

Addressed Admail™ and Incentive Lettermail™

From anywhere... to anyone

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This checklist is provided to help you meet and understand the requirements when creating Machineable Standard / Short and Long (S/L) cards and postcards for the following services and options: Incentive Lettermail (Machineable and Presort) and Addressed Admail (Machineable Mail and Machineable Presort). This checklist is not exhaustive. For complete details, please see the *Machineable Postal Standards* at canadapost.ca/postalstandards

WHEN CREATING YOUR STANDARD / SHORT AND LONG (S/L) CARDS AND POSTCARDS, FOLLOW THESE STEPS...						REFERENCE
Step 1: Ensure Your Mail Items are Machineable						
<input type="checkbox"/>	The size and weight meet the following requirements:					section 3
	DIMENSIONS	LENGTH	WIDTH	THICKNESS	WEIGHT	
	Min.	140 mm (5.6 in)	90 mm (3.6 in)	0.18 mm (0.007 in)	N/A*	
	Max.	235 mm (9.2 in)	120 mm (4.7 in)	5 mm (0.2 in)	50 g (1.75 oz)	
* Machineable cards and postcards must meet strength requirements (see section 4 "Card and Postcard Strength, Flexibility and Firmness").						
<input type="checkbox"/>	The aspect (length to width) ratio meets the following requirements:					section 3
<ul style="list-style-type: none"> a minimum of 1.3 a maximum of 2.6. 						
<input type="checkbox"/>	Items have sufficient strength:					section 4
<ul style="list-style-type: none"> paper weight is a minimum of 135 gm². 						
<input type="checkbox"/>	Items have sufficient flexibility and firmness:					section 4
<ul style="list-style-type: none"> flexibility: items can easily bend around a circular surface with a radius of 140 mm firmness: items do not sag more than 22 mm in the middle when supported at each end. 						
Step 2: Ensure Your Mail Items are Readable						
<input type="checkbox"/>	The destination address is parallel to the longest edge (horizontal address orientation) and within the Address Zone:					section 7.1.1
	For Cards: <ul style="list-style-type: none"> 40 mm from the top 19 mm from the bottom 15 mm from the left and right edges. 					
<input type="checkbox"/>	For Postcards (when a dividing line is present):					section 7.1.2
<ul style="list-style-type: none"> the address is located 6 mm to the right of the dividing line 40 mm from the top 19 mm from the bottom 15 mm from the right edge. 						
<input type="checkbox"/>	The proof of payment is located on the same side as the destination address in the upper right corner, within the Postage Zone:					section 7.2
<ul style="list-style-type: none"> if paid by indicia: 40 mm high by 74 mm long if paid by meter impression: 40 mm high by 100 mm long. 						
<input type="checkbox"/>	The return address is parallel to the longest edge (horizontal address orientation) and within the Return Address Zone:					section 7.3
<ul style="list-style-type: none"> if located on the front: in the upper left corner, within 40 mm from the top edge and at least 100 mm from the right edge if located on the back: near the top edge, centered between the left and right edges. 						

WHEN CREATING YOUR STANDARD / SHORT AND LONG (S/L) CARDS AND POSTCARDS, FOLLOW THESE STEPS...	REFERENCE
<p>The Quiet Zones within and around the address block are left clear of printing, images and dark colours:</p> <p>For Cards:</p> <ul style="list-style-type: none"> • 13 mm on the left side of the address block • 6 mm above the top line of the address block • the entire area to the right of the address block • the entire area below the address block. <p><input type="checkbox"/> NEW! For mailings deposited at sites that have new automated equipment, the Quiet Zones within and around the address block are left clear of printing, images and dark colours:</p> <ul style="list-style-type: none"> • 13 mm to the left and 13 mm to the right of the address block • 6 mm above the top line and 6 mm below the bottom line of the address block <p>customers wishing to print text to the right and below the address block must provide samples to Canada Post for testing and approval prior to depositing the mailing</p> <p>For Postcards (when a dividing line is present):</p> <ul style="list-style-type: none"> • the entire area to the right of the dividing line • the area 6 mm to the left of the dividing line. 	<p>section 8.1.1 section 8.1.2</p> <p>section 8.1.1.1</p> <p>section 8.1.3</p>
<p>The Quiet Zones for barcoding are left clear of printing, images and dark colours:</p> <ul style="list-style-type: none"> • on the front side of the item: the area 19 mm high by 150 mm long measured from the bottom right edge • on the back side of the item: the area 15 mm high by 140 mm long measured from the bottom left edge. <p><input type="checkbox"/> NEW! For mailings deposited at sites that have new automated equipment, the Quiet Zones for barcoding are left clear of printing, images and dark colours:</p> <ul style="list-style-type: none"> • on the front side of the item: the area 19 mm high by 105 mm long measured from the bottom right edge • on the back side of the item: the area 15 mm high by 140 mm long measured from the bottom left edge. 	<p>section 8.2</p> <p>section 8.2.1</p>
<p><input type="checkbox"/> For items paid by meter impression, the Quiet Zone within the Postage Zone is left clear of printing, images and dark colours:</p> <ul style="list-style-type: none"> • the area 40 mm high by 100 mm long in the upper right corner. 	<p>section 8.3</p>
<p><input type="checkbox"/> The address printing meets the following requirements:</p> <ul style="list-style-type: none"> • fonts are black or another dark colour on a white or light colour background • upper case characters are used (recommended, but not mandatory) • all the characters in the address block are printed in the same font at the same height • laser or inkjet print is used and all characters are clear and well defined • no punctuation is used • no bold, <u>underlined</u>, <i>italic</i>, or other decorative/script fonts are used • the entire address is left justified • address format meets the standards outlined in the Addressing Guidelines section of the <i>Canada Postal Guide</i>. <p>NOTE: Please refer to section 9.1.1 for recommended and acceptable fonts (not applicable for mailings deposited at sites that have new automated equipment).</p>	<p>section 9.1 section 9.1.1</p>
<p><input type="checkbox"/> The paper used is:</p> <ul style="list-style-type: none"> • non-glossy, matte coating is acceptable • not overly bright • smooth, without any raised areas • non-reflective • clear of dark fibres, background patterns, textures or watermarks • clear of fluorescent ink. <p>NOTE: Please refer to section 10.1 for physical requirements of paper.</p>	<p>section 10.1</p>
<p><input type="checkbox"/> The placement of graphics:</p> <ul style="list-style-type: none"> • graphics, images and dark colours appear only outside the Quiet Zones. 	<p>section 11.1.1</p>
<p>Step 3: Assess Your Mail Items Before Printing</p>	
<p><input type="checkbox"/> The machine read rate must meet a 95% threshold:</p> <p>Canada Post recommends using its free evaluation service to assess the machineability and readability of mail items. For details or to arrange an assessment, please contact a Commercial Service Network (CSN) representative at 1.866.757.5480.</p> <p>NOTE: The machine read rate target is not applicable to Incentive Lettermail Presort.</p>	<p>section 12</p>