



## smartmoves™ Program — OUTSERTS SPECIFICATIONS

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This smartmoves outserts specifications sheet is a supplement to the Agreement for Digital, Mobile, and Print Advertising Solutions (the “**Agreement**”) entered into between the Customer and Canada Post Corporation. All capitalized terms used but not defined in this specifications sheet have the meanings given to them in the Agreement.

### 1. SERVICE OVERVIEW

The smartmoves™ Program leverages and extends Canada Post’s Mail Forwarding service by enabling movers to take advantage of special offers available to them at the time of their move.

The smartmoves Program provides the Customer access to the Canadian mover market segment through print and online exposure at the most advantageous time. The smartmoves Program includes a feature-rich movers’ website, a change of address email confirmation sent to movers, e-mail newsletters, a magazine publication, outsert and direct mail options that take advantage of the reach of the Internet and Canada Post’s extensive distribution network.

### 2. OUTSERT PROGRAM DETAILS

**Product:** The smartmoves outsert program offers the Customer the ability to include outserts polybagged with weekly distribution of the smartmoves magazine. The outsert program can be targeted at a national, regional, major urban market or FSA™ (forward sortation area) level and can also be targeted by the preferred language of the intended recipient. Such details to be specified in the applicable Insertion Order.

**Frequency:** The Customer agrees to include outserts in smartmoves magazines on a weekly basis for the campaign timeframe indicated in the applicable Insertion Order.

**Minimum Requirement:** Each smartmoves magazine Insertion Order must be for a minimum of 50,000 outserts.

### 3. OUTSERT SPECIFICATIONS

#### A. Size, paper, fold options

- minimum size: 100 mm x 150 mm (4" x 6")
- maximum size: 160 mm x 215 mm (6-3/8" x 8-1/2")
- maximum weight 50g \*(additional rates apply for outserts over 10g)
- paper stock: minimum of 50 lb or heavier for single sheets
- packaging: minimal packaging but sufficient to protect the printed pieces
- outserts must be provided pre-folded and ready for inserting
- fold: choice of centre fold or single fold

**B. Delivery** - Customer is responsible for delivery of outserts for each applicable Insertion Order to:

Frank Lavryssen  
Lowe-Martin Group  
2340 St-Laurent Blvd  
Ottawa ON K1G 6E3  
e-mail: [frank.lavryssen@LMGroup.com](mailto:frank.lavryssen@LMGroup.com)  
Phone: 613-741-0963 (ext. 1237)

**C. Advance delivery notification** – At least forty eight (48) hours prior to delivery of outserts, Customer shall notify Frank, by phone or e-mail, that the shipment is on the way as well as the number of skids included in the shipment.

**D. Delivery requirements**

- Outserts are due at the above-noted facility at least two (2) weeks prior to the scheduled distribution date.
- For inventory, storage and retrieval purposes Customer shall ensure the boxes are labeled as follows:
  - boxes must be wrapped and labeled as “smartmoves Program”
  - boxes must be numbered sequentially (e.g., "box 1 of 200", etc.).
  - each box must indicate the item number or brochure title
  - outserts must be boxed in quantities of 250, 500 or 1,000 per box
  - boxes must be brick piled and palletized
  - no skid can weigh more than 544 kg (1,200 lbs) and measure more than 125 cm W x 100 cm D (48" W x 40" D)

**E. Fees and Minimum Numbers**

- minimum 50,000 outserts per Insertion Order
- data set-up fee and weekly customer sortation fee as provided in the applicable Insertion Order.

**4. OUTSERT DISTRIBUTION DETAILS**

- A. Distribution is normally processed on Fridays; if Friday is a holiday, processing will occur on the following Business Day.
- B. Canada Post will provide Customer with a weekly outsert stock status report indicating the closing balance of outserts following each week of the campaign. The Customer shall use this report to determine reorder points and, should the remaining stock balance be insufficient to complete the campaign, deliver the required new stock of outserts as provided in section 3 above.
- C. A week prior to the end of a campaign, Canada Post will notify Customer of the amount of any unused outserts. Unless Customer notifies Canada Post within one (1) week of the end of a campaign that they would like excess outserts returned to Customer (at Customer's expense), Canada Post will recycle any unused outserts, free of charge.