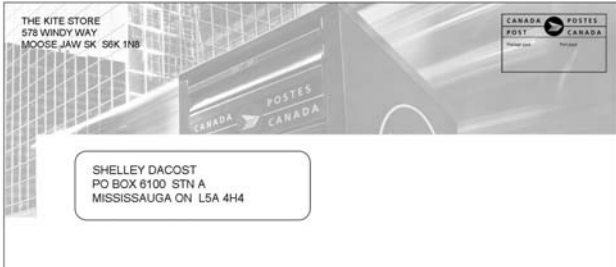
# OVERVIEW OF CHANGES



ADDRESSED ADMAIL™, INCENTIVE LETTERMAIL™ and PUBLICATIONS MAIL™

## NEW - Tips to Avoid Common Errors Affecting Machineable Read Rates

**Readability** requirements ensure Canada Post's automated equipment can find and read the address on each of your mail items. To avoid machineable read rate adjustments\*, we have identified below some of the most common errors that lead to read rate adjustments or surcharges.

Common errors...	To avoid the error, ensure that...
<p>On window envelopes, the destination address is not fully visible or appears very close to the edge of the window.</p>  <p>THE KITE STORE 578 WINDY WAY MOOSE JAW SK S9K 1N8</p> <p>SHELLEY DACOST 5 CANTERBURY DR</p>	<p>the entire destination address is visible, with clear spaces between the edges of the address block and the edges of the window. <b>The entire address must remain fully visible, even if the enclosure shifts within the envelope.</b></p>  <p>THE KITE STORE 578 WINDY WAY MOOSE JAW SK S9K 1N8</p> <p>SHELLEY DACOST 5 CANTERBURY DR WHITEHORSE YT Y1A 6B6</p> <p>3 mm 3 mm 10 mm</p>
<p>Street name or municipality name is split across two lines.</p>  <p>THE KITE STORE 578 WINDY WAY MOOSE JAW SK S9K 1N8</p> <p>SHELLEY DACOST 2385 CH DE LA CÔTE-DE-LIESSE SAINT-LAURENT QC H4N 2M7</p>	<p>the address label or address block space is big enough to fit the longest street/municipality names in your address list.</p>  <p>THE KITE STORE 578 WINDY WAY MOOSE JAW SK S9K 1N8</p> <p>SHELLEY DACOST 2385 CH DE LA CÔTE-DE-LIESSE SAINT-LAURENT QC H4N 2M7</p>
<p>Address format errors. For example, Postal Box number appears after Station information.</p>  <p>THE KITE STORE 578 WINDY WAY MOOSE JAW SK S9K 1N8</p> <p>SHELLEY DACOST STN A PO BOX 6100 MISSISSAUGA ON L5A 4H4</p>	<p>all the elements of the destination address meet the requirements outlined in the Addressing Guidelines of the <i>Canada Postal Guide</i>.</p>  <p>THE KITE STORE 578 WINDY WAY MOOSE JAW SK S9K 1N8</p> <p>SHELLEY DACOST PO BOX 6100 STN A MISSISSAUGA ON L5A 4H4</p>

For complete machineable specifications, please refer to the *Machineable Postal Standards* guide at [canadapost.ca/postalstandards](http://canadapost.ca/postalstandards).

\* Machineable read rate adjustments are applied after machineable mailings pass through our automated equipment and only if they do not meet the read rate targets of 95% for Standard/Short and Long and 85% for Oversize mailings. For details and examples on how the read rate adjustments are calculated, please visit [canadapost.ca/surcharges](http://canadapost.ca/surcharges).