

Service Overview



Business Reply Mail™

IMPORTANT UPDATES

| DESCRIPTION OF CHANGE | | LOCATION |
|---------------------------------|-----------------------------|---|
| Amendment v1.0 | Posted on November 16, 2018 | Effective on January 14, 2019 |
| Updated to reflect 2019 prices. | | Section 2 "Business Reply Mail Pricing" |

When the document is amended or revised, the version number will be modified as follows:

- an amendment increases the first digit in the version (e.g., version 2.0, 3.0)
- a revision increases the second digit in the version (e.g., version 1.1, 1.2)
- the version number restarts at 1.0 every January of a given year.

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PURPOSE OF THIS SERVICE OVERVIEW

This *Service Overview* is an outline of the *Business Reply Mail Customer Guide* available at canadapost.ca/brmguides.

The *Customer Guide* forms part of the Agreement between you, the customer, and Canada Post. It explains the qualifications and other terms and conditions under which this service is provided. Be sure to use the most current version of the *Customer Guide*, including all amendments and other documents, which help you meet the requirements in the Agreement.

Some words and expressions in this document and the Agreement have specific meanings. See Paying and Terms module, *General Terms and Conditions*, Section 1 "Definitions" or the *Glossary* for definitions.

SERVICE OVERVIEW

The Service Overview summarizes key information such as qualifying criteria, options, delivery standards, pricing and designing.

1 WHAT IS BUSINESS REPLY MAIL SERVICE?

Business Reply Mail (BRM) service is a direct response vehicle used by businesses, publishers, government departments, fundraisers and other organizations to seek responses from recipients within Canada (domestic Business Reply Mail) and from recipients around the world (international Business Reply Mail).

1.1 What is acceptable as Business Reply Mail?

Business Reply Mail is available in both envelope and card format in the following categories:

| DOMESTIC | INTERNATIONAL |
|---------------------------------|------------------|
| Machineable and Non-machineable | Machineable only |

Customers must pay an annual, non-refundable fee and then only pay for items that are returned to them (see the [Pricing](#) module for more information).

Applications include (list is not exhaustive):

- receiving payments
- generating sales leads
- initiating customer service
- identifying customer needs
- building databases
- raising funds
- voting
- researching the marketplace
- developing retail trade
- requesting information
- renewing magazine subscriptions
- returning qualified items.

1.2 Delivery standards

Standards for the delivery of Business Reply Mail items are based on delivery from the time the item is placed into the mail stream by the recipient or when the item enters the Canada Post mail stream from other postal administrations. Delivery standards are not guaranteed.

| | IN BUSINESS DAYS | | |
|---------------------|------------------|------------|-----------|
| | LOCAL | PROVINCIAL | NATIONAL* |
| Business Reply Mail | 2 | 3 | 4 |

* Excludes non-major urban centres, northern regions and remote areas.

For detailed information, visit [Delivery Standards](#) of the *Canada Postal Guide*.

1.3 Service features

A feature is provided as part of the basic service.

1.3.1 MAIL FORWARDING

Items that cannot be delivered as originally addressed because the addressee has moved will be forwarded to the addressee at no extra charge while there is a *Mail Forwarding* request in effect. Restrictions on *Mail Forwarding* requests may apply. Visit [Mail Forwarding](#) of the *Canada Postal Guide*.

Business Reply Mail customers must also inform the Customer Account Services group of a change of address by completing and submitting the *Commercial Customer Change Request* form at canadapost.ca/tools/pg/cccrf-e.pdf.

1.4 Service options

An option is a service enhancement that is not provided automatically as part of the basic service.

1.4.1 PLASTIC COMMERCIAL ENVELOPE

You must use **leak-proof plastic commercial envelopes** that meet our domestic Business Reply Mail service specifications. You require a **leak-proof container** as part of the response from the recipient when returning duck wings and goose tails by hunters and other “flat” objects*. For information on mailing liquid and dry patient specimens, refer to [Section 2.2.5 of ABCs of Mailing](#) of the *Canada Postal Guide*.

* Items must be 20 mm or less in thickness and meet applicable requirements for Other (Oversize) Business Reply Mail.

Physical samples must be submitted to us to ensure the plastic commercial envelopes and intended contents qualify for the domestic Business Reply Mail service. For more information, refer to the “Designing” module, [Section 4.1.2 “Assessment of machineability”](#).

1.4.2 LABELS

Business Reply Mail offers two labels that can be used by customers for both domestic and international Business Reply Mail services:

1. **Electronic Business Reply Mail label (BRM eLabel)**
Provides you the opportunity to use an electronic channel (i.e. website, email) to facilitate a hardcopy response (i.e. BRM envelope).
2. **BRM overlay label**
Provides you the opportunity to efficiently recycle outdated Business Reply Mail envelopes and cards.

Both labels include the 4-state barcode.

Visit canadapost.ca/brmguides - Quick links to access details on [Business Reply Mail labels](#).

1.5 Undeliverable Business Reply Mail

An item is treated as undeliverable if:

- the item does not bear a complete and valid address
- the addressee has moved and the *Mail Forwarding* request has not been filed or has expired for the Business Reply Mail address
- delivery is prohibited by law
- the item cannot otherwise be delivered to the address
- a customer cancelled their Business Reply Mail Agreement
- a customer does not pay their annual Business Reply Mail fee and/or pay for their Business Reply Mail items.

We will either dispose of or recycle Undeliverable Business Reply Mail items at our discretion. Consult the [Undeliverable Mail](#) section of the *Canada Postal Guide* for more detail.

PRICING

2 BUSINESS REPLY MAIL PRICING

To access Business Reply Mail prices, you must meet all applicable requirements for this service, including specifications for Business Reply Mail.

| | Annual Fee (non-refundable) | Price per Item returned | | | |
|---------------|--------------------------------|-------------------------|--|-------------|---------------------------|
| | | Machineable Standard | Non-machineable Other (Non-standard and Oversize) | | |
| | | | Up to 50 g | Up to 100 g | Over 100 g up to 200 g |
| Domestic | \$750.00 | \$0.93 | \$2.32 | \$3.04 | \$4.20 |
| International | \$750.00 | \$2.32 | n/a | n/a | n/a |

More information can be found in the Pricing module at canadapost.ca/brmguides.

DESIGNING

3 DESIGNING BUSINESS REPLY MAIL

To be eligible as Business Reply Mail service, the items mailed must meet the criteria (content, format and physical characteristics). They must also be prepared for mailing in ways that prevent loss or damage and allow each item to be easily verified.

3.1 Measurements - Size and weight

Items must meet the size and weight requirements for their type of format (envelope or card) and type of service (domestic or international). Imperial equivalents are provided for your convenience.

| DOMESTIC BUSINESS REPLY MAIL | | | | | | |
|---|------|-------------------|-------------------|---------------------|--------------|------------------|
| MACHINEABLE CATEGORY SIZE / ITEM | | LENGTH | WIDTH | THICKNESS | ASPECT RATIO | WEIGHT |
| Standard - Envelopes | min. | 5.6 in. (140 mm) | 3.6 in. (90 mm) | 0.007 in. (0.18 mm) | 1.3:1 | 2 g (0.07 oz.) |
| | max. | 9.6 in. (245 mm) | 6.1 in. (156 mm) | 0.2 in. (5 mm) | 2.6:1 | 50 g (1.76 oz.) |
| - Cards | min. | 5.6 in. (140 mm) | 3.6 in. (90 mm) | 0.007 in. (0.18 mm) | 1.3:1 | N/A |
| | max. | 9.2 in. (235 mm) | 4.7 in. (120 mm) | 0.2 in. (5 mm) | 2.6:1 | 50 g (1.76 oz.) |
| NON-MACHINEABLE CATEGORY SIZE / ITEM | | LENGTH | WIDTH | THICKNESS | ASPECT RATIO | WEIGHT |
| Other (Non-standard and Oversize) - Envelopes | min. | 5.6 in. (140 mm) | 3.6 in. (90 mm) | 0.007 in. (0.18 mm) | N/A | 10 g (0.4 oz.) |
| | max. | 14.9 in. (380 mm) | 10.6 in. (270 mm) | 0.8 in. (20 mm) | N/A | 500 g (17.6 oz.) |
| INTERNATIONAL BUSINESS REPLY MAIL | | | | | | |
| MACHINEABLE CATEGORY SIZE / ITEM | | LENGTH | WIDTH | THICKNESS | ASPECT RATIO | WEIGHT |
| Standard - Envelopes | min. | 5.6 in. (140 mm) | 3.6 in. (90 mm) | 0.007 in. (0.18 mm) | 1.4:1 | 3 g (0.11 oz.) |
| | max. | 9.6 in. (245 mm) | 6.1 in. (156 mm) | 0.2 in. (5 mm) | 2.6:1 | 50 g (1.76 oz.) |
| - Cards | min. | 5.6 in. (140 mm) | 3.6 in. (90 mm) | 0.007 in. (0.18 mm) | 1.4:1 | N/A |
| | max. | 9.2 in. (235 mm) | 4.7 in. (120 mm) | 0.2 in. (5 mm) | 2.6:1 | 50 g (1.76 oz.) |

Any International Business Reply Mail item weighing more than 50 g or exceeding the size specifications of International Business Reply Mail will be returned as International Letter-post and will be subject to the applicable weight category at the Other Letter-post price.

| DOMESTIC AND INTERNATIONAL LABELS | | | | | | |
|---|------|------------------|-----------------|-----------|--------------|--------|
| LABELS* | | LENGTH | WIDTH | THICKNESS | ASPECT RATIO | WEIGHT |
| eLabels with indicia, chevrons, extraction bar, address and barcode | min. | 5.3 in. (135 mm) | 2.8 in. (72 mm) | N/A | N/A | N/A |
| | max. | 5.3 in. (135 mm) | 2.8 in. (72 mm) | N/A | N/A | N/A |
| Overlay labels with address and barcode | min. | 4.0 in. (101 mm) | 2.0 in. (50 mm) | N/A | N/A | N/A |
| | max. | 4.0 in. (101 mm) | 2.0 in. (50 mm) | N/A | N/A | N/A |

* To be attached only to envelopes and cards. Labels are permitted when used to cover an address (overlay) or to create an envelope (eLabel). Canada Post is responsible for providing the artwork for the overlay labels.

3.2 Business Reply Mail Artwork Online Tool

You must have an active Business Reply Mail Agreement to use this service and to access the Business Reply Mail Artwork Online tool located within Canada Post's Online Business Centre. To register for and use the free Business Reply Mail Artwork Online tool, visit canadapost.ca/obc or contact a Canada Post Representative.

Visit canadapost.ca/brmguides - Quick Links to access the Business Reply Mail artwork online tool "DEMO". More information can be found in the Designing module at canadapost.ca/brmguides.

PREPARING

4 PREPARING ITEMS FOR VARIOUS METHODS OF DISTRIBUTION

There are various methods to distribute Business Reply Mail items:

- through free-standing handouts
- by using Canada Post's services. For example:
 - in Canada: you may send items as part of a Publications Mail™, Canada Post Personalized Mail™, Canada Post Neighbourhood Mail™, Postal Code Targeting, Lettermail™, Priority™ and Xpresspost™ services.
 - to an international destination: you can send items as part of a Letter-post – U.S.A. and International, International Incentive Letter-post, and U.S.A. and International Parcel Services.

When Business Reply Mail cards are included as part of another type of mailing (e.g., either loose or attached to a Neighbourhood Mail™ item), the card must be folded inside or inserted into the mail item in order to cover the Business Reply Mail design elements and specific Business Reply Mail address. This helps avoid confusion for the recipient and Canada Post at the time of processing.

CREATING AN ORDER

An *Order (Statement of Mailing)* is not required. More information can be found in the Creating an Order module at canadapost.ca/brmguides.

DEPOSITING

The depositing of your Business Reply Mail item is subject to the service selected. More information can be found in the Depositing module at canadapost.ca/brmguides.

PAYING AND TERMS

5 PAYMENT TERMS AND TERMS AND CONDITIONS

Understanding your agreement - Learn more about fees, flexible payment options and terms and conditions to get the most from your agreement with Canada Post.

| PAYMENT TERMS | TERMS AND CONDITIONS (CANADAPOST.CA/GENERALTERMS) |
|---|---|
| Paying For Your Mailing | With a "Standing Offer Agreement" (for customers who have signed an Agreement Activation Form) |