

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

NEW - 2012 Unaddressed Admail Price Sheet

There were price increases to *Unaddressed Admail*™ effective January 16, 2012. Customers were provided Price Sheets in July 2011. For details on all 2012 *Unaddressed Admail* Non-contract prices refer to the 2012 *Unaddressed Admail Non-Contract* Price Sheet at canadapost.ca/notice. Qualifying customers may have access to lower prices by signing an Agreement. To obtain an Agreement specific Price Sheet or for further details contact the Commercial Service Network at 1 866 757 5480.

NEW - 2012 Unaddressed Admail Customer Guide

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

UPDATE – February 2012 – Enhancing Your Unaddressed Admail Experience – with Canada Post’s Precision Targeter Application

Beginning February, 2012, you will have access to a new and exciting interactive targeting, pricing and order application: **Precision Targeter** that will make it easier for small and medium sized *Unaddressed Admail* customers to execute Unaddressed Admail mailings and get the most out of marketing campaigns.

This new application is a dramatic improvement over the existing process as it enables you to easily plan, price and place Unaddressed Admail *Orders* using an interactive step-by-step approach! The **Precision Targeter** application, modeled on customer feedback, is sophisticated and smart - yet simple and intuitive. This free, value-added online application will allow you to plan and place *Unaddressed Admail Orders* when it is most convenient for you!

IT'S ALL THERE! THE BENEFITS...

- Convenient, hassle-free, seamless "Target-to-Order" application
- Online access to applicable *Unaddressed Admail* contract price (upon log-in)
- Visual and intuitive map-centric interface
- Current and up-to-date information, including maps
- Visibility into the most popular routes (High Demand Routes)
- Plus much more...

PLAN, PRICE, PLACE – IT'S THAT EASY! THE FEATURES...

- Target mailings by identifying prospective customers based on location or proximity to a specific address, and demographic filters (e.g. age, income)
- Review estimated mailing costs every step of the way and easily adjust the campaign to meet business and budget requirements
- Download customized targeting analysis or send to a third-party printer
- Create and print all of the required documents for an *Unaddressed Admail Order* quickly and easily
- Plus much more...

SAVE TIME AND ENJOY PLANNING UNADDRESSED ADMAIL MAILINGS!

The new **Precision Targeter** application consists of three easy-to-use integrated components: **Targeting**, **Pricing** and **Ordering**. You can simply let the application guide you through the process!

1. Targeting

Precision Targeter targeting capabilities and built-in tools are sure to impress and simplify your campaign planning! Some of the highlights include:

- Web-based interactive map views and analysis.
- A selection of variables to describe the mail piece (size, weight, timing, audience and budget).
- Target areas can be defined by using selection tools such as: drawing a polygon, defining a radius, drive time, drive distance from a point on the map, etc...
- Suggested routes to assist you in optimizing your target audience based on the variables selected.
- Save the targeting analysis for later use or forward the information to a Value-Added Mailer to prepare the *Unaddressed Admail* mailing.
- High Demand Routes are identified to assist in the planning of future campaigns (the High Demand Route Premium will be implemented on April 23, 2012).

2. Pricing

You can view estimated postage costs as you plan and redefine your campaign targeting requirements based on your applicable *Unaddressed Admail* contract prices. In addition, you can:

- Dynamically **estimate** Basic or Premium postage costs.
- View the High Demand Routes to assist in planning future campaigns.
- Determine if your mailing can benefit from the new 10% Seasonality Discount (during qualifying months).
- Estimate Transportation Fees.
- Continue in the application to create an *Order*.

3. Ordering

With the targeting and pricing information automatically populated, you can:

- Configure your Mailing Plans using online, user-friendly tools.
- View **accurate** pricing for the *Order**, based on your contract pricing, Seasonality Discount (where applicable) and/or Transportation Fees, etc...
- Pay for the *Order* using an approved Canada Post method of payment, including credit card or Canada Post account.
- Print the *Order*, labels and other documentation required for the induction of *Unaddressed Admail*.

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- View a map of the closest deposit locations.

*The application will be updated on April 23, 2012 to apply the High Demand Route Premium. The ordering component of the Precision Targeter application will not replace current versions of EST (EST Online, EST 2.0, EST EOE or SOM Only).

For more information visit canadapost.ca/precisiontargeter

REMINDER - Introduction of a 10% Unaddressed Admail Seasonality Discount for Orders Deposited during the Months of January, February, June, July, August and December

On January 16, 2012, Canada Post began offering a 10% Seasonality Discount on postage for *Unaddressed Admail* mailings deposited during the months of January, February, June, July, August and December, when Unaddressed Admail volumes are lowest.

The 10% Seasonality Discount, applied to the combined base price and progressive weight price, will be automatically applied to *Unaddressed Admail* mailings inducted during the qualifying months when using the new Precision Targeter application or EST (excluding SOM Only) to create your *Order*.

Exclusions: The 10% Seasonality Discount does not apply to SOM Only *Orders*, manual *Statements of Mailing*, Transportation Fees or the High Demand Route Premium.

Unaddressed Admail mailings planned for these months (January, February, June, July, August and December) will automatically benefit from the discount. Otherwise, you may decide to add to your mailing plans or adjust the timing of your mailing to take advantage of the new discount periods.

REMINDER – List of High Demand Routes (HDR) that will be subject to the HDR Premium

Canada Post delivers *Unaddressed Admail* to every address in Canada; however some routes are in higher demand than others. The volume on these routes poses a significant challenge for our mail processing network and for the delivery employees, resulting in more costs for preparation, increased delivery time, and heavier weight to be carried by Canada Post employees.

As a result, we will introduce a 1.5 cent Premium per item destined to these routes—High Demand Routes—on April 23, 2012, to better align volume with our operational capacity. High Demand Routes will be defined as routes having more than 7.5 *Unaddressed Admail* items on average per address, per week. Today, 24% of these routes have more than 10 items per address, per week.

The introduction of a High Demand Route Premium will help protect the effectiveness and relevance of *Unaddressed Admail* as an advertising medium by reducing the number of promotional messages consumers receive on these routes.

The High Demand Routes is visible in the new Precision Targeter application and EST (except SOM Only) as of January 16, 2012, to assist you in determining if your target areas include High Demand Routes, allowing you to better plan your 2012 *Unaddressed Admail* campaigns.

List of High Demand Routes

Since July 20, 2011, a list of High Demand Routes has been available on the Canada Post website at canadapost.ca/uasupportdocuments. Canada Post will periodically update the list of High Demand Routes to account for changes in mail volumes and route restructures. The updated list of High Demand Routes will be available to you in July of each year.

REMINDER – Unaddressed Admail Invoice Changes

As a result of these changes, you may see some or all of the following price points on your *Unaddressed Admail* invoice beginning January 16, 2012:

- Basic Price Per Item Fee - based on your Annual Volume Commitment level
- Premium Price Per Item Fee – based on:
 - Annual Volume Commitment level
 - Size of mail pieces (Oversize vs. Standard)
 - Business Points of Call
 - Specified Delivery Start Date
 - Samples
- Transportation Fee
- **NEW!** 10% Seasonality Discount - applicable to combined base and progressive weight prices
- 1% Automation Incentive

Note: After the introduction of the High Demand Route Premium on April 23, 2012, the 1.5 cent per item Premium will also appear on applicable *Unaddressed Admail* invoices.

REMINDER – Improved Householder Counts and Maps

Canada Post's Householder Counts and Maps can help you target your customers and prospects by providing information on the number of houses, apartments, farms and businesses throughout Canada, along with associated FSA and Letter Carrier Walk maps.

With the technology and capabilities of Precision Targeter, we can now more easily and frequently update existing Householder Counts and Maps. Refer to the Householder Counts and Maps at canadapost.ca/cpc2/addrm/hh/default-e.asp, to view the updated tool, which also identifies High Demand Routes.

REMINDER – Unaddressed Admail Contract Prices No Longer Accessible for Customers Who Use the "SOM Only" Version of EST

"SOM Only" is a version of EST whereby only the *Order* is created—the system does not create container labels, or an *Admail Delivery Slip* and the 1% automation incentive is not applied. In addition, the Mailing Plan details are not provided and there is no integration into Event Manager. The SOM Only version of EST restricts the ability to implement future enhancements that provide you with better data.

Effective January 16, 2012, customers that use the SOM Only version of EST to create *Orders* for *Unaddressed Admail* will no longer have access to contract prices and the volume inducted using SOM Only will no longer apply to their Annual Volume Commitment.

Customers who choose to continue using the SOM Only version of EST after January 16, 2012, will not:

- have access to discounted prices based on their Annual Volume Commitment.
- be able to count *Unaddressed Admail* items deposited with a SOM Only *Order* towards their Annual Volume Commitment.
- be able to take advantage of the new 10% Seasonality Discount.

REMINDER - Increasing the Quantity of *Flexipack* Pouches from 50 to 100 per Pack

Flexipack pouches for *Unaddressed Admail* are designed to offer you an alternate container option for small *Unaddressed Admail* mailings destined to low density areas or rural delivery facilities.

These one-time-use pouches, made of flexible recycled plastic, are offered in packs of 100 *Flexipack* pouches. You can purchase packs of 100 *Flexipack* pouches for *Unaddressed Admail* in either size online at canadapost.ca/obc:

- Small at \$16.44 per pack of 100 pouches; and
- Large at \$31.39 per pack of 100 pouches.

REMINDER - Amendment to the Requirements for *Unaddressed Admail* Co-Op Mailings

Co-op mailings are items designed or published primarily for advertising purposes and featuring two or more offers from different advertisers printed on a single sheet, card or coupon booklet, or mailed in a sealed bag, wrapper or envelope that prevents separation.

The requirements for *Unaddressed Admail* Co-op Mailings have been redefined as follows:

- When two or more companies are participating in a co-op mailing, the owner of the mailing must advertise on a minimum of 10% of the space visible on the outside of item. Other participants are not subject to minimum space requirements.
- When items are enclosed in an opaque wrapper (opaque bag or envelope), the minimum advertising space of 10% applies to the wrapper itself. When items are enclosed in a clear wrapper (such as a poly wrapper), the minimum advertising space of 10% applies to the items visible from the outside of the wrapper, unless otherwise printed on the wrapper itself.
- To be an advertiser, customers must make a descriptive representation for the purpose of directly promoting the sale of a product or service to the recipient. Offers include, but are not limited to, discount, coupons or special offer on a product or service. Customers cannot simply print their name on the item and be considered an advertiser.

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

REMINDER – Clarifying the Exemptions to the *Unaddressed Admail Consumers' Choice Program for Municipal Electoral Candidates*

Customers can target more effectively by respecting the wishes of consumers who indicate through a self-produced notice on their mailbox or mail receptacle that they do not wish to receive unaddressed material.

The current list of exemptions to the Consumers' Choice Program includes materials from: Elections Canada and the Provincial Chief Electoral Officers, House of Commons, Municipal Electoral mailings (which include Municipal Election Officials and Deputy Returning Officer) and community newspapers.

Clarification: Municipal Electoral Candidates sending promotional materials using the *Unaddressed Admail* service **are not exempt** from the Consumers' Choice Program. Canada Post will continue to respect consumer's wishes to not receive unaddressed materials from Electoral Candidates.

REMINDER – Published *Unaddressed Admail Cut-Off Times*

Induction locations and cut-off times for all services except *Unaddressed Admail* were published several years ago. The "*Induction Locations and Cut-off Times*" document, available online at canadapost.ca/uasupportdocuments, has now been updated to include *Unaddressed Admail* to make it more convenient for you to access the information from a single source. You may find it easier to determine cut-off times when depositing at a Receipt Verification Unit (RVU) versus at a Delivery Installation responsible for local delivery.

REMINDER – Ensure All Containers, Pallets and Monotainers are Labelled Correctly

Correct labelling ensures mail is directed to the correct Delivery Installation or Work Centre within a Canada Post facility. Please ensure all containers, pallets and monotainers are labelled properly. For details refer to the applicable *Mail Preparation and Presortation* guide at canadapost.ca/mailpreparation

REMINDER – Mechanically-Applied Single Plastic Strapping Allowed on Standard Unaddressed Admail Items

Discussions with *Unaddressed Admail* customers identified an opportunity to align Canada Post's mail preparation requirements to the capabilities of the printing and packaging (bundling) industry. Specifically, equipment used by these industries allows for mechanically-applied single-strapped bundles of Standard size (30.50 cm x 15.24 cm [12 in x 6 in]) *Unaddressed Admail* items that will adhere to our mail preparation requirements.

As a result of your feedback and further investigation, you may now use mechanically-applied single plastic banding as a bundling option, providing the strapping can successfully prevent bundles of Standard *Unaddressed Admail* from becoming loose and breaking open during handling or while in transit.

Note: Double-strapping is still required when using elastic bands, string or manually-applied plastic straps.

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.