



## International Incentive Letter-post™

## IMPORTANT UPDATES

DESCRIPTION OF CHANGE		LOCATION
Amendment v1.0	Posted on November 16, 2018	Effective on January 14, 2019
No updates.		

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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# DESIGNING

This Design module is intended to help you and your suppliers create mail items (Standard or Oversize) that can be processed by Canada Post's automated equipment. Compliance with these specifications is required.

To be eligible for International Incentive Letter-post service, the items mailed must meet the specific criteria related to content, format and physical characteristics.

## 1 MARKINGS

For Premium, Per Item and Standard Letter-post, you may only use Canada Post postage indicia, logos, trademarks or markings if you have obtained the prior written consent of Canada Post. Any unauthorized use is an offence under the [Canada Post Corporation Act and Regulations](#).

Each item must bear the approved Canada Post Postal Indicia (see [canadapost.ca/indicia](http://canadapost.ca/indicia)), including the your account number. Each item must also bear on the front of the item in an area specified by Canada Post, the applicable service indicator as follows:

- Premium and Per Item: "AIR MAIL/PAR AVION"
- Standard: "NON-PRIORITY".

An item will be considered non-mailable matter 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 obtain approval for any proposed endorsement or other markings from Canada Post prior to printing.

### 1.1 Non-mailable matter

Generally, non-mailable matter means any item that:

- is prohibited by law (e.g., illegal, obscene, fraudulent)
- is non-mailable due to the fact that it fails to meet certain physical characteristics or marking requirements
- contains products or substances that could:
  - injure a person handling the mail
  - damage postal equipment or other items
  - trap other items.

Any item bearing a modified postage stamp in contravention of the [Canada Post Corporation Act](#) Section 52, or bearing a word or mark in contravention of Section 58, is also non-mailable.

It is your obligation to ensure an item does not constitute non-mailable matter (further to Canada Post's *Non-mailable Matter Regulations*) and is otherwise acceptable for mailing. For information on how non-compliant items will be handled, refer to the Terms and Conditions with a "Standing Offer Agreement" in the Payment and Terms module.

Visit [Non-mailable Matter](http://canadapost.ca/postalguide) at [canadapost.ca/postalguide](http://canadapost.ca/postalguide) for more information.

### 1.1.1 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>.

## 2 MEASUREMENTS - SIZE AND WEIGHT

Imperial equivalents are provided for your convenience. The longest dimension is the “length”, the second longest is the “width”.

CATEGORY SIZE / ITEM		LENGTH	WIDTH	THICKNESS	LENGTH TO WIDTH RATIO	WEIGHT
Standard	min.	5.6 in. (140 mm)	3.6 in. (90 mm)	0.007 in. (0.18 mm)	1.3:1	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.)
Postcards	min.	5.6 in. (140 mm)	3.6 in. (90 mm)	0.007 in. (0.18 mm)	1.3:1	3 g* (0.11 oz.)
	max.	9.2 in. (235 mm)	4.7 in. (120 mm)	0.2 in. (5 mm)	2.6:1	50 g (1.76 oz.)
Oversize	min.	5.6 in. (140 mm)	3.6 in. (90 mm)	0.007 in. (0.18 mm)	–	3 g* (0.11 oz.)
	max.	14.9 in. (380 mm)	10.6 in. (270 mm)	0.8 in. (20 mm)	–	1,000 g (35 oz.)

\* Recommended by Canada Post.

All Standard items or postcards that exceed any one of the applicable maximum dimensions becomes an Oversize item. All Standard items and postcards must be rectangular in shape. If a postcard is not rectangular in shape, it must be enclosed in a rectangular envelope.

With the exception of rectangular promotional postcards (must have no projecting or raised relief parts), and self-mailers (without an attached pin-feed strip), Premium and Per Item items must be in a sealed envelope.

Standard items must be securely closed (e.g., tabbed, spot-sealed or in a wrapper), but easy to open and close again to allow for inspection.

### 3 STANDARD AND POSTCARDS ITEMS

MACHINEABILITY	<b>Shape</b>	Rectangular
	<b>Material</b>	<ul style="list-style-type: none"> <li>• Must be paper; items cannot be made of plastic or wrapped in plastic.</li> <li>• Minimum paper weight for               <ul style="list-style-type: none"> <li>▸ <b>envelope:</b> 75 gsm (approx. 20 lb. bond)</li> <li>▸ <b>folded self-mailer:</b> 90 gsm (approx. 60 lb. text)</li> <li>▸ <b>card and postcard:</b> 160 gsm (approx. 60 lb. cover)</li> </ul> </li> <li>• Must be sufficiently flexible to bend; items cannot be rigid.</li> <li>• Transparent plastic envelopes (also referred to as polybags) are acceptable for movement of International Incentive Letter-post. The polybag must be completely sealed for the movement of Premium Incentive and Per Item Incentive items.</li> </ul>
	<b>Enclosures</b>	<ul style="list-style-type: none"> <li>• Any paper enclosure is acceptable.</li> <li>• For <b>Premium, Per Item</b> and <b>Standard</b>, no attachments are acceptable except those that are necessary for the purpose of addressing, payment of postage, service endorsements and customs requirements.</li> </ul>
	<b>Sealing</b>	<ul style="list-style-type: none"> <li>• <b>Envelopes</b> must be closed and sealed with adhesive, with no more than 35 mm of the flap unsealed on each end. To prevent envelopes from sticking together, do not apply an excessive amount of adhesive. Envelopes must not be sealed with staples, clasps or other similar devices.</li> </ul>
READABILITY	<b>Addressing</b>	<ul style="list-style-type: none"> <li>• <b>Address zone</b> Whether vertically or horizontally oriented, the complete address must appear inside the following area:               <ul style="list-style-type: none"> <li>▸ 35 mm from the top</li> <li>▸ 10 mm from the bottom, left and right edges</li> </ul>               Address labels and windows must be within the address zone.             </li> <li>• <b>Quiet zone</b> <ul style="list-style-type: none"> <li>▸ Around the address block, leave at least 5 mm clear of printing and dark colours.</li> <li>▸ For window envelopes, ensure that the entire address remains fully visible through the window, even if the enclosure shifts within the envelope.</li> </ul> </li> </ul>
	<b>Postage zone</b>	<ul style="list-style-type: none"> <li>• The top-right area is reserved for postage, measuring 74 mm wide and 35 mm high (100 mm width for postage meters).</li> <li>• The indicia must be placed on the same side as the destination address (the front).</li> <li>• If the indicia is placed outside the postage zone it must be located above and to the right of the address.</li> <li>• Mail items paid by postal indicia may have graphics inside the postage zone as long as Canada Post workers can read the postal indicia.</li> <li>• For postal indicia specifications and artwork, refer to <a href="http://canadapost.ca/indicia">canadapost.ca/indicia</a>.</li> </ul>
	<b>Return address zone</b>	<ul style="list-style-type: none"> <li>• The preferred location is on the front of the item above the address zone (35 mm from the top).</li> <li>• Must be the same orientation as the destination address.</li> <li>• A minimum separation of 15 mm is required between the bottom of the return address and the top of the destination address.</li> </ul>
	<b>Fonts</b>	<p>Use commercially available fonts that people can read and where the font characters are well defined and:</p> <ul style="list-style-type: none"> <li>▸ Do not overlap with the line above or below</li> <li>▸ Do not contain text effects (i.e. shadow, emboss, etc.)</li> <li>▸ Do not contain random heights within characters</li> <li>▸ Are not calligraphy style fonts (i.e. <i>The quick brown fox jumps over the lazy dog</i>).</li> <li>▸ Provide good contrast between address and background. Fonts must be a dark colour (preferably black) on a white or light coloured background.</li> </ul>

## 4 OVERSIZE ITEMS

		ADDRESSING	
<b>MACHINEABILITY</b>	<b>Shape</b>	Must be rectangular.	
	<b>Material</b>	<ul style="list-style-type: none"> <li>• Envelopes must be produced from paper - minimum paper weight 90 gsm (approx. 24 lb.).</li> <li>• Windows must be covered with transparent material (max haze of 75%, 159 gloss unit or less).</li> <li>• Plastics and similar transparent wrappings are acceptable - must be at least 0.03 mm thick.</li> <li>• Items can be packaged in flexible or rigid material.</li> <li>• Transparent plastic envelopes (also referred to as polybags) are acceptable for movement of International Incentive Letter-post. Polybag must be completely sealed for the movement of Premium Incentive and Per Item Incentive items.</li> </ul>	
	<b>Enclosures</b>	<ul style="list-style-type: none"> <li>• Must be uniform in thickness</li> <li>• Must closely fit the size of the envelope (no more than 15 mm smaller than the envelope).</li> <li>• For <b>Premium Incentive</b>, <b>Per Item Incentive</b> and <b>Standard Incentive Letter-post</b>, no attachments are acceptable except those that are necessary for the purpose of addressing, payment of postage, service endorsements and customs requirements.</li> </ul>	
	<b>Sealing</b>	<ul style="list-style-type: none"> <li>• <b>Envelopes</b> must be closed and sealed with adhesive, with no more than 35 mm of the flap unsealed on each end. To prevent envelopes from sticking together, do not apply an excessive amount of adhesive. Envelopes must not be sealed with staples, clasps or other similar devices.</li> </ul>	
<b>READABILITY</b>	<b>Addressing</b>	<ul style="list-style-type: none"> <li>• <b>Address zone</b> Whether vertically or horizontally oriented, the complete address must appear inside the following area: <ul style="list-style-type: none"> <li>▸ three-quarter (horizontal address orientation) / four-fifth (vertical address orientation) of the total width from the bottom</li> <li>▸ 10 mm from the bottom, left and right edges Address labels and windows must be within the address zone.</li> </ul> </li> <li>• <b>Quiet zone</b> <ul style="list-style-type: none"> <li>▸ Clear of printing and dark colours, above the top line of the address block, leave at least 6 mm; 10 mm to the left, right and below of the address block.</li> <li>▸ For window envelopes, ensure that the entire address remains fully visible through the window, even if the enclosure shifts within the envelope.</li> </ul> </li> </ul>	
	<b>Postage zone</b>	<ul style="list-style-type: none"> <li>• The top-right area is reserved for postage, measuring 74 mm wide and 35 mm high (100 mm width for postage meters).</li> <li>• The indicia must be placed on the same side as the destination address (the front).</li> <li>• If the indicia is placed outside the postage zone it must be located above and to the right of the address.</li> <li>• Mail items paid by postal indicia may have graphics inside the postage zone as long as Canada Post workers can read the postal indicia.</li> <li>• For postal indicia specifications and artwork, refer to <a href="http://canadapost.ca/indicia">canadapost.ca/indicia</a>.</li> </ul>	
	<b>Return address zone</b>	<ul style="list-style-type: none"> <li>• The preferred location is on the front of the item above the address zone [one-quarter (horizontal) / one-fifth (vertical) from the top].</li> <li>• Must be the same orientation as the destination address.</li> <li>• A minimum separation of 18 mm is required between the bottom of the return address and the top of the destination address.</li> </ul>	
	<b>Fonts</b>	<p>Use commercially available fonts that people can read, where the font characters are well defined and:</p> <ul style="list-style-type: none"> <li>▸ Do not overlap with the line above or below</li> <li>▸ Do not contain text effects (i.e. shadow, emboss, etc.)</li> <li>▸ Do not contain random heights within characters</li> <li>▸ Are not calligraphy style fonts (i.e. The quick brown fox jumps over the lazy dog).</li> <li>▸ Providing good contrast between address and background. Fonts must be a dark colour (preferably black) on a white or light coloured background.</li> </ul>	

## 5 FORMAT

ADDRESSING	
<b>Destination address</b>	Every item in a deposit of International Incentive Letter-post must be addressed to a specific individual or company and include the complete mailing address, with the country of destination which must be spelled in full and printed alone on the last line, in capital letters, in English or French.
<b>Return address</b>	For Premium, Per Item and Standard items, there must be only one return address on the outside of each item, and that return address must be Canadian.