

Designing



Neighbourhood Mail™

IMPORTANT UPDATES

DESCRIPTION OF CHANGE		LOCATION
Amendment v1.0	Posted on November 16, 2018	Effective on January 14, 2019
Removed the 10% advertising rule to qualify as a Co-op mailing.		Section 1.2 "Enclosures and attachments"
Updated the Customer Identification content		Section 1.1.1 "Customer identification"
Added to Co-op mailing definition to the Postal Services Information Glossary.		Glossary

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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DESIGNING

The Designing module provides all the details you need to design and create your mail item.

It is important that items submitted as Neighbourhood Mail meet the content, format and physical characteristics specified for Neighbourhood Mail and other requirements outlined in this Agreement. Items that do not, may be subject to price adjustments and/or surcharges, or may not qualify for Neighbourhood Mail service and prices.

1 MEASUREMENTS - SIZE AND WEIGHT

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

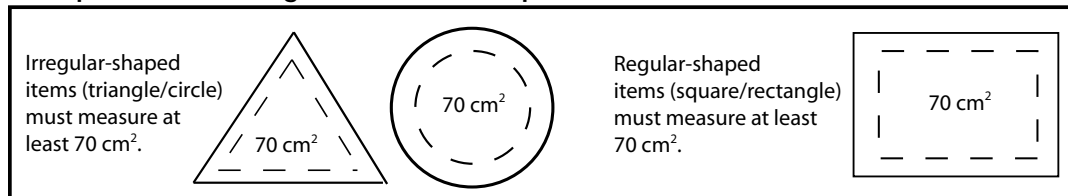
NOTE: Dimensions include inserts and enclosures. Imperial equivalents are provided for your convenience.

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.).

Examples of measuring minimum size requirements



1.1 Format

To be eligible as Neighbourhood Mail service, the items mailed must meet the eligibility criteria related to 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.

It is acceptable for items to contain an address (e.g. business location) on the back or front of the item, however, not where it can be confused as a destination address. Options include removing the province and/or Postal Code or placing the address elements on the same line. For Business Reply Mail™ items, the specific Business Reply Mail address may be visible.

1.1.1 CUSTOMER IDENTIFICATION

Canada Post requires the Customer's name, which can include the advertiser, the owner of the agreement, an authorized user, the mailed on behalf of or the mailed by to be visible on the outside of the mail item.

1.1.2 NO DESTINATION ADDRESS

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.

1.1.3 MARKINGS

Customers may use the “Delivered by” logo on items delivered by Canada Post with the prior written consent of the Director, Marketing and Brand or her/his designate. They can be contacted at info.brand@canadapost.ca. Visit canadapost.ca/logo for available artwork.

Any unauthorized use is an offence under the *Canada Post Corporation Act and Regulations* as well as being an infringement of Canada Post's trade-marks and official marks.

An item will be considered non-mailable if, on the outside, it is marked or labelled with any of the following that were not provided or authorized by Canada Post:

- any design likely to be mistaken for a postage stamp, meter impression, service label or any other mark suggesting that postage has been paid
- any label or endorsement implying that it will be given special handling, delivered faster or be provided with any service that has not been purchased by the customer. However, customers may include labels on items that are directed to the addressee as an instruction that is clearly related only to the enclosure and would not otherwise result in the item being non-mailable matter. (Examples of acceptable wording include “URGENT”, “RUSH” and “IMPORTANT COMMUNICATION ENCLOSED”), and
- any facsimile of any label, endorsement or marking used by Canada Post that might cause confusion so as to affect its handling, e.g., confusion as to the service the customer has paid for.

It is your obligation to get approval for any proposed endorsement or other markings from Canada Post prior to printing.

1.1.3.1 No postal indicia

There are no postal indicia for the Neighbourhood Mail service. Postal indicia markings are not acceptable on Neighbourhood Mail items with the **exception of the Business Reply Mail indicia and/or the “Basic Identifying Information” for Publications Mail items** mailed as Neighbourhood Mail items.

Visit canadapost.ca/indicia for more information regarding postal indicia.

1.2 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.

ENCLOSURE AND ATTACHMENT	
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. 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”: 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. 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.
Magnets	<p>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.</p>
Business Reply Mail™	<p>A Business Reply Mail™ item (card or envelope) may be included as part of a Neighbourhood Mail item.</p>

1.2.1 CREATIVE OPTIONS FOR NEIGHBOURHOOD MAIL

The following creative options may increase response rates of your direct mail campaigns. Consider these guidelines when you create an item. Confirm the specification requirements you should follow with a Canada Post representative to ensure the item is acceptable for the Neighbourhood Mail service.

DIE-CUT MAIL

- minimum of 7-point card stock to prevent the item from bending
- non-printed matter such as rubber, plastic, laminate, vinyl, leather or wood (subject to testing and approval).

APPLICATION OF TIP-ONS

- firmly affixed with glue and does not separate from the item during normal processing
- lie flat on the item
- if magnetized, must be weak enough to be handled without de-magnetizing the contents of other items (e.g. credit cards).

REPOSITIONABLE NOTES (RPN)

- 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)
- applied mechanically
- applied anywhere on the item
- applied on paper-based coverings, such as envelopes.

SCENTED ADMAIL ITEMS

- 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

- 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.
- will be distributed at random and do not require special bundling and labelling requirements.

1.3 Non-mailable matter

Generally, non-mailable matter means, but is not limited to, any mail:

- that is prohibited by law (e.g., illegal, obscene, fraudulent)
- that fails to meet certain physical characteristics or marking requirements
- that contains products or substances that could:
 - injure a person handling the mail
 - damage postal equipment or other items, or
 - trap other items
- that contains sexually explicit material unless it is sent in an opaque envelope with the words “ADULT MATERIAL” or similar wording.

Sexually explicit material that is sent as Neighbourhood Mail means images or representations of nudity that suggest sexual activity; images or representations of sexual intercourse or written text that describes sexual acts in a way that is more than plainly factual. Images or text which contain or suggest violence or degradation are not permissible.

Any item bearing a modified postage stamp in contravention of Section 52, or bearing a word or mark in contravention of Section 58, of the *Canada Post Corporation Act and Regulations* is also non-mailable matter. Dangerous substances or articles prohibited by law are not acceptable as Neighbourhood Mail.

It is your obligation to ensure an item does not constitute non-mailable matter, and is otherwise acceptable for mailing. For information on how non-compliant items will be handled, refer to the Paying and Terms module of the General Terms and Conditions at canadapost.ca/cpnmguides.

1.3.1 SOLICITATIONS BY MAIL

Solicitations (offers) having the general appearance of a bill, invoice, or statement of account where there is no obligation to make a payment in relation to the offer unless accepted, must adhere to the regulatory obligations detailing wording and format requirements. For the official requirements of the *Solicitations by Mail Regulations* made under the *Canada Post Corporation Act*, go to <http://laws.justice.gc.ca/en/showtdm/cr/C.R.C.-c.1295>.