

Pricing



Personalized 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 1 "Prices"

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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PRICING

The Pricing module provides detailed information on pricing for service options such as Standard, Oversize, Machineable and Special Handling, related to address accuracy, phantom pricing, item and order level surcharges and adjustments.

1 PRICES

To access Personalized Mail prices, you must meet all applicable requirements for this service, including specifications, Address Accuracy and those for mail preparation.

Category	Price per Item					
Machineable	Standard Up to 50 g			Oversize Up to 500 g		
	\$0.485			\$0.73 + \$0.0034 per g over 50 g		
Special Handling	Standard		Oversize		Dimensional	
	Up to 50 g	Over 50 g up to 100 g	Up to 500 g	Over 500 g up to 1.36 kg	Up to 500 g	Over 500 g up to 1.36 kg
	\$0.54	\$0.59	\$0.68 + \$0.0034 per g over 50 g	\$2.64 + \$0.0040 per g over 500 g	\$1.49 + \$0.0018 per g over 50 g	\$2.90 + \$0.0040 per g over 500 g

	Price per Item
Machineable Mini-catalogue	Standard Up to 50 g
	\$0.465

	Price per Item
Option	
Return to Sender ¹	\$0.01

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.

1.1 Incentives

Qualifying customers may be offered discounts and/or rebates from time to time as part of promotional campaigns or in exchange for providing us with a testimonial about how our Personalized Mail service helped them meet their business goals.

1.2 Minimum volume commitment of phantom pricing

You may deposit less than the minimum volume requirement provided that the difference between the actual volume and the minimum volume is paid at the applicable phantom price.

The phantom price is applied to the difference between 100 items for Machineable Mail or 1,000 items for Special Handling mail and the actual volume deposited if fewer than 100 items for Machineable Mail or 1,000 items for Special Handling mail. The price charged will equal the lowest price in the category of Personalized Mail that is being accessed.

The phantom price is only available for single deposits (not available for partial mailing deposits). The difference in postage paid between the actual volume mailed and the minimum volume may be paid by postage meter impression or will be invoiced.

1.3 Progressive pricing

Progressive pricing is a pricing process that allows graduated prices when items exceed the Machineable base weight of 50 g or the Special Handling base weight of 100 g. The process applies a charge per gram in addition to the base price for the portion of the weight that exceeds the 50 g or 100 g base weight.

POSTAL INDICIA

A Postal Indicia is a marking that identifies the service name and your customer number. It must be printed on or applied to each mail item. You must create your indicia with Canada Post-supplied artwork.

You can download detailed postal indicia requirements, specifications and artwork from canadapost.ca/indicia.

CUSTOMIZED POSTAL INDICIA

Customized Postal Indicia gives you the opportunity to leverage the upper-right corner of an item for marketing purposes. We reserve the right to refuse any Customized Postal Indicia design that it, at its sole discretion, deems non-mailable (see [Non-mailable Matter](#) in the *Canada Postal Guide*).

All Postal Indicia items must be accompanied by an *Order (Statement of Mailing)*. They must also be deposited at a Canada Post facility, not in a street letterbox.

ADDRESS ACCURACY PROGRAM

Address Accuracy is a program designed to improve delivery by encouraging you to accurately address mail. Every item must be addressed to a specific individual or company name or to a non-personalized descriptor, including "OCCUPANT" or similar wording. Each item must have a complete mailing address, including any required suite or unit information as well as the valid postal code for that address. If the mailing address is not complete, the mail may be delayed or returned. Consistent and accurate addressing eliminates the need for extra handling and/or redelivery. For you, this means more efficient service and lower costs. Accurate addressing helps ensure your mail is delivered on time, every time.

Participation in the *Address Accuracy Program* is mandatory for all mailings greater than 5,000 items.

The standard for Address Accuracy is 95%. This means that 95% of the addresses on your database are valid when compared to our database. This is done by using [Canada Post-recognized software](#) that performs address validation and/or address validation and correction or by using a mail service provider who offers this service. If the percentage on the *Statement of Accuracy (SOA)* produced by the software is less than 95%, we will apply an adjustment to the mailing.

ADJUSTMENTS ARE CALCULATED AS FOLLOWS*:

$$\text{Volume of Mail} \times (95\% \text{ minus customer's actual Address Accuracy } \%) \times 0.05 = \text{Total Adjustment}$$

For example, on a mailing of 12,000 items with an Address Accuracy rate of 91%, the adjustment would be:
 $12,000 \times (95\% - 91\%) \times \$0.05 = \$24.00$ adjustment added to the cost of the mailing

* For illustration purposes only.

We encourage you to use our Data Management Services to clean and standardize your address lists while removing addresses that are undeliverable, duplicated, incorrect, or where occupants have requested to not be contacted. For more information visit canadapost.ca/datamanagementservices.

A *Statement of Accuracy (SOA)* is used to report the percentage of accurate addresses on a mailing list. The SOA must be generated at least once a year but is encouraged more frequently to help reduce the number of undeliverable mail items. A *Statement of Accuracy (SOA)* includes the following information:

STATEMENT OF ACCURACY (SOA)

1. Customer Name and Address	<ul style="list-style-type: none"> Your company name and mailing address.
2. Canada Post Customer Number	<ul style="list-style-type: none"> The seven-digit number found on your Canada Post contract.
3. Total Number of Records Processed	<ul style="list-style-type: none"> The total number of records (or addresses) included in the evaluation, which must be equal to or greater than the number of items being deposited.
4. Address Accuracy Level	<ul style="list-style-type: none"> The percentage of accurate urban and rural addresses. This percentage is always calculated to one decimal place.
4.1 Questionable Apartment Addresses	<ul style="list-style-type: none"> If a mailing address does not have a unit number and there are no unit numbers available in our database, the address is recognized as Valid but reported as Questionable.

STATEMENT OF ACCURACY (SOA)	
4.2 Questionable Rural Addresses	<ul style="list-style-type: none"> If the mailing address is recognized as Valid based solely on the Postal Code, the address is reported as Questionable. In order to be complete, rural addresses must include delivery mode (e.g. RR), civic/street range or PO Box.
5. Address Accuracy Expiry Date: yyyy/mm/dd	<ul style="list-style-type: none"> The expiry date of the Address Accuracy percentage is always one year from the date the SOA was produced.
6. Software Company Name and Software Version	<ul style="list-style-type: none"> The name of the software company used to evaluate the database, and the software version, are required. Only current versions produced by recognized software vendors are accepted.
7. Canada Post Address Data Used: yyyy/mm/dd	<ul style="list-style-type: none"> The effective date of the Address Data used (current version required).

You must record your Address Accuracy percentage and expiry date obtained from the *Statement of Accuracy (SOA)* on your *Order (Statement of Mailing)*. Failure to do so will result in an adjustment to the cost of the mailing using 56% as the Address Accuracy percentage.

We ask that you keep a copy of the *Statement of Accuracy (SOA)* on file in the event that we request a copy.

More information on the *Address Accuracy Program* can be found at canadapost.ca/am or from a Canada Post Representative.

ADJUSTMENTS AND SURCHARGES

OVERVIEW

As per the *Terms and Conditions, Section 5 Criteria for Qualification*, items presented to Canada Post for mailing may be verified to determine compliance with applicable terms and conditions. Items determined to have anomalies that may result in additional handling or expense to Canada Post or that may affect our quality of service may, at the discretion of Canada Post, be:

- returned at the customer's expense, to be reworked by the customer, where possible
- processed and charged at the next or most appropriate Product or Service category, where available
- subjected to a surcharge; or
- refused for mailing.

The following sections provide detailed information on the adjustments and surcharges that may apply to your mailings if they do not meet the service requirements stipulated in this guide and your Agreement. This list is not meant to be exhaustive.

- Adjustments

Adjustments will apply in situations where inaccuracies are noted on an *Order (Statement of Mailing)* or during processing such as:

- errors in volume, weight, or service type selected
- failure to use the Electronic Shipping Tools (EST) software when mandatory for the declared service, or
- Address Accuracy requirements are not met.

1.4 Address Accuracy Requirements

If the percentage on the *Statement of Accuracy (SOA)* produced by Canada Post-recognized software is less than 95%, we will apply an adjustment to the mailing at the time the *Order (Statement of Mailing)* is transmitted electronically using EST or deposited at Canada Post.

ADJUSTMENTS ARE CALCULATED AS FOLLOWS:

Total Volume x (95% - customer's actual Address Accuracy %) x 5¢ = Total Adjustment

Failure to record the Address Accuracy percentage and expiry date on the *Order (Statement of Mailing)* will result in an adjustment to the cost of the mailing using the National Average Address Accuracy percentage of 56%.

2 ITEM LEVEL SURCHARGES

If mailings presented to Canada Post are found to be non-compliant and are subject to a surcharge, we will apply either a 5¢ or 10¢ surcharge to all items in a given mailing. In the case of multiple mailing anomalies, only one surcharge (the higher) will be applied.

Canada Post will send you an invoice regarding any applicable adjustments and surcharges along with a description of the non-compliance issue. If we identify other areas of non-compliance, up to four additional non-compliance matters will be indicated on the invoice so you can take corrective actions and reduce the risk of future surcharges. We will continue to contact you if mailing anomalies greater than \$100 are identified.

Surcharges are applied to each non-compliant service category based on the “actual” versus “declared” volumes indicated on the *Order (Statement of Mailing)* and are billed to the “paid by” account as per the original *Order*.

2.1 Surcharges Structure/Descriptions

Due to the limited space on the invoice, surcharge details are abbreviated. The following tables identify:

- the amount of the surcharge
- the abbreviated description of the anomaly (as it will appear on your invoice) and
- quick reference description details.

5¢ NON-COMPLIANCE SURCHARGE PER ITEM	
INVOICE DESCRIPTION (ALPHABETICAL ORDER)	DESCRIPTION DETAILS
Address elements/format issues	Address elements or format did not meet the addressing requirements
Bundle labelling issues	Bundles have been incorrectly labelled
Bundle separation issues	The method used for separating the bundles (i.e separator cards, edgemarking) does not meet the specifications
Cdn. Return Address issues	Canadian Return Address is not correct, is missing or is misplaced
Container labels missing	Container labels are missing on one or more container
DMC code issues	Delivery Mode Code did not meet the standard for formatting and location, or is not valid, or is not visible
Enclosure non-compliance	Enclosures or inserts do not meet the specifications
Mono/Pallet missing label	Monotainers/pallets labels are missing on one or more shipping unit
Plastic wrapper issues	Wrapper exceeds contents by more than allowable distance as per specifications
Strapping issues	Strapping used to secure the bundles is non-compliant

The classification and amount of surcharges can be subject to change at any time immediately upon notice to you. This list is not meant to be exhaustive.

10¢ NON-COMPLIANCE SURCHARGE PER ITEM	
INVOICE DESCRIPTION (ALPHABETICAL ORDER)	DESCRIPTION DETAILS
2D barcode incorrect match	2D barcode information doesn't match Presort Mailing Plan
Address labels not secured	Labels used for address are not secured to the mail piece
Address slips from window	Content slipped within the window of the envelope making the address not possible to read
Brick-piling issues	Brick-piling specifications have not been met
Bundle sequencing issues	Bundles have been incorrectly sequenced within a container
Container labels incorrect	Container labels do not match the content of the container
Items improperly sealed	Mail items not properly or fully sealed or unwrapped items are not properly sealed to support processing
Items sticking together	Mail items sticking together
Mail sequencing issues	Mail sequencing specifications not met
Minimum item size not met	Mail piece minimum size requirement not met
Minimum item weight not met	Mail piece minimum weight requirement not met
Mono/Pallet labels incorrect	Monotainer/pallet labels do not match the content of the container, are missing information or contain incorrect information

10¢ Non-compliance Surcharge per Item

INVOICE DESCRIPTION (ALPHABETICAL ORDER)	DESCRIPTION DETAILS
Pallet size/wrap issues	Issues with the pallet size or pallet wrapping
Product shape non-compliance	Shape of the mail piece does not meet specification
Quiet zone around add block	Quiet zone around the address block has been compromised

The classification and amount of surcharges can be subject to change at any time immediately upon notice to you. This list is not meant to be exhaustive.

ORDER (STATEMENT OF MAILING) LEVEL SURCHARGE**\$45.00 Non-transmitted ORDER**

INVOICE DESCRIPTION	DESCRIPTION DETAILS
Non-transmitted <i>Order</i> surcharge	<i>Order (Statement Of Mailing)</i> not transmitted prior to deposit of mailing

The classification and amount of surcharges can be subject to change at any time immediately upon notice to you. This list is not meant to be exhaustive.