

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

NEW - 2012 Publications Mail Price Sheet

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

NEW - 2012 Publications Mail Customer Guide

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

NEW – January 16, 2012 – Simplified NDG Presort Mail Preparation and Presortation Guide

Look for improvements made throughout the *NDG Presort Mail Preparation and Presortation Guide* found at canadapost.ca/mailpreparation

NEW – January 16, 2012 – Addressing Guidelines Simplified

Look for improvements made throughout the Addressing Guidelines by visiting the Addressing Guidelines section at canadapost.ca/postalguide

NEW – Withdrawing the One Gatefold Limitation on Unwrapped Publications Mail Items until Further Notice

The July 2011 Rate and Service Changes letter announced the introduction of a specification that was looking to limit a *Publications Mail* “gatefold” (described as an extension of a publication cover that is less than a full page in width on the front and/or back) to one cover (either on the front or the back of the item). The specification has been withdrawn until further notice and will not be implemented in January 2012.

Should the decision be made to re-introduce the specification change in the future, Canada Post will work with the industry to assess the impact of such a change and work to develop an integrated transition strategy.

NEW – Tips to Avoid Common Errors Affecting Machineable 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.

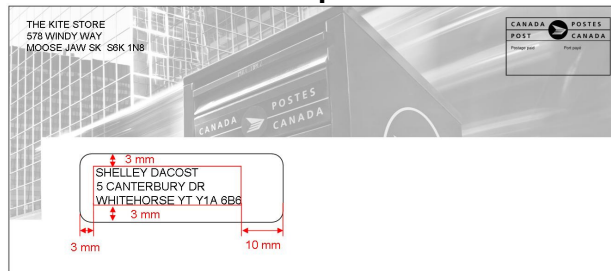
Common errors...

On window envelopes, the destination address is not fully visible or appears very close to the edge of the window.



To avoid the error, ensure that...

the entire destination address is visible, with clear spaces between the edges of the address block and the edges of the window. **The entire address must remain fully visible, even if the enclosure shifts within the envelope.**



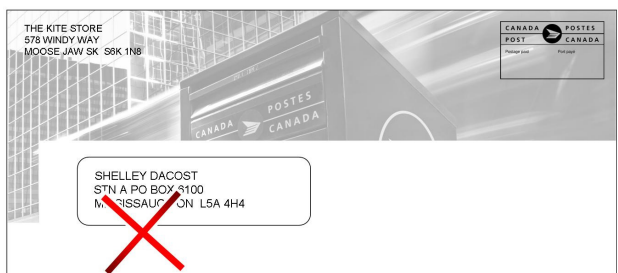
Street name or municipality name is split across two lines.



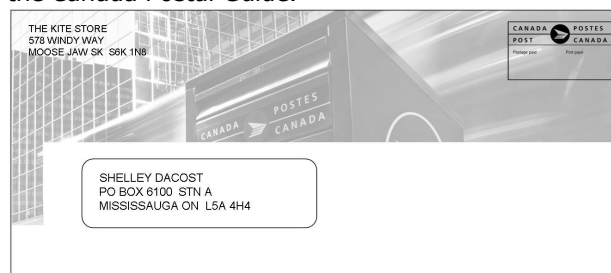
the address label or address block space is big enough to fit the longest street/municipality names in your address list.



Address format errors. For example, Postal Box number appears after Station information.



all the elements of the destination address meet the requirements outlined in the Addressing Guidelines of the *Canada Postal Guide*.



For complete machineable specifications, please refer to the *Machineable Postal Standards* guide at 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.

UPDATE – Address Accuracy Transition Period for Excluded Business Addresses Extended to January 2013

In January 2011, Canada Post introduced Point of Call Address Data, which is now used in Address Accuracy software for validating and correcting mailing lists and for producing a *Statement of Accuracy* (SOA).

In response to requests from our customers, the transition period for **excluded large urban business addresses** has been extended to **January 2013**. This means you have more time to correct these addresses before they're considered invalid and counted against your Statement of Accuracy score. **No further extensions will be provided after January 2013.**

Reminder: As previously communicated, the transition period for **excluded** multi-unit **residential apartment addresses** will end effective January 13, 2012 at which time invalid residential apartment addresses will count against Statement of Accuracy scores.

REMINDER – January 16, 2012 - Modifying Machineable Specifications to Add Value to Your Mailings

To provide you with more flexibility when creating your mail items and to align with the capabilities of Canada Post's new automated equipment, the following specifications changes will be made to the *Machineable Postal Standards* guide for Standard/Short and Long (S/L) Incentive Lettermail, Addressed Admail and Publications Mail:

- 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
- Allow graphic placement to the right and below the address block provided the Quiet Zone around the address block (6 mm above and below the address; 13 mm to the right and left of the address) and the Quiet Zone for barcoding (**19 mm high by 105 mm long** measured from the bottom right edge) are respected. **Note:** Customers wishing to print text to the right and below the address block must provide samples for testing and approval to Canada Post prior to inducting the mailing.
- Allow all types of fonts for the destination address, provided:
 - All characters are clear, well-defined and have a space no smaller than 0.1 mm between them;
 - Font size is set between 10 and 14 pts (the optimal character height is between 2.3 mm and 3.3 mm); and
 - No bold, underlined, italic, or script/decorative fonts are used.

NEW

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

Note: The new machineable specifications will only apply to mailings deposited at Canada Post sites that have new mail sorting equipment. These locations can be found in the "*Induction Locations and Cut-off Times*" document available at canadapost.ca/mailpreparation

REMINDER – Acquisition Admail Mover Selects

In June 2011, new mover selects were added to the Acquisition Admail service:

- New selections for Acquisition List and Acquisition List Plus:
 - **New Addresses** - reach newly constructed residential addresses that have just started to receive mail delivery with confirmed occupancy. Canada Post registers over 120,000 new residential addresses every year, including new subdivisions and condominiums.
 - **New Occupants** - target addresses that have just experienced a recent transition in occupancy. Canada Post registers over 300,000 residential changes each year.
 - **New Addresses** and **New Occupants** selects allow you the ability to time your mailings to the move date with recency selects.

Canada Post's Acquisition Admail service allows you to effectively target prospects using an addressed direct mail list (items addressed without the addressee's name). With over 13 million available addresses, Acquisition Admail provides access to accurate lists of Canadian residential, business and multi-unit building addresses with the current offering:

Acquisition List

- Rent a list with a minimum quantity starting at 5,000 address records per order.
- Choose how many addresses you want to use for your mailing.
- Use your list for a one-time mailing within six months.

Acquisition List Plus

- Rent a list with a minimum quantity of at least 20,000 address records per order.
- Deposit your one-time mailing within 90 days.
- Access to special list and Acquisition Admail postage rates.

Learn more about this exciting product offering by visiting the Canada Post website at canadapost.ca/acquisitionadmail

FINAL REMINDER – January 16, 2012 – Eliminating Bags as a Containerization Option

As per the initial letter sent to all Addressed Admail and Publications Mail customers in September 2009, **Canada Post will no longer accept mailings inducted in bags effective January 16, 2012.**

We recommend you transition from bags to more efficient container options such as Canada Post-supplied lettertainers and flats tubs, Cardboard Lettertainers, customer-supplied cardboard boxes, or brick-piling on pallets/monotainers. **Bags will no longer be available for ordering as of December 31, 2011.**

Details on containerization options and the benefits are available in the *Mail Preparation and Presortation* guides at canadapost.ca/mailpreparation

Mail Preparation and Presortation tutorials are also available on the Canada Post website at canadapost.ca/tutorials

REMINDER – Allowing the Induction of Mailings Using Cardboard Container Solutions in Conjunction With Canada Post-Supplied Containers

In an effort to minimize the costs of purchasing alternative equipment due to shortages of Canada Post containers during peak times, you can induct your mailings using cardboard lettertainers or cardboard boxes in conjunction with Canada Post-supplied lettertainers or flats tubs. You may vary the type of containers used (hardsided containers, cardboard lettertainers, cardboard boxes or brick-piled pallets), provided the same type of container is used for each destination facility or within each shipping unit.

Note: Please ensure your cardboard boxes meet the requirements outlined in the applicable *Mail Preparation and Presortation* guide at canadapost.ca/mailpreparation

REMINDER – Importance of Using Current Delivery Mode Code Data

The Delivery Mode Audit Code (DMAC) is an integral part of the Delivery Mode Code (DMC). It is the visible reference on a mail item that identifies the version of data used for mail presortation. Approximately every thirty days Canada Post issues new data files containing updated DMCs for any changed or new urban mailing addresses and delivery routes. In 2012, we will be restructuring many delivery routes as we continue to implement our new delivery model as part of our Postal Transformation project. To that end we wish to remind you about the criticality and importance of applying the current and valid Delivery Mode Codes to your mailing and coordinating them with your mailing drop dates.

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.