



International Incentive Letter-post™

IMPORTANT UPDATES

DESCRIPTION OF CHANGE		LOCATION
Amendment v1.0	Posted on November 18, 2016	Effective on January 16, 2017
No updates.		

Please note that when there is an amendment or a revision to the document, 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.

TABLE OF CONTENTS

Designing	1
1 Markings	1
1.1 Non-mailable matter	1
1.1.1 Solicitations by mail	2
2 Measurements - Size and Weight	2
3 Standard and Postcards Items	3
4 Oversize Items	4
5 Format	4

DESIGNING

This “Design” module is intended to help mailers and their suppliers create mail items (Standard or Oversize) that can be processed by Canada Post’s automated equipment. Postal Standards are intended to help mailers and their suppliers create mail items that will be suitable for efficient processing by Canada Post. Compliance with the specifications is required.

Items submitted as International Incentive Letter-post that do not meet the content, format and physical characteristics specified for International Incentive Letter-post and the various mail preparation and other requirements outlined in this Agreement, are not acceptable as International Incentive Letter-post and may be subject to price adjustments and/or surcharges or may not qualify for the Incentive Letter-post services and prices.

1 MARKINGS

For Premium Incentive, Per Item Incentive and Standard Incentive Letter-Post, customers may only use Canada Post postage indicia, logos, trademarks or markings if the customer has 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), including the Customer’s 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 Incentive and Per Item Incentive: “AIR MAIL/PAR AVION”
- Standard Incentive: “NON-PRIORITY”.

Note that 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 the customer’s 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:
 - cause injury to those handling the mail
 - cause damage to postal equipment or other items
 - cause entrapment of other items.

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* is also non-mailable matter. Dangerous substances or articles prohibited by law are not acceptable as International Incentive Letter-post.

It is the Customer’s 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 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

The metric unit is the official measure. Imperial equivalents are provided for reference and convenience only.

CATEGORY SIZE / ITEM		LENGTH	WIDTH	HEIGHT	LENGTH TO WIDTH RATIO	WEIGHT
Standard	min.	140 mm (5.5 in.)	90 mm (3.5 in.)	0.18 mm (0.007 in.)	1.3:1	3 g* (0.11 oz.)
	max.	245 mm (9.6 in.)	156 mm (6.1 in.)	5 mm (0.2 in.)	2.6:1	50 g (1.76 oz.)
Postcards	min.	140 mm (5.5 in.)	90 mm (3.5 in.)	0.18 mm (0.007 in.)	1.3:1	3 g* (0.11 oz.)
	max.	235 mm (9.2 in.)	120 mm (4.7 in.)	5 mm (0.2 in.)	2.6:1	50 g (1.76 oz.)
Oversize	min.	140 mm (5.5 in.)	90 mm (3.5 in.)	0.18 mm (0.007 in.)	–	3 g* (0.11 oz.)
	max.	380 mm (15.0 in.)	270 mm (10.6 in.)	20 mm (0.8 in.)	–	1,000 g (35 oz.)

* Recommended by Canada Post.

NOTE: 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 Incentive and Per Item Incentive items must be in a completely sealed envelope.

Standard Incentive items should 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	Shape	Rectangular
	Material	<ul style="list-style-type: none"> • Must be paper; items cannot be made of plastic or wrapped in plastic. • Minimum paper weight for <ul style="list-style-type: none"> ▸ envelope: 75 gm² (approx. 20 lb.) ▸ folded self-mailer: 90 gm² (approx. 60 lb. text) ▸ card and postcard: 160 gm² (approx. 60 lb. cover) • Must be sufficiently flexible to bend; items cannot be rigid. • Transparent plastic envelopes (also referred to as polybags) are acceptable for movement of International Incentive Letter-post, noting that the polybag must be completely sealed for the movement of Premium Incentive and Per Item Incentive items.
	Enclosures	<ul style="list-style-type: none"> • Any paper enclosure is acceptable. • For Premium Incentive, Per Item Incentive and Standard Incentive Letter-post, no attachments are acceptable except those that are necessary for the purpose of addressing, payment of postage, service endorsements and Customs requirements.
	Sealing	<ul style="list-style-type: none"> • Envelopes must be closed and completely sealed with adhesive. To prevent envelopes from sticking together, do not apply a surplus amount of adhesive. They must not be sealed with staples, clasps or other similar devices.
READABILITY	Addressing	<ul style="list-style-type: none"> • Address zone Whether vertically or horizontally oriented, the complete address (see Addressing Guidelines at canadapost.ca/addressing) must appear inside the following area: <ul style="list-style-type: none"> ▸ 35 mm from the top ▸ 10 mm from the bottom, left and right edges Address labels and windows must be within the address zone. • Quiet zone <ul style="list-style-type: none"> ▸ Around the address block, leave at least 5 mm clear of printing and dark colours. ▸ For window envelopes, ensure that the entire address remains fully visible through the window, even if the enclosure shifts within the envelope.
	Postage zone	<ul style="list-style-type: none"> • The top-right area is reserved for postage, measuring a width of 74 mm and a height of 35 mm (100 mm width for postage meters). • The indicia must be placed on the same side as the destination address (the front). • If the indicia is placed outside the postage zone it must be located above and to the right of the address. • Mail items paid by postal indicia may have graphics inside the postage zone as long as the postal indicia are human readable. • For postal indicia specifications and artwork, refer to canadapost.ca/indicia.
	Return address zone	<ul style="list-style-type: none"> • The preferred location is on the front of the item above the address zone (35 mm from the top). • Must be the same orientation as the destination address. • A minimum separation of 15 mm is required between the bottom of the return address and the top of the destination address.
	Fonts	Human readable commercially available fonts where the font characters are well defined and: <ul style="list-style-type: none"> ▸ Do not overlap to the line above or below ▸ Do not contain text effects (i.e. shadow, emboss, etc.) ▸ Do not contain random heights within characters ▸ Are not calligraphy style fonts (i.e. <i>The quick brown fox jumps over the lazy dog</i>). ▸ Good contrast between address and background. Fonts must be a dark colour (preferably black) on a white or light coloured background.

4 OVERSIZE ITEMS

		ADDRESSING	
MACHINEABILITY	Shape	Must be rectangular.	
	Material	<ul style="list-style-type: none"> Envelopes must be produced from paper - minimum paper weight 90 gm² (approx. 24 lb.). Windows must be covered with transparent material (max haze of 75%, 159 gloss unit or less). Plastics and similar transparent wrappings are acceptable - must be at least 0.03 mm thick. Items can be packaged in material either flexible or rigid. Transparent plastic envelopes (also referred to as polybags) are acceptable for movement of International Incentive Letter-post, noting that the polybag must be completely sealed for the movement of Premium Incentive and Per Item Incentive items. 	
	Enclosures	<ul style="list-style-type: none"> Are uniform in thickness Closely fit the size of the envelope (no more than 15 mm smaller than the envelope size). For Premium Incentive, Per Item Incentive and Standard Incentive Letter-post, no attachments are acceptable except those that are necessary for the purpose of addressing, payment of postage, service endorsements and Customs requirements. 	
	Sealing	<ul style="list-style-type: none"> Envelopes must be closed and completely sealed with adhesive. To prevent envelopes from sticking together, do not apply a surplus amount of adhesive. They must not be sealed with staples, clasps or other similar devices. 	
READABILITY	Addressing	<ul style="list-style-type: none"> Address zone Whether vertically or horizontally oriented, the complete address (see Addressing Guidelines at canadapost.ca/addressing) must appear inside the following area: <ul style="list-style-type: none"> three-quarter (horizontal address orientation) / four-fifth (vertical address orientation) of the total width from the bottom 10 mm from the bottom, left and right edges Address labels and windows must be within the address zone. Quiet zone <ul style="list-style-type: none"> 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. For window envelopes, ensure that the entire address remains fully visible through the window, even if the enclosure shifts within the envelope. 	
	Postage zone	<ul style="list-style-type: none"> The top-right area is reserved for postage, measuring a width of 74 mm and a height of 35 mm (100 mm width for postage meters). The indicia must be placed on the same side as the destination address (the front). If the indicia is placed outside the postage zone it must be located above and to the right of the address. Mail items paid by postal indicia may have graphics inside the postage zone as long as the postal indicia are human readable. For postal indicia specifications and artwork, refer to canadapost.ca/indicia. 	
	Return address zone	<ul style="list-style-type: none"> The preferred location is on the front of the item above the address zone [one-quarter (horizontal) / one-fifth (vertical) from the top]. Must be the same orientation as the destination address. A minimum separation of 18 mm is required between the bottom of the return address and the top of the destination address. 	
	Fonts	Human readable commercially available fonts where the font characters are well defined and: <ul style="list-style-type: none"> Do not overlap to the line above or below Do not contain text effects (i.e. shadow, emboss, etc.) Do not contain random heights within characters Are not calligraphy style fonts (i.e. <i>The quick brown fox jumps over the lazy dog</i>). Good contrast between address and background. Fonts must be a dark colour (preferably black) on a white or light coloured background. 	

5 FORMAT

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