

Service Overview



Neighbourhood 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 3 "Neighbourhood 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 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 *Canada Post's Neighbourhood Mail™ Customer Guide* available at canadapost.ca/cpnmguides.

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, designing and mail preparation.

1 WHAT IS NEIGHBOURHOOD MAIL SERVICE?

Neighbourhood Mail is one of our targeted direct mail services. It consists of printed and non-printed matter such as product samples that are not addressed to specific addresses in Canada. The service provides the delivery of information and/or advertising material to more than 15.7 million mailboxes. Neighbourhood Mail provides geographic, demographic and lifestyle information to target mailings to neighbourhoods or areas that have the highest potential audience – without a customer database.

By using Canada Post's database, Statistics Canada data and a combination of other data sources, the Neighbourhood Mail service provides unsurpassed coverage of both urban and rural markets.

1.1 What is acceptable as Neighbourhood Mail?

Items must be unaddressed but may bear wording, such as "HOUSEHOLDER", "OCCUPANT", "RESIDENT", "BUSINESS OWNER", "MARKETING MANAGER", "PURCHASING MANAGER" or "BOXHOLDER" without a destination address. Multiple formats are acceptable. Some examples are:

- brochures
- cards
- catalogues
- CDs and DVDs
- community newspapers
- co-op mailings
- coupons
- envelopes
- flyers
- inserts and enclosures
- magazines
- newspapers
- samples
- single sheets

To qualify as Neighbourhood Mail service, mailings must:

- be mailed in Canada for delivery in Canada
- meet the minimum volume requirements:
 - the complete distribution of one route; or
 - the complete distribution to only houses, apartments, farms, businesses, or any combination, on a given route.

1.2 What is unacceptable as Neighbourhood Mail?

Items submitted as Neighbourhood Mail that do not meet the requirements specified for Neighbourhood Mail and the various mail preparation and other requirements outlined in this Agreement, may not qualify for Neighbourhood Mail service and prices. For information on unacceptable items, see *Non-mailable Matter* of the *Canada Postal Guide* at canadapost.ca/nonmailable or refer to the *Canada Post Corporation Act and Regulations*.

1.3 Delivery standards

Delivery standards are estimates of how long it will take for the mail to be delivered from the deposit location to the mail recipient. Delivery standards will vary based on the options selected (i.e., Canada Post transportation and physical characteristics). Delivery standards are not guaranteed. Visit canadapost.ca/transportationtime for more detail.

Delivery standards are comprised of two components, transportation time and delivery cycle, which added together determine the delivery standard.

	DEFINITIONS
Transportation Time	Transportation time is the number of business days required to move items from the Canada Post facility where you deposit the mailing to the Canada Post facility from which the items will be delivered. If you deposit your mailing by 11:00 a.m. at the same facility from which items will be delivered, transportation time does not apply.
Delivery Cycle	The delivery cycle reflects the number of business days normally required to complete delivery of mail items. The delivery cycle varies based on the thickness and weight of the item. The delivery cycle is added to the transportation time.

Transportation Time	LOCAL*	PROVINCIAL	NATIONAL**
	2 business days	3 - 4 business days	3 - 7 business days

* Within major centres, local means the geographic area served by the main Canada Post facility of that major centre. When Neighbourhood Mail items are deposited at this facility, the transportation time applies to moving the items to the other facilities within that geographic area. In all other areas (e.g., rural), local means the specific delivery office from which the items will be delivered.

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

Category	THICKNESS	WEIGHT	DELIVERY CYCLE*
Standard and Oversize	up to 0.75 in. (1.91 cm)	up to 200 g (7.05 oz.)	up to 3 business days
	up to 1 in. (2.54 cm)	up to 300 g (10.58 oz.)	up to 4 business days
		up to 500 g (17.64 oz.)	up to 9 business days

* For non-letter carrier routes, the delivery cycle, in business days, is 1 day for items up to 500 g (17.64 oz.) and 3 to 5 days for items up to 1,000 g (35.3 oz.) with a maximum thickness of 1.5 in. (3.81 cm).

Delivery standards are calculated from the day of deposit (day 0) plus the number of business days required for delivery. The number of days excludes the day of the mailing, weekend and statutory holidays. Weekend and statutory holiday deposits are considered deposited on the following day.

You can consult the residential and business delivery area counts and maps at canadapost.ca/precisiontargeter to determine which delivery mode applies to your mailing.

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

1.4 Service features

A feature is provided as part of the basic service.

1.4.1 CONSUMERS' CHOICE

You can target more effectively by respecting the wishes of consumers who indicate that they do not wish to receive unaddressed material.

When a Canadian opts into Consumers' Choice, we will continue to deliver:

- Community newspapers (see the Creating an Order module, [Section 1.5.1](#))
- Mailings from government departments/agencies at federal, provincial, territorial, municipal levels and Indigenous peoples and their elected representatives
- Materials from Elections Canada, provincial/territorial chief electoral officers and municipal election officials (or the deputy returning officer), including material from political parties and electoral candidates during an election.

Visit our Householder Data at canadapost.ca/precisiontargeter for the breakdown of delivery points with and without these notices.

1.5 Service options

An option is a service enhancement that is not included in the basic service.

1.5.1 TRANSPORTATION

If you wish to deposit the entire mailing at a single deposit location, we will transport your items to the delivery office(s) for a fee. There is no transportation fee when you transport your items directly to the appropriate delivery facility(ies).

1.5.2 SPECIFIED DELIVERY START DATE

If you wish to specify a delivery start date for your entire mailing (i.e. begin delivery on the same day in all delivery installations), you must select this option when you create your *Order* in EST.

For specific deposit requirements, see the Depositing module, [Section 1.1 “When to deposit”](#).

1.6 Undeliverable Neighbourhood Mail items

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

DATA AND TARGETING

2 DATA AND TARGETING

The Data and Targeting module provides a more in-depth look at Canada Post Data and Targeting Solutions as a component of Smartmail Marketing™. We recommend using data so you can target top customers/prospects, get your brand directly into the right hands, and boost response rates in a cost-effective way.

2.1 Who can I target?

You can target specific geographically defined areas in Canada, either local or national. You may direct the message to an area as small as a single postal route, and target the message to homes, apartments, farms or businesses, or any combination of the four.

Target areas may include multiple types of points of call. For example, you can maximize their reach of home owners by selecting farms and homes on a targeted postal route.

2.1.1 RESIDENTIAL AND BUSINESS DELIVERY AREA COUNTS AND MAPS

Delivery areas served by our delivery offices are segmented by houses, apartments, farms and business points of call (which are defined below) to help you determine the number of items you need for your mailing.

HOUSEHOLDER TYPE	DESCRIPTION
Houses:	Include residential dwellings that may be: detached, semi-detached or attached in a row. These dwellings have separate entrances and may be horizontal (in a row) or vertical (one on top of the other). If a business is operated from a house that is also a residence, the point of call is classified as a house.
Apartments:	Include self-contained residential units within a high-rise or low-rise multiple-unit building of three or more such units with a common main entrance to the building. If a business is operated from an apartment which is also a residence, the point of call is classified as an apartment.
Businesses:	Include buildings and structures where the primary activity is commercial, industrial or institutional (which includes but is not limited to churches, hospitals, nursing homes, and schools). If a business is operated from a house or apartment which is also a residence, it is classified as a house or apartment.
Farms:	Include residential and business buildings associated with land (e.g. fields) used to grow crops, raise animals or fish.

Visit canadapost.ca/precisiontargeter to view the residential and business delivery area counts and maps.

2.2 Targeting solutions and tools

Our targeting solutions and tools can help you find your target audience and reach your ideal customers.

TARGETING SOLUTIONS	DEFINITION
Targeting Solutions and Tools	
Our interactive and user-friendly mapping tools can help. If your targeting requirements are complex, please contact our experts for marketing advice and support.	
<ul style="list-style-type: none"> Snap Admail™ 	A fast and easy online tool to help small businesses create effective direct mail campaigns on any budget. Includes creative templates and print/production of mail item.
<ul style="list-style-type: none"> Precision Targeter™ 	The Precision Targeter application offers enhanced targeting capabilities, pricing visibility and a simple-to-use order entry system that streamlines the entire process.
<ul style="list-style-type: none"> Professional Services 	Professional Services from the Canada Post Data team are available to clients with advanced or complex targeting requirements.
Licensed Data Products	
These provide geographic information to support your business objectives. Licensed Data Products let you work with the most current and updated monthly copy of Canada Post's address database. You can license it for use within your company or as part of a product or service you offer.	
<ul style="list-style-type: none"> Householder Data Householder Elite Data Postal Code Latitude/Longitude Data Postal Outlet Data 	Helps your business do many things, such as evaluate address counts to prepare for a mailing, to reduce fraud, to drill down on market penetration rates, or to connect demographic and location data to gather business insights. With the most accurate, complete, and up-to-date data available, you can use Canada Post Licensed Data Products for more than just mailing.
Audience Insights	
These give you the ability to gain insights into your customer database, your target market and trade area as well as review your marketing campaign performance.	
<ul style="list-style-type: none"> Profile Analysis Response Analysis Penetration Analysis Maps 	Helps with competitive positioning and overall market strategies.

More information can be found in the Data and Targeting module at canadapost.ca/cpnmguides.

PRICING

3 NEIGHBOURHOOD MAIL PRICING

To access Neighbourhood Mail prices, you must meet all applicable requirements for this service, including size and weight specifications, and those for mail preparation.

Weight	Price per Item	
	Standard	Oversize
Up to 50 g	16.4¢	17.5¢
Over 50 g up to 100 g	18.5¢	19.9¢
Over 100 g	28.0¢ + 0.24¢ per g over 100 g	29.2¢ + 0.24¢ per g over 100 g
Options	Standard	Oversize
Transportation	1.0¢	1.0¢
Specified Delivery Start Date	1.0¢	No charge

Qualifying customers may have access to lower prices by signing an Agreement. All prices are subject to applicable rebates, discounts, fees, surcharges, adjustments and taxes.

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

DESIGNING

4 DESIGNING NEIGHBOURHOOD MAIL

To be eligible for Neighbourhood Mail service, the items mailed must meet the eligibility criteria related to content, format and physical characteristics.

4.1 Measurements - Size and weight

Neighbourhood Mail items must meet the following size and weight requirements.

Dimensions include inserts and enclosures. Imperial equivalents are provided for your convenience.

SIZE / ITEM		LENGTH	WIDTH	THICKNESS*	WEIGHT
Standard and Oversize	min.	10.85 in ² / 70 cm ² area		0.007 in. (0.18 mm)	N/A
Standard	max.	12 in. (30.50 cm)	6 in. (15.24 cm)	1 in. (2.54 cm)**	500 g (17.64 oz.)**
Oversize	max.	12 in. (30.50 cm)**	11 in. (28.00 cm)	1 in. (2.54 cm)**	500 g (17.64 oz.)**

* The thickness of a Neighbourhood Mail item must be measured at the thickest area of the item.

** The dimensions for non-letter carrier routes are: No minimum dimension requirements. The maximum dimensions are length 14 in. (35.56 cm), width 11 in. (28.00 cm), thickness 1.5 in. (3.81 cm) and weight 1,000 g (35.3 oz.).

Non-Letter Carrier delivery routes include: RR (rural routes), SS (suburban services), GD (general delivery), LB (lock boxes), CF (call for), MR (motorized routes) and DIR (directs).

4.2 Enclosures and attachments

ENCLOSURE AND ATTACHMENT	
Samples	<p>A sample consists of non-printed matter, or a trial size portion of an actual product. It may be distributed on its own, attached, or enclosed in an envelope with or without printed matter. A sealed envelope may contain a single sample or multiple samples. The customer will be charged based on the overall weight of the item, including the sample(s). Some restrictions apply. For instance, CDs and DVDs are not acceptable in hard jewel cases but they can be mailed using soft plastic cases such as DVD movie cases.</p> <p>Ensure each item, including any sample(s), is mailable and consider the following:</p> <ol style="list-style-type: none"> 1. If it contains a scented item, it is to be sealed in such a manner that prevents the scent from escaping. Similarly, liquids and powders must be appropriately packaged. However, if it contains a scented item produced using micro-encapsulated scent infused ink/lacquers, it does not need to be sealed provided the scented patch is covered or contained within the mailed item. 2. If it contains a common allergen item such as peanuts, sesame seeds, tree nuts (e.g. almonds, walnuts) or eggs, it is to be packaged properly and labelled to minimize the potential for allergic reactions.
Inserts	<p>Inserts can be placed in a newspaper, magazine, catalogue, envelope or self-mailer. To be acceptable the inserts must be attached, enclosed or folded into the Neighbourhood Mail item in order to become an integral part of the item and not become separated during normal handling of the mail.</p> <p>You must perform a pinch test to confirm that an insert is an integral part of an item.</p> <p>How to perform the "pinch test":</p> <p>Place the middle of the item's fold (or spine) in the palm of your hand, between your thumb and fingers. Grasp the item tightly, and shake it back and forth (horizontally) with its open end facing downward.</p> <p>If the inserts become separate during this test, the item is not acceptable and must be reworked by the customer, who can do one of the following:</p> <ul style="list-style-type: none"> • enclose the item, including inserts, within a "plastic" wrapper or envelope (also referred to as a polybag) • affix stickers, tape or tabs to the top and bottom open edges of a folded item, or on the open edge opposite the fold, or on all the open edges • enclose the inserts into a newspaper by enclosing all inserts within one insert or wrapper to create one spine and then placing the insert package within one quadrant of the newspaper, ensuring the spine of the insert is facing the outside edge of the newspaper • place the inserts within the pages of the item and then fold the item to form a common fold • if there are two sections to the item, place the insert between the two sections and then fold the item to form a common fold • staple the inserts, provided that the staples are enclosed or covered in a manner that prevents exposure during normal handling • glue the inserts, provided that both the glue and the paper are strong enough to retain the insert within the item.

ENCLOSURE AND ATTACHMENT	
Magnets	Magnets cannot be mailed as a Neighbourhood Mail item; however, they are acceptable when enclosed (e.g. in envelopes, self-mailers or folded wrappers, etc.) or attached (e.g. to a backer card, printed matter or other non-printed matter, etc.) if the magnetized portion of the item is covered. The item, including the magnet, should be reviewed for approval by an authorized Canada Post Representative prior to mailing.
Business Reply Mail™	A Business Reply Mail™ item (card or envelope) may be included as part of a Neighbourhood Mail item.

4.3 Creative options

The following creative options may increase response rates of your direct mail campaigns. Consider these guidelines when you are creating an item. A Canada Post representative or partner would be happy to work with you to ensure your item meets our requirements.

OPTIONS	REQUIREMENTS
Enclosures and attachments	Inserts such as samples, magnets and Business Reply Mail can be placed in a newspaper, magazine, catalogue, envelope or self-mailer. See the Designing module for requirements.
Die-Cut mail	We require a minimum of 7-point card stock to prevent the item from bending. Items can be non-printed matter such as rubber, plastic, laminate, vinyl, leather or wood (subject to testing and approval).
Application of tip-ons	Must be firmly affixed with glue and not separate from the item during processing. Lie flat on the item and if magnetized, must be weak enough to be handled without de-magnetizing the contents of other items (e.g. credit cards).
Repositionable notes (RPN)	Must be applied with a glue strip that must be a minimum of a third (1/3) of the total width of a repositionable note (e.g. 26 mm wide for a 76 mm label).
Scented admail items	Acceptable criteria: <ul style="list-style-type: none"> • Unsealed mail items containing micro-encapsulated inks and lacquers. To prevent premature release of the scent, the scented patch must be covered or contained within the mail item. • Sealed mail items containing scents that are not micro-encapsulated inks and lacquers.
Variable printing	Items that contain variable printing, such as different offers or business locations, and do not require specific delivery instructions, are acceptable for delivery provided that the item's customer identification, physical dimensions, and advertised products or services remain the same. These items will be distributed at random and do not have special bundling and labelling requirements.

NOTE: To be eligible the items mailed must meet the criteria for the Neighbourhood Mail service and be prepared for mailing in ways that prevent loss or damage and each item to be easily verified.

More information can be found in the Designing module at canadapost.ca/cpnmguides.

CREATING AN ORDER

5 CREATING AN ORDER (STATEMENT OF MAILING)

You must use our Electronic Shipping Tools (EST) to prepare and transmit an *Order (Statement of Mailing)*. The use of the EST Online, Precision Targeter, or the EST 2.0 version of EST to prepare and transmit *Orders* is a must if you are to access Contract prices.

- Manually prepared *Orders* are subject to Non-contract prices and a *Neighbourhood Mail Delivery Slip* is required.
- Non-transmitted *Orders* may be subject to a surcharge. There's more information on surcharges in the Pricing module at canadapost.ca/cpnmguides.

You must provide a copy of the *Order* to an authorized Canada Post representative at every deposit location (i.e. RVU and CDC) at the time of mailing or before transporting the items to a delivery facility.

When you use Electronic Shipping Tools (EST) or Precision Targeter for Specified Delivery Start Date mailings, the application will calculate your deposit date based on the day of deposit (day 0) plus the number of business days required for delivery. The number of days excludes the day of mailing, weekends and statutory holidays. Weekend and statutory holiday deposits are considered deposited on the following business day.

The following is a summary of the key requirements when you create an order.

REQUIREMENTS	
Electronic Shipping Tools (EST)	Mandatory for Contract Customers (otherwise non-contract prices apply).
Minimum volume per deposit	The minimum volume for distribution is: <ul style="list-style-type: none"> the complete distribution of one route; or the complete distribution to only houses, apartments, farms, businesses, or any combination, on a given route. When mailing to more than one route: <ul style="list-style-type: none"> less than full coverage of a given route is permitted, however these items will be delivered until depleted (in no particular order).
Order (Statement of Mailing)	Mandatory
Mailing Plan Import File	Optional
Version specific	Optional
Partial Mailing or Downstream Deposits	Optional

Detailed information can be found in the Creating an Order module at canadapost.ca/cpnmguides.

5.1 Community newspapers

In order to be considered a community newspaper, the item must:

- be a newspaper
- meet the Neighbourhood Mail size and weight specifications
- contain a maximum ratio of 70% advertising, including all enclosures, to 30% news/editorial/community notices content
- be published not more than three times a week
- serve the community in which it is published through its news and editorial content, and this news and editorial content must be relevant to any other communities to which the paper is distributed as a community newspaper and not as a newsletter, and
- not be a newsletter intended for a special interest group or consist of a printed sheet or pamphlet containing news or information.

If the content requirement is not met, the item may qualify as Neighbourhood Mail, but is not considered as an exemption from Consumers' Choice Program (i.e., the item will not qualify for Total Points of Call).

5.2 Parliamentary mailings using Neighbourhood Mail

Parliamentary mailings using Neighbourhood Mail may be used by members of the House of Commons to send printed matter to constituents, free of charge, up to four times in a calendar year. These mailings must consist of printed matter only. Members of the House of Commons are entitled to Parliamentary Neighbourhood Mail beginning on the day that their election to the House is announced in the *Canada Gazette* and up to 10 days after they leave office. All mailings must be mailed in Ottawa through the House of Commons Post Office. Additional mailings, after the first four mailings, are subject to the applicable price. Contact a Canada Post representative to obtain prices.

PREPARING

6 MAIL PREPARATION

Proper mail preparation is important to ensure that we can process and deliver your mailing efficiently. You are responsible for meeting all the applicable requirements.

Mail preparation is the process of preparing your mail, by securely bundling items and labelling containers and shipping units.

The following is a summary of the key requirements for preparing your mailing.

STANDARD AND OVERSIZE REQUIREMENTS	
Maximum height of each bundle	6 in. (15.24 cm) for items weighing less than 500 g (17.6 oz.)
	8 in. (20.0 cm) for items weighing 500 g to 1,000 g (17.6 - 35.3 oz.)
Container type	Standard: Letterflatiners (LFTs) and Flexipacks Oversize: flats tubs
	(In the event lids are not available, we recommend cardboard separators be used between each level to protect your mail items)
Shipping unit types	Monotainers and pallets
Placing bundles in containers	Mandatory
Labelling containers	Mandatory
Labelling shipping units	Mandatory (We recommend that the <i>Order (Statement of Mailing)</i> number be written on the labels.)

We supply equipment, depending on conditions and availability. When our equipment is not available, you must supply and use containers that we have pre-approved (e.g.: cardboard boxes) and/or pallets must be used.

Detailed information can be found in the Preparing module at canadapost.ca/cpnmguides.

DEPOSITING

7 REQUIRED AT TIME OF DEPOSIT

Each *Order (Statement of Mailing)* must be accompanied by:

- two printed copies of the electronically prepared and transmitted *Order (Statement of Mailing)* or the original of a manually prepared *Order (Statement of Mailing)*
- sample(s) of the item, including all enclosures, attachments and wrapping, identical to the item being mailed.

You are not required to complete an Agreement but must fill out an *Order (Statement of Mailing)* for each deposit. Your signature on the *Order* confirms that you have acknowledged and read the Terms and Conditions on the back of the paper *Orders* or included with the electronic *Order*.

You are required to provide a copy of the *Order (Statement of Mailing)* to an authorized Canada Post representative at every deposit location (i.e., RVU and CDC) at the time of mailing or before transporting the items to a delivery facility.

7.1 Where to deposit

All items must be deposited with an authorized representative at the deposit location selected on the *Order (Statement of Mailing)*. Items cannot be deposited in street letter boxes or other mail receptacles.

Daily maximum volumes of mail apply for certain types of deposit locations.

RECEIPT VERIFICATION UNIT (RVU)	COMMERCIAL DEPOSIT CENTRES (CDC)*			CORPORATE POST OFFICE*		DELIVERY FACILITY
	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 1	LEVEL 2	
No maximum	2 shipping units**	3 shipping units**	7 shipping units**	5 containers	12 containers	No maximum at the delivery facility responsible for local delivery.***
	(monotainers/pallets)					

* This location type is not equipped to process mail received in monotainers or pallets that are double-stacked.

** A monotainer can accommodate approximately 48 letterflatiners (LFTs) (40 letterflatiners with lids) or 24 Flats tubs.

*** Not applicable for mailings requiring transportation to another delivery facility.

NOTE: Parliamentary mailings must be deposited in Ottawa at the House of Commons Post Office.

The **Find a Deposit Location** tool is available at canadapost.ca/depositlocations to help you identify the right deposit location for your mailing based on Postal Code^{OM}, mail type and quantity. The tool will provide you more helpful information, such as the deposit location address and deposit location cut-off times.

Items deposited after the deposit location cut-off times will be considered deposited on the next business day.

Detailed information can be found in the Depositing module at canadapost.ca/cpnmguides.

PAYING AND TERMS

8 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)	Without a "Standing Offer Agreement" (for Solutions for Small Business cardholders and non-contract customers)