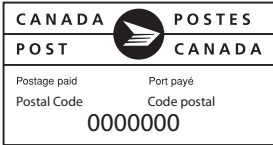




The following requirements must be met when using Canada Post Postal Indicia.

1 STRAIGHT EDGE AND PERFORATED EDGE POSTAL INDICIA REQUIREMENTS				
Design Formats	Non-barcoded		Barcoded - Personalized Mail only	
	<p>Straight Edge</p>	<p>Perforated Edge</p>	<p>Straight Edge</p>	<p>Perforated Edge</p>
Indicia Dimensions	<p>Minimum</p> <p>(H) 19 mm x (W) 36 mm</p>	<p>Maximum</p> <p>(H) 35 mm x (W) 73 mm</p>	<p>Minimum</p> <p>(H) 19 mm x (W) N/A</p>	<p>Maximum</p> <p>(H) 35 mm x (W) N/A</p>
Content (Canada Post element)	<p>The indicia must be bilingual and can be printed in any colour provided there is contrast with the background (we recommend a white background). The indicia artwork includes:</p> <ul style="list-style-type: none"> • Service name • Customer number (Agreement number for Publications Mail™) • 2D static barcode (Personalized Mail™ only) 			
2D Barcode Mandatory Characteristics	<p>When using the 2D static barcoded indicia for Personalized Mail, the following barcode characteristics must be met:</p> <ul style="list-style-type: none"> • Minimum Print contrast ratio: 40 % or greater • Minimum Print quality: Grade 3 (B) or better [as specified by ISO/IEC 14415] • Individual barcode cell size: Min. 0.381 mm (15 mils); Max. 0.661 mm (26 mils) • Minimum barcode size: 6.1 mm x 6.1 mm (240 mils x 240 mils) • Maximum barcode size: 10.6 mm x 10.6 mm (416 mils x 416 mils) • Minimum clear zone around barcode: 0.7 mm (30 mils) 			
Location	<p>The indicia must be located on each item, either:</p> <ul style="list-style-type: none"> • In the Postage Zone (upper-right hand corner); or • Above and to the right of the Destination Address. 			
2 CUSTOMIZED POSTAL INDICIA REQUIREMENTS				
Design Formats	Non-Barcoded		Barcoded - Personalized Mail only	
	<p>Horizontal</p> <p>Vertical</p>		<p>Horizontal</p> <p>Vertical</p>	<p>Stamp-like (Personalized Mail only)</p>
Indicia Dimensions	<p>Minimum</p> <p>Horizontal (H) 31 mm x (W) 64 mm</p> <p>Vertical (H) 31 mm x (W) 46 mm</p>	<p>Maximum</p> <p>Horizontal (H) 35 mm x (W) 74 mm</p> <p>Vertical (H) 35 mm x (W) 54 mm</p>	<p>Minimum</p> <p>Horizontal (H) 25 mm x (W) N/A</p> <p>Vertical (H) 25 mm x (W) N/A</p> <p>Stamp-like (H) 30 mm x (W) N/A</p> <p>[Dimensional items: (H) 33 mm x (W) N/A]</p>	<p>Maximum</p> <p>Horizontal (H) 42 mm x (W) N/A</p> <p>Vertical (H) 42 mm x (W) N/A</p> <p>Stamp-like (H) 50 mm x (W) N/A</p> <p>[Dimensional items: (H) 55 mm x (W) N/A]</p>
Content	<p>The customized indicia artwork has 2 components:</p> <p>a) Canada Post elements: Same as Straight Edge and Perforated Edge “Content” in Section 1.</p> <p>b) Customer elements:</p> <ul style="list-style-type: none"> • Customer logo, text, graphic or image • Canada Post reserves the right to refuse any Customized Postal Indicia design that it, at its sole discretion, deems non-mailable (see <i>Non-mailable Matter</i> in the <i>Canada Postal Guide</i>). 			
2D Barcode Mandatory Characteristics	Same as Straight Edge and Perforated Edge “2D Barcode Mandatory Characteristics” in Section 1.			
Location	Same as Straight Edge and Perforated Edge “Indicia Location” in Section 1.			

NOTE: All Postal Indicia items must be accompanied by an *Order (Statement of Mailing)* and must be deposited at a Canada Post facility and not in a street letterbox. The indicia must be created using Canada Post-supplied artwork, which can be downloaded from canadapost.ca/indicia. Canada Post brand elements cannot be altered.

3 POSTAL CODE TARGETING POSTAL INDICIA REQUIREMENTS

Design Formats	Straight Edge		Customized Postal Indicia	
			Horizontal	Vertical
				
Indicia Dimensions	Minimum	Maximum	Minimum	Maximum
Horizontal	(H) 19 mm x (W) 36 mm	(H) 35 mm x (W) 73 mm	(H) 31 mm x (W) 64 mm	(H) 35 mm x (W) 74 mm
Vertical	N/A	N/A	(H) 31 mm x (W) 46 mm	(H) 35 mm x (W) 54 mm
Content (Canada Post element)	<p>The indicia must be bilingual and can be printed in any colour provided there is contrast with the background (we recommend a white background). The indicia artwork includes:</p> <ul style="list-style-type: none"> • Service name - Postal Code • Customer number 			
Location	The indicia must be located on each item in the Postage Zone (upper-right hand corner).			