



## **smartmoves DIRECT MAIL SPECIFICATIONS**

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This *smartmoves* direct 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* direct order have the meanings given in the above referenced *smartmoves* Service Agreement.

### **1. SERVICE OVERVIEW**

The *smartmoves*<sup>TM</sup> 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 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. SMARTMOVES DIRECT DETAILS**

A *smartmoves* direct mailing is made to Canadian moving households who have used the Canada Post mail redirection service and have not opted-out of the *smartmoves Program*. These *smartmoves* direct mailings are in the form of an envelope containing the Participant’s special offer as part of an offer package for the moving household at their new residence.

The Participant wishes to include an insert in the *smartmoves* direct mailing envelope for the mailing selected in section 5.

Each *smartmoves* direct order must be for a minimum of 40,000 *smartmoves* direct envelope inserts.

### **3. SMARTMOVES DIRECT SPECIFICATIONS**

- Minimum dimensions = 3” x 5”
- Maximum dimensions = 5.375” x 8.5”
- Minimum Weight = 20g (24g or more recommended)
- Maximum Weight = 50g (fee applies to pieces over 50g)
- Please consult with your sales representative for inserts with folds.

**4. COST APPROVAL AND PAYMENTS**

All amounts are exclusive of applicable taxes, which the Participant agrees to pay. Canada Post will issue an invoice to the Participant which is due and payable by the Participant within fifteen (15) days of the invoice date. Overdue amounts are subject to interest at a rate of 1.5% per month (18% per annum). Interest will be charged on all overdue amounts and interest until all overdue amounts and interest are paid to Canada Post.

Cheques or money orders must be made payable to "Canada Post Corporation", include the Canada Post Participant number, and be accompanied by the remittance information accompanying the invoice. Payment must be sent to the following address:

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