

Designing



Special Handling

(including Publications Mail Delivery Facility Presort)

IMPORTANT UPDATES

DESCRIPTION OF CHANGE		LOCATION
Amendment v1.0	Posted on November 20, 2017	Effective on January 15, 2018
Increased the thickness of Personalized Mail - Dimensional mail.		Size and Weight

Changes and enhancements introduced in 2017:

DESCRIPTION OF CHANGE		LOCATION
Revision v1.1	Posted on March 1, 2017	Effective on March 1, 2017
Added destination address orientation on wrapped or unwrapped magazines.		Section 6.2.1 "Address zone"
Amendment v1.0	Posted on November 18, 2016	Effective on January 16, 2017
Increased dimensions of Personalized Mail Special Handling		Size and Weight

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.

TABLE OF CONTENTS

- Designing 1
- General Design Requirements 1
- 1 **Markings** 1
 - 1.1 Non-mailable matter 1
 - 1.1.1 Solicitations by mail 2
- Size and Weight 2
- 2 **Quiet Zones** 2
- 3 **Material** 3
- 4 **Construction of the Item** 3
- 5 **Enclosures** 4
- Addressing the Mail Item 4
- 6 **Addressing** 4
 - 6.1 Addressing labels 5
 - 6.2 Address, Postage and Return Address Zones 5
 - 6.2.1 Address zone 5
 - 6.2.2 Postage zone 6
 - 6.2.3 Return address zone 7
- 7 **Other Considerations** 7
- 8 **Have Your Mail Items Assessed** 8

DESIGNING

The Designing module provides all the details you need to design and create your Special Handling (including Publications Mail Delivery Facility Presort) mail item. This section includes requirements for general design, dimensions and weight, recommendations for address placement and postage zone to ensure we can process your mail items.

GENERAL DESIGN REQUIREMENTS

1 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.

Customers may use Canada Post postal indicia on items delivered by Canada Post without prior authorization. See canadapost.ca/indicia for the requirements, artwork and the specifications.

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:

- certain markings that could be confused with Canada Post's designators, services, or indicia. These must not be used. Some examples include:
 - 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, such as Priority Mail, Express Mail, 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 mail 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
- contains sexually explicit material unless it is sent in an opaque envelope with the words “ADULT MATERIAL” or similar wording. Solicited Publications Mail items only require opaque wrapping.

Sexually explicit material is defined as 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.

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 unacceptable items, please refer to the [Non-mailable Matter](#) section of the *Canada Postal Guide*.

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/eng/regulations/C.R.C.,_c._1295/.

SIZE AND WEIGHT

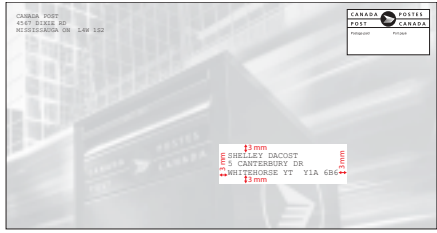
Imperial equivalents are provided for your convenience.

PERSONALIZED MAIL™ SIZE / ITEM		LENGTH	WIDTH	THICKNESS	WEIGHT
Standard	Min.	3.9 in. (100 mm)	2.8 in. (70 mm)	0.007 in. (0.18 mm)	N/A
	Max.	9.6 in. (245 mm)	6.1 in. (156 mm)	0.2 in. (5 mm)	100 g (3.5 oz.)
Oversize	Min.	3.9 in. (100 mm)	2.8 in. (70 mm)	0.007 in. (0.18 mm)	N/A
	Max. (flexible)	14.9 in. (380 mm)	14.9 in. (380 mm)	1.4 in. (35 mm)	1.36 kg (3 lb.)
	Max. (rigid)	14.9 in. (380 mm)	5.1 in. (130 mm)	1.4 in. (35 mm)	1.36 kg (3 lb.)
Dimensional	Min.	3.9 in. (100 mm)	2.8 in. (70 mm)	1.4 in. (35 mm)	N/A
	Max.	14.9 in. (380 mm)	5.1 in. (130 mm)	2.4 in. (60 mm)	1.36 kg (3 lb.)
PUBLICATIONS MAIL SIZE / ITEM		LENGTH	WIDTH	THICKNESS	WEIGHT
Standard	Min.	3.9 in. (100 mm)	2.8 in. (70 mm)	0.007 in. (0.18 mm)	N/A
	Max.	9.6 in. (245 mm)	6.1 in. (156 mm)	0.2 in. (5 mm)	100 g (3.5 oz.)
Oversize	Min.	3.9 in. (100 mm)	2.8 in. (70 mm)	0.007 in. (0.18 mm)	N/A
	Max.	14.9 in. (380 mm)	14.9 in. (380 mm)	2.2 in. (55 mm*)	1.36 kg (3 lb.)

* Newspaper rolls cannot exceed 130 mm in thickness

2 QUIET ZONES

Quiet zones are areas on a mail item that must be left clear of printing, graphics, images and dark colours. This is to ensure that Canada Post's employees can easily find and read addressing and proof of payment information.

REQUIREMENTS	
Within and around the address block	<p>Leave the area within the address block and at least 3 mm around the address block clear of printing, images and dark colours.</p> 

3 MATERIAL

We recommend using the following specifications:

OUTER COVER MATERIAL

Paper weights:

- **Envelope / Sleeve** - at least 60 gsm (approx. 16 lb.)
 - **Self-mailer** - at least 60 gsm (approx. 16 lb.)
 - **Card / Postcard** - at least 135 gsm (approx. 50 lb.)
- Any paper type may be used for the outer covering of the mail item. The following are examples:

- coated paper
- paper containing:
 - raised or special effect printing
 - background patterns or watermarks
 - bright colours.

Transparent wrapping

Recommended thickness:

- **Plastic bag** - at least 0.05 mm
- **Plastic film** - at least 0.02 mm

Plastic or similar outer covers may be used on Special Handling mail items. If the address label is affixed to the item under the transparent wrapper, ensure that the transparent material allows enough visibility with a maximum haze of 75%.

For details on how transparent wrappers must be constructed, please see [Section 4 “Construction of the Item”](#).

WINDOW MATERIAL

If you are using window envelopes with a transparent material, ensure it has:

- enough transparency to allow visibility with a maximum haze of 75%
- uniform clarity
- no wrinkles, creases or blemishes
- a gloss reading (on the side facing out) of 159 gloss units or less.

FLEXIBILITY

Outer cover material may be flexible or rigid.

Mail items may be packaged in material such as paperboard, corrugated cardboard, cardboard boxes, plastic wrappers or boxes, or CD/DVD jewel cases.

Oversize items exceeding 380 mm x 130 mm in size should be flexible in order to fit into mail receptacles.

Mail items must be firm enough to allow efficient handling and processing and prevent loss or damage to the integrity of the items.

4 CONSTRUCTION OF THE ITEM

FORMAT OPTIONS

Envelope	<p>Envelopes must be sealed. Sealing methods may include buttons, strings, or other similar devices provided they do not prevent smooth handling and processing of the items. If staples are used, they must be properly clinched, and sharp ends must be fully concealed.</p> <p>The sealing flaps may be located on the front (the address side) or the back of the envelope.</p> <p>For Window Envelope construction: Windows can be covered or uncovered.</p> <p>In addition to the main address window, other (auxiliary) windows may appear on the front and/or the back of the mail item. Ensure that the destination address window is easy to identify, and that it's large enough to show the entire destination address.</p> <p>If an enclosure must be read through an envelope window but is not secured to the envelope, it could shift and become unreadable. To prevent this, make sure it is no more than 15 mm smaller than the envelope in either length or width.</p>
Self-mailer	<p>Self-mailers may be sent sealed, spot sealed, or unsealed. Sealing methods may include buttons, strings, or other similar devices provided they do not prevent smooth handling and processing of the items. If staples are used, they must be properly clinched, and sharp ends must be fully concealed.</p> <p>For unsealed multi-page self-mailers, ensure that:</p> <ul style="list-style-type: none"> • all pages are securely bound together • the top page doesn't lift more than 20 mm from the preceding page when the item is placed flat. If it does, seal it or add a closing tab on the longest edge of the self-mailer. <p>Single-page folded self-mailers may be left unsealed provided that the top folded page doesn't lift more than 20 mm when the item is placed flat.</p>

FORMAT OPTIONS	
Sleeve	<p>Ensure that sleeves:</p> <ul style="list-style-type: none"> • fit reasonably tight around the item to prevent excessive movement and slippage • are securely glued or tabbed with the close line on the back of the item • are positioned around the center of the item • do not obscure the address.
Card / Postcard	If perforation is used, ensure that it won't tear easily during handling and delivery.
Transparent wrapper	<p>Ensure that:</p> <ul style="list-style-type: none"> • the address label is firmly attached to the outside of the wrapper, or, if affixed to the contents under the wrapper, is clearly visible • the sealing line of the wrapper is on the back of the mail item. If placed on the front, it must not obscure the address, even if the contents shift • the wrapper fits reasonably tight in order to prevent excessive movement of the contents. The wrapper must not exceed the length or the width of the contents by more than 40 mm • if it is not possible to write on the wrapper, it has either a 20 mm wide opaque band on its front (the address side), or an address label attached to the outside of the wrapper that is large enough for postal endorsements*. <p>* An example of a postal endorsement is "NO SUCH ADDRESS" written by a letter carrier on the band or label.</p>
Unwrapped item	<p>Mail items may be sent without a wrapper. Open items, such as brochures, catalogues, magazines and booklets, may be sent unsealed. The cover pages must be produced from paper stock that meets the requirements outlined in Section 3 "Material". All pages must be securely bound using staples, glue, stitches, spring spines, or other binding methods. Items may be bound along the longest or the shortest edge.</p> <p>Newspapers must be folded in such a way to preserve the integrity of the item during processing and delivery. Loose-leaf newsletters and publications must be enclosed in an envelope or plastic wrapper.</p>

5 ENCLOSURES

KEY REQUIREMENTS

For efficient handling and processing, ensure that enclosures:

- cannot damage other mail or cause injury to postal employees (magnets, for example, must not be so strong that they cause mail items to stick to each other)
- won't tear through their envelope or wrapping during handling and delivery (Liquids and powders must be packaged to prevent the contents from escaping.)
- allow efficient mail preparation, such as grouping and containerization
- do not bear postal indicia (for Publications Mail item Basic Identifying Information) or second destination address for another product that is visible on the outside of the mail item.

If enclosures are used in unwrapped items, they must be securely attached to the mail item.

NOTE: In order to confirm that an enclosure is an integral part of your unwrapped mail item a "pinch test" must be performed. 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.

EXAMPLES OF ACCEPTABLE NON-PAPER ENCLOSURES

- | | |
|--------------------------------|--|
| • CDs and DVDs | • magnets |
| • coins | • pens and pencils |
| • foodstuffs / product samples | • plastic cards |
| • jewellery | • seeds |
| • keys | • video-in-print / digital advertising |

ADDRESSING THE MAIL ITEM

6 ADDRESSING

Each 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 include the complete mailing address, including the valid Postal Code^{OM} for that address.

Use the following guidelines when printing addresses:

- there should be good contrast between the address and the background
- the address should be well-defined and easy for people to read.

The Delivery Mode Code (DMC) must be included in the address to qualify for the Special Handling option (not required for Publications Mail Delivery Facility Presort). Requirements are found in the applicable "Preparing" module.

The destination address must be complete and in the format shown in the [Addressing Guidelines](#) section of the *Canada Postal Guide*.

6.1 Addressing labels

If using address labels, ensure that they are:

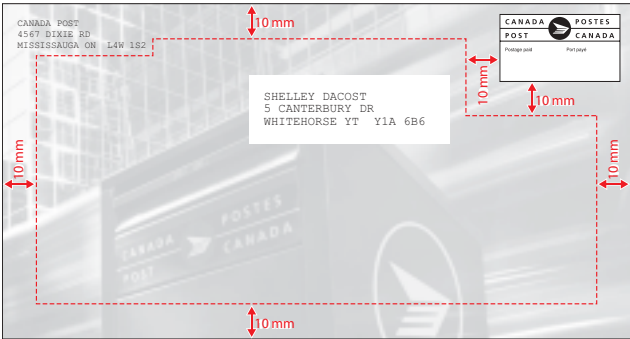
- firmly affixed to the item within the address zone
- white or a light colour.

6.2 Address, Postage and Return Address Zones

Specific layout standards apply for address and postage information to easily process the mail. These standards focus on three key areas:

1. Address zone (including Quiet zone)
2. Postage zone, and
3. Return address zone.

6.2.1 ADDRESS ZONE

ADDRESS ZONE	
On envelopes	<p>The destination address may be positioned parallel to the longest edge of the mail item (horizontal address orientation) or perpendicular to the longest edge (vertical address orientation).</p> <p>We recommend printing the destination address anywhere in the space below the top 35 mm of the mail item and at least 10 mm from the left, right and bottom edges.</p> <p>In some cases, to preserve the integrity of your mail item's design, you may place the destination address within the top 35 mm of the item provided we can easily identify it and it would not be mistaken for the return address.</p> <p>The Destination address must always be positioned:</p> <ul style="list-style-type: none"> • at least 10 mm from all the edges of the mail item • to the right and below the return address when a return address is used • outside the recommended return address zone when there is no return address • on the same side as the indicia • to the left of the indicia and NOT above it • at least 10 mm from the indicia. <div style="text-align: center;">  </div> <p>NOTE: For Publications Mail items the Basic Identifying Information may be used in lieu of the postal indicia.</p>
On wrapped or unwrapped mail items	<p>Ensure that the destination address is completely visible. The destination address must appear on or in the transparent wrapper, on the sleeve or on the insert and be located at least 10 mm from all edges.</p> <p>Magazines - The destination address may be positioned parallel (horizontal address orientation) or perpendicular (vertical address orientation) to the longest edge of the magazine.</p> <p>Newspapers - The address must be positioned parallel to the folded edge (final fold) of the newspaper.</p>

6.2.2 POSTAGE ZONE

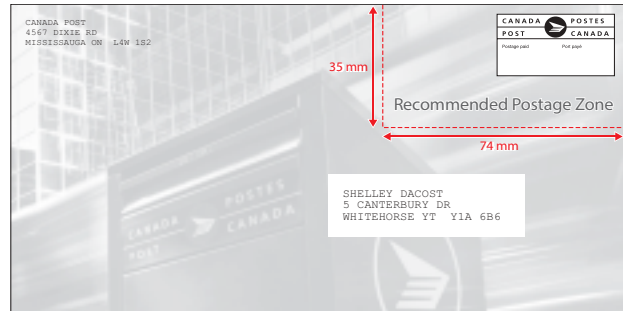
Proof of payment is required for processing mail items, including handling of undeliverable Publications Mail items. Proof of payment (indicia or meter impression) must be located on the same side of the mail item as the destination address and have the same orientation (horizontal or vertical) as the destination address. Proof of payment may appear in the form of:

POSTAL INDICIA

We recommend printing the indicia in the area 35 mm high by 74 mm long in the upper right corner of the mail item. The indicia may also be placed in any other area provided that it can easily be identified. The indicia must always be to the right of the destination address and NOT below it and at least 10 mm from the destination address. Mail items paid by indicia may have graphics inside the postage zone as long as the indicia are easy for people to read.

For specifications and artwork, please refer to canadapost.ca/indicia.

NOTE: Publications Mail may use Basic Identifying Information in lieu of postal indicia.

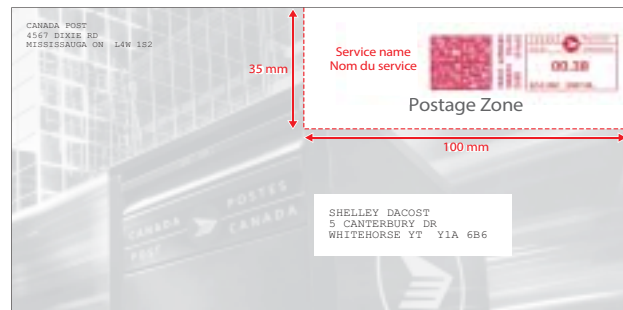


METER IMPRESSION (EXCLUDING DIMENSIONAL PERSONALIZED MAIL AND PUBLICATIONS MAIL)

We recommend applying the meter impression in the area 35 mm high by 100 mm long in the upper right corner of the mail item. Mail items paid by meter impression must not have any graphics or dark colours inside the postage zone.

For more information on postage meter impressions, please refer to Paying For Your Mailing, [Section 2.2 "Postage Meter Impression"](#) of the *Canada Postal Guide*.

For illustration purposes only.



BASIC IDENTIFYING INFORMATION (PUBLICATIONS MAIL ONLY)

If Basic Identifying Information is used as proof of payment, we recommend printing the Basic Identifying Information on or near the address label.

The Basic Identifying Information may also be printed anywhere on the outside of the Publications Mail item provided that it is clearly visible and can be easily identified. Options include:

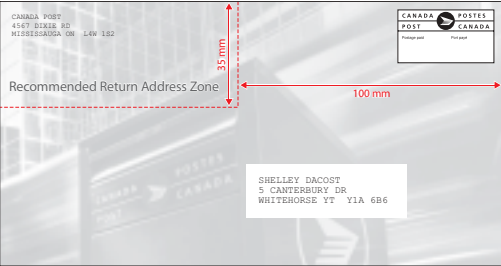
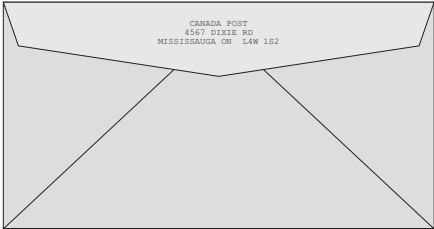
- on the cover (front, back or spine) of a magazine
- on the front or back page of a newspaper/newsletter
- on an address label or address carrier.

PM12345678



PM is the abbreviation for Publications Mail.
The Agreement number is assigned by Canada Post.

6.2.3 RETURN ADDRESS ZONE

RETURN ADDRESS	
On mail items	<p>The return address, if present, may appear on either the front or back of the mail item. The return address must have the same orientation (horizontal or vertical) as the destination address.</p> <p>If the return address is located on the front, we recommend printing it in the upper left corner of the mail item within 35 mm from the top edge and at least 100 mm away from the right edge.</p>  <p>If the return address is located on the back, we recommend printing it near the top edge, centered between the left and right edges.</p> <p>Other areas of the mail item are also acceptable for printing the return address, provided that it is placed above and to the left of the destination address and it cannot be mistaken for the destination address. Ensure that it can be easily identified. This is especially important if the Return to Sender indicia is used.</p> 
When mail item is wrapped	The return address, if present, must be clearly visible on or through the wrapper. It may appear on either the front (the address side) or the back of the item.
When mail item is unwrapped	<p>The return address, if present, may appear in one of the following locations:</p> <ul style="list-style-type: none"> • on one of the first five pages of the host publication • on the first page of the table of contents of the host publication • in the masthead of the host publication • on a clearly identifiable insert card securely enclosed in the host publication • on the outside of the host publication.

7 OTHER CONSIDERATIONS

APPLICATION OF REPOSITIONABLE NOTES (RPNs)

RPNs may only be applied to paper-based coverings, such as envelopes, self-mailers and cards. They may not be used on plastics or polybags.

RPNs may:

- be square, rectangular or any other shape that does not have long protruding edges
- be any size, as long as they fit within the area available for the application of RPNs; however, the recommended maximum size is 3 in. x 3 in. (76.2 mm x 76.2 mm)
- be applied in up to:
 - three sheets on top of each other in one specified location, or
 - two different locations if only single sheets are used.

RPNs must:

- be applied by machine, not manually, and only in a specific area
- have glue strips that cover at least one-third of the total width of the note [e.g., a 1 in. (25.4 mm) glue strip on a 3 in. (76.2 mm) note].

Also, ensure that the glue strip is positioned across:

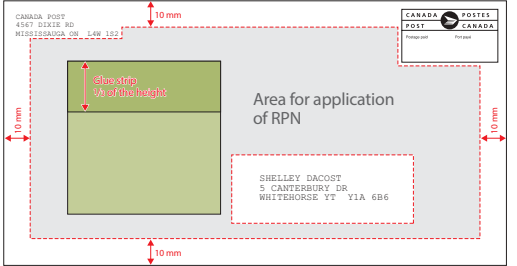
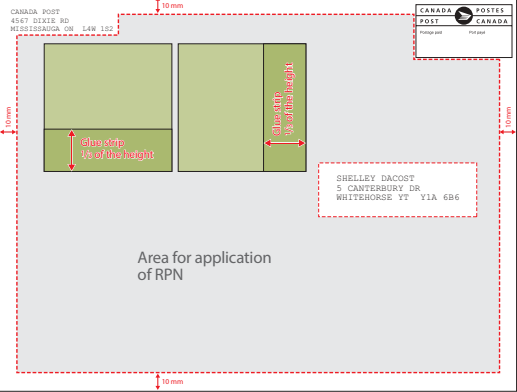
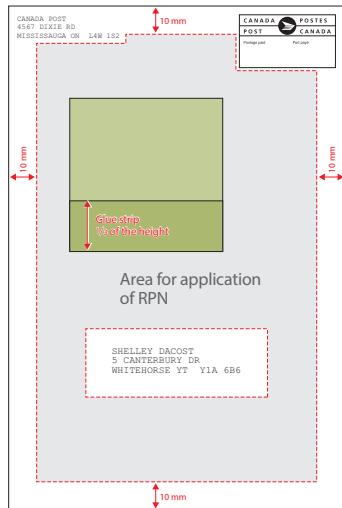
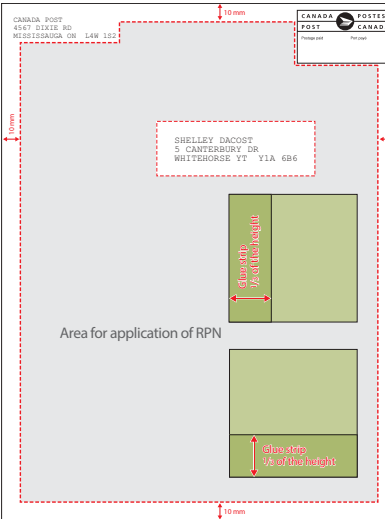
- the top edge of the RPN on Standard and Dimensional items with horizontal address orientation
- the bottom edge of the RPN on Standard and Dimensional items with vertical address orientation
- the bottom or toward the right edge of the mail item on Oversize and Dimensional items with horizontal address orientation
- the bottom or toward the left edge of the mail item on Oversize and Dimensional items with vertical address orientation.

PLACEMENT OF RPNs

RPNs may be placed on the front (the address side) or the back of the item.

If placed on the front, ensure that RPNs appear in the area shown, located:

- at least 6 mm from the top and 10 mm from the bottom, left and right edges of the address block
- at least 10 mm from the top, bottom, left and right edges
- outside the postage zone (see [Section 6.2.2 "Postage zone"](#)) if paid by postal indicia or meter impression
- outside the return address zone (see [Section 6.2.3 "Return address zone"](#)) if the return address is present.

HORIZONTAL ADDRESS ORIENTATION	VERTICAL ADDRESS ORIENTATION	
<p>Standard and Dimensional items:</p>  <p>Enlarge items:</p> 	<p>Standard and Dimensional items:</p> 	<p>Enlarge items:</p> 

8 HAVE YOUR MAIL ITEMS ASSESSED

If you wish to ensure that your mail items meet all the requirements outlined in this guide, please contact a Commercial Service Network (CSN) representative at 1-866-757-5480.