

This *smartmoves* digital order is a supplement to the *smartmoves* Service Agreement entered into between the Participant and Canada Post Corporation. All capitalized terms used but not defined in this *smartmoves* digital supplemental agreement have the meanings given in the above referenced *smartmoves* Service Agreement.

1. SERVICE OVERVIEW

The *smartmoves*™ program (the “***smartmoves Program***”) brings together Canada Post’s permanent change of address services into one convenient and comprehensive movers’ service. The *smartmoves* Program leverages and extends Canada Post’s familiar address change services by enabling movers to pro-actively forward their mail and to take advantage of special offers available to them when they move.

The *smartmoves* Program provides commercial participants unparalleled access to the Canadian mover market segment. It provides *smartmoves* Program participants with a way to reach Canadian households that are moving at the most advantageous time. The *smartmoves Program* includes a feature rich movers’ website, a change of address email confirmation sent to movers, a eNewsletter, a magazine publication, outsert and direct mail options that take advantage of the reach of the Internet and Canada Post’s extensive distribution network. Commercial *smartmoves* Program participants have the option to take advantage of the *smartmoves* Program for advertising and promotional opportunities through print and online exposure.

2. ADVERTISEMENT SPECIFICATIONS

Website, Change of Address Email Confirmation, *smartmoves* eNewsletter

All creative elements discussed below (banners and text) must be submitted in English and in French for posting on the *smartmoves* English and French websites and in the English and French email confirmations and English and French eNewsletters. Except where a targeted campaign is required.

Banner Ad Website

Dimensions of banner ad images must be 728 pixels wide by 90 pixels high or 300 pixels wide by 250 pixels high . Banner ads can be static or animated. Flash files are accepted. The maximum file size for a banner is 40 Kb.

Banner Ads eMail Confirmation

Dimensions of banner ad images must be 160 pixels wide by 600 pixels high or 75 pixels wide by 75 pixels high. Banner ads can be static or animated. Flash files are not accepted. The maximum file size for a banner is 75 Kb.

Banner Ads eNewsletter

Dimensions of banner ad images must be 300 pixels wide by 250 pixels high or 728 pixels wide by 90 pixels high or 75 pixels wide by 75 pixels high. Banner ads can be static or animated. Flash files are not accepted. The maximum file size for a banner is 75 Kb.

Resolution

Resolution for banner ads must not be greater than 96 DPI (pixels per inch).

Promotional Text

Promotional text may include up to 300 characters. All images included with promotional text must be in gif or jpg file format.

Submission of Website, Change of Address Email Confirmation, and eNewsletter Advertisement

All website, change of address email confirmation, and eNewsletter advertising materials must be submitted to Canada Post.

3. FEES

The Participant agrees to pay applicable fees (plus all applicable taxes) as indicated. Canada Post will issue an invoice upon acceptance of the contract and will issue an invoice on an as required basis, in respect of development fee(s) where applicable. All payments are due within 15 days of the date of the invoice. Overdue payments are charged interest at a rate of 1.5% (18% per annum) until all overdue amounts and interest are paid.

Subscription Fee: This fee is an annual subscription fee (payable in advance) for advertising (i) on the *smartmoves* website, (ii) in the *smartmoves* magazine, (iii) on the *smartmoves* website and in the *smartmoves* magazine, or (iv) in the *smartmoves* change of address confirmation email.

Development Fee: This fee (based on hourly rate) applies to additional set-up requested by the Participant, ongoing maintenance of Participant's content on the *smartmoves* website or for alterations to Participant's magazine advertisement material due to non-conformity with the stated requirements.

The initial web advertising annual fee includes the initial web set up of English and French logos, banner, text and URL links.

Three (3) additional global refreshes of the web site logo, banner text and URL links will be free of charge for a one year duration of the web contract. Additional development fees may include costs incurred by Canada Post in entering promotional offers, setting up logos, approval of web pages, and activating Participant on the web site. Canada Post agrees to obtain Participant's prior written consent before incurring additional development fees.

As a pre-condition to obtaining consent to incur development fees from Participant, Canada Post must provide Participant with a detailed written description of the work to be undertaken by Canada Post, as well as a written estimate of the development fees which will be incurred by Canada Post in respect of such work. Canada Post reserves the right to reject all advertisements that do not meet the specifications set out above and in the *smartmoves* advertising policy.

Payment of Invoices

Cheques or money orders must be made payable to “Canada Post Corporation”, include the Participants’ Canada Post Participant number, and be accompanied by the remittance information accompanying the invoice. CPC HST # 119321495. Payment must be sent to the following address:

**PAYMENT REMITTANCE PROCESSING
CANADA POST CORPORATION
2701 RIVERSIDE DR SUITE E0680A
OTTAWA ON K1A 1L7**