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# UNADDRESSED ADMAIL™

Unaddressed Admail service is available with or without an Agreement.

Unaddressed Admail is one of Canada Post's targeted direct mail services. It consists of printed and non-printed matter such as product samples that are not addressed to specific delivery addresses in Canada. Items must be unaddressed but may bear wording, such as: "HOUSEHOLDER", "OCCUPANT", "RESIDENT", "BUSINESS OWNER", "MARKETING MANAGER", "PURCHASING MANAGER" or "BOXHOLDER" without any further address.

Our Unaddressed Admail service delivers advertising messages to more than 13 million mailboxes served by Canada Post. Unaddressed Admail provides geographic, demographic and lifestyle information to target mailings to neighbourhoods or localities that have the highest potential audience – without a Customer database.

The impact of an Unaddressed Admail item is defined by the four Rs – the item is received, read, recalled and responded to. Unaddressed Admail can help build Customer traffic, develop relationship marketing with groups of Customers, or advertise a special offer. Customers can easily measure the effectiveness of their campaign by including a Business Reply Mail™ card.

Canada Post's Unaddressed Admail service puts the power of direct mail into the hands of every advertiser. Through its vast delivery network, Canada Post is able to get the mail received, read, recalled and responded to by more Canadians.

## WHERE TO FIND MORE INFORMATION

Canada Post has designed a *Customer Guide* to give Customers detailed information needed to get the most from Canada Post's Unaddressed Admail service. Visit [canadapost.ca/generalterms](http://canadapost.ca/generalterms) to view the qualifications for the terms and conditions under which this service is provided.

Customers may also visit [canadapost.ca/uasupportdocuments](http://canadapost.ca/uasupportdocuments) for a list of support documents detailing Unaddressed Admail requirements or call the Commercial Service Network at 1.866.757.5480 for general information on Products and Services.