

Pricing



Personalized Mail™ (Addressed Admail™)

IMPORTANT UPDATES

Any description of change is provided for reference and convenience purposes only. The description of change does not form part of the Agreement between the customer and Canada Post.

Important Updates:

DESCRIPTION OF CHANGE		LOCATION
Amendment v1.0	Posted on November 20, 2015	Effective on January 11, 2016

This Customer Guide has been redesigned from the ground up and divided into modules to present product information in a new and simplified format. The modules are presented in a way customers plan and prepare their mailings.

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, 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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PRICING

The “Pricing” module provides detailed information on pricing for service options such as standard, oversize, machineable and special handling. This module also includes pricing information related to address accuracy, phantom pricing, item and order level surcharges and adjustments.

1 PRICES

In order to take advantage of Personalized mail prices, the customer must meet all applicable requirements, including specifications, Address Accuracy and mail preparation requirements for Personalized Mail, as outlined in this Agreement.

Category	Price per Item					
Machineable	Standard ¹ Up to 50 g			Oversize Up to 500 g		
	\$0.46			\$0.69 + \$0.0034 per g over 50 g		
Special Handling	Standard		Oversize		Dimensional	
	Up to 50 g	Over 50 g up to 100 g	Up to 500 g	Over 500 g up to 1.36 kg	Up to 500 g	Over 500 g up to 1.36 kg
	\$0.51	\$0.56	\$0.64 + \$0.0034 per g over 50 g	\$2.58 + \$0.0040 per g over 500 g	\$1.48 + \$0.0034 per g over 50 g	\$2.97 + \$0.0040 per g over 500 g
	Price per Item					
Option						
Return to Sender ²	\$0.01					

¹ Machineable Standard price also applies to Machineable Mini-catalogue.

² Return to Sender fee per item applies upfront to the entire volume declared in the Order (Statement of Mailing).

Qualifying Customers may have access to lower prices by signing an Agreement. For further details contact the Commercial Service Network. All prices are subject to applicable rebates, discounts, fees, surcharges, adjustments and taxes.

For further information on Personalized Mail, visit canadapost.ca/cppmguides.

1.1 Incentives

Qualifying customers may be offered discounts and/or rebates from time to time as part of promotional campaigns or in exchange for providing Canada Post with a testimonial.

1.2 Minimum volume commitment of phantom pricing

Customers may deposit less than the minimum volume requirement provided that the difference between the actual volume and the minimum volume is paid at the applicable phantom price.

The phantom price is applied to the difference between 500 items for Machineable Mail or 1,000 items for Special Handling mail and the actual volume deposited if less than 500 items for Machineable Mail or 1,000 items for Special Handling mail. The price charged will equal the lowest price in the category of Personalized Mail that is being accessed.

NOTE 1: The phantom price is only available for single deposits (not available for partial mailing deposits).

2: The difference in postage paid between the actual volume mailed and the minimum volume may be paid by postage meter impression or will be invoiced.

1.3 Progressive pricing

Progressive pricing is a pricing process that allows graduated prices when items exceed the Machineable base weight of 50 g and Special Handling base weight of 100 g. The process applies a charge per gram in addition to the base price for the portion of the weight that exceeds the 50 g base weight.

POSTAL INDICIA

Canada Post is subject to the Official Languages Act. Therefore the Postal Indicia must be bilingual. For any mailing with a return address in the province of Québec, the main information contained within the body of the indicia must appear French first. In all other provinces, English must appear first.

Postal Indicia product designs are subject to change without notice.

GENERIC POSTAL INDICIA

A generic Postal Indicia must:

- be made by a mechanical or photographic printing process and applied to the mail item or on self adhesive labels that cannot be removed from the mail item
- appear on each item mailed
- contain Canada Post's corporate identity, service name and Customer number (Agreement number for Publications Mail™). The name or postal code of the office of mailing is optional
- measure a minimum of 19 mm x 36 mm and a maximum of than 39 mm x 73 mm. For perforated edge design postal indicia, the size of the postal indicia is measured from the outer edges
- be printed on or attached to the address side of each item in the upper right corner (mailers may indicate the date of mailing)
- contain characters measuring between 2 mm and 5 mm high (upper-case characters of nominal 7 point type meet the minimum character size). Black or red ink is preferred, however, other colours are acceptable if there is sufficient contrast with the background.

Visit canadapost.ca/indicia for your Postal Indicia artwork.

CUSTOMIZED POSTAL INDICIA

A Customized Postal Indicia gives commercial customers the opportunity to leverage the upper-right corner of an envelope for marketing purposes.

Customers wishing to use the Customized Postal Indicia must read and agree with the Customized Postal Indicia Requirements and Terms and Conditions.

REQUIREMENTS:

The Customized Postal Indicia:

- template must be downloaded and a mock up prepared for approval by contacting a Commercial Service Network (CSN) Representative at 1-866-757-5480. Canada Post will provide a letter of approval with a service ticket number within three business days of receipt of the mock-up submission.
- must measure a minimum of 64 mm x 31 mm and maximum of 74 mm x 36 mm for the horizontal image and minimum of 46 mm x 31 mm and maximum of 54 mm x 36 mm for the vertical image
- is comprised of Canada Post reserved and customizable elements:
 - Canada Post reserved elements include the perforated border, Canada Post logo and service name. These elements cannot be altered in any way. The preferred ink colour for printing these elements is black. If the entire envelope will be printed as a single colour (other than black) other dark colours are acceptable provided there is sufficient contrast between these elements and the background.

ADDRESS ACCURACY PROGRAM

Address Accuracy is a program designed to improve delivery by encouraging customers to accurately address mail. Every item must be addressed to a specific individual or a company. Each item must have a complete mailing address, including any required suite or unit information as well as the valid Postal Code^{OM} for that address. If the mailing address is not complete, the mail may be delayed or returned. Consistent and accurate addressing eliminates the need for extra handling and/or redelivery. For customers, this translates into a more efficient service and lower costs. Accurate addressing helps ensure the mail is delivered on time, every time.

Participation in the *Address Accuracy Program* is mandatory for all mailings greater than 5,000 items.

The standard for Address Accuracy is 95%. This means that 95% of the addresses on the customer's database are determined to be valid when compared to the Canada Post database. This is done by using [Canada Post-recognized software](#) that performs address validation and/or address validation and correction or by using a mail service provider who offers this service. If the percentage on the *Statement of Accuracy (SOA)* produced by the software is less than 95%, an adjustment will be applied to the mailing.

ADJUSTMENTS ARE CALCULATED (FOR ILLUSTRATION PURPOSES ONLY) AS FOLLOWS:

Volume of Mail x (95% minus customer's Actual Address Accuracy %) x 0.05 = Total Adjustment

For example, on a mailing of 12,000 items with an Address Accuracy rate of 91%, the adjustment would be:
 $12,000 \times (95\% - 91\%) \times \$0.05 = \$24.00$ adjustment added to the cost of the mailing

Canada Post encourages customers to use the Data Management Services to clean and standardize their address lists while removing addresses that are undeliverable, duplicated, incorrect, or have requested to not be contacted. For more information visit canadapost.ca/datamanagementservices.

A *Statement of Accuracy (SOA)* is used to report the percentage of accurate addresses on a mailing list. The SOA must be generated a minimum of once a year but is encouraged more frequently to help reduce the number of undeliverable mail items. A *Statement of Accuracy (SOA)* includes the following information:

STATEMENT OF ACCURACY (SOA)

1. Customer Name and Address	<ul style="list-style-type: none"> The customer's company name and mailing address.
2. Canada Post Customer Number	<ul style="list-style-type: none"> The customer's seven-digit number found on their Canada Post contract.
3. Total Number of Records Processed	<ul style="list-style-type: none"> The total number of records (or addresses) included in the evaluation, which must be equal to or greater than the number of items being deposited.
4. Address Accuracy Level	<ul style="list-style-type: none"> The Address Accuracy level indicates the percentage of accurate urban and rural addresses. This percentage is always calculated to one decimal place.
4.1 Questionable Apartment Addresses	<ul style="list-style-type: none"> If a mailing address does not have a unit number and there are no unit numbers available in the Canada Post database, the address is recognized as Valid but reported as Questionable.
4.2 Questionable Rural Addresses	<ul style="list-style-type: none"> If the mailing address is recognized as Valid based solely on the Postal Code, the address is reported as Questionable. In order to be complete, rural addresses must include delivery mode (e.g. RR), civic/street range or PO Box.
5. Address Accuracy Expiry Date: yyyy/mm/dd	<ul style="list-style-type: none"> The expiry date of the Address Accuracy percentage is always one year from the date the SOA was produced.
6. Software Company Name and Software Version	<ul style="list-style-type: none"> The name of the software company used to evaluate the database, and the software version, are required. Only current versions produced by recognized software vendors are accepted.
7. Canada Post Address Data Used: yyyy/mm/dd	<ul style="list-style-type: none"> The effective date of the Address Data used (current version required).

Customers must record their Address Accuracy percentage and expiry date obtained from their *Statement of Accuracy (SOA)* on their *Order (Statement of Mailing)*. Failure to record the Address Accuracy percentage and expiry date on the *Order (Statement of Mailing)* will result in the application of an adjustment to the cost of the mailing using 56% as the customer's Address Accuracy percentage.

Customers are requested to keep a valid copy of the *Statement of Accuracy (SOA)* on file in the event that Canada Post requests a copy.

More information on the *Address Accuracy Program* can be found at canadapost.ca/am or from a Canada Post Representative.

ADJUSTMENTS AND SURCHARGES

2 OVERVIEW

Canada Post consults regularly with our Partners and customers to better understand their business needs and we make every effort to align our changing customer requirements with the specifications of our automated mail sorting equipment and internal processes. We understand that mailing anomalies do sometimes occur within normal production cycles and that feedback to the mailer is important to prevent future mailing issues.

As per the *Terms and Conditions - Section 5 Criteria for Qualification* items presented for mailing to Canada Post may be verified to determine compliance with applicable terms and conditions. Items determined to have anomalies that may result in additional handling or expense to Canada Post or that may affect our quality of service may, at the discretion of Canada Post, be:

- returned at the customer's expense, to be reworked by the customer, where possible
- processed and charged at the next or most appropriate Product or Service category, where available
- subjected to a surcharge; or
- refused for mailing.

The following sections provide detailed information on the adjustments and surcharges that may apply to your mailings if they do not meet the service requirements stipulated in this guide and your Agreement. This list is not meant to be exhaustive.

3 ADJUSTMENTS

Adjustments will continue to apply in situations where inaccuracies are noted on an *Order (Statement of Mailing)* or during processing such as:

- errors in volume, weight, or service type selected
- failure to use the Electronic Shipping Tools (EST) software when mandatory for the declared service, or
- Address Accuracy requirements are not met.

3.1 Address Accuracy Requirements

If the percentage on the Statement of Accuracy (SOA) produced by Canada Post-recognized software is less than 95%, an adjustment will be applied to the mailing at the time the *Order (Statement of Mailing)* is transmitted electronically using EST or at the time the *Order* is deposited at Canada Post.

ADJUSTMENTS ARE CALCULATED AS FOLLOWS:

Total Volume x (95% - customer's Actual Address Accuracy %) x 5¢ = Total Adjustment

NOTE: Failure to record the Address Accuracy percentage and Expiry Date on the *Order (Statement of Mailing)* will result in the application of an adjustment to the cost of the mailing using the National Average Address Accuracy percentage of 56%.

4 ITEM LEVEL SURCHARGES

If mailings presented to Canada Post are found to be non-compliant and are subject to a surcharge, either a 5¢ or 10¢ surcharge will be applied to all items in a given mailing. In the case of multiple mailing anomalies, only one surcharge (the higher) will be applied.

An invoice will be sent to customers regarding any applicable adjustments and surcharges along with a description of the non-compliance issue. If other areas of non-compliance were identified, up to four additional non-compliance matters will be indicated on the invoice to enable the customer to take corrective actions and reduce the risk of future surcharges. The customer will continue to be contacted when mailing anomalies greater than \$100.00 are identified.

Surcharges are applied to each non-compliant service category based on the “actual” versus “declared” volumes indicated on the *Order (Statement of Mailing)* and are billed to the “paid by” account as per the original *Order (Statement of Mailing)*.

Refer to the applicable “Preparing” module at canadapost.ca/postalservices for complete details.

4.1 Surcharge Structure/Descriptions

Due to the limited space on the invoice, surcharge details are abbreviated. The following tables identify:

- the amount of the surcharge
- the abbreviated description of the anomaly (as it will appear on the invoice) and
- quick reference description details.

5¢ NON-COMPLIANCE SURCHARGE PER ITEM	
INVOICE DESCRIPTION (ALPHABETICAL ORDER)	DESCRIPTION DETAILS
Address elements/format issues	Address elements or address format had elements that did not meet the addressing requirements
Basic ID missing/misplaced	Basic Identification information is missing or misplaced in Publications Mail item
Bundle labelling issues	Bundles have been incorrectly labelled
Bundle requirements not met	Requirement for the minimum number of items or for the thickness per bundle is not met
Bundle separation issues	The method used for separating the bundles (i.e separator cards, edgemarking) does not meet the specifications
Bundle thickness issues	The bundle thickness is not as per the specifications
Cdn. Return Add. issue on BUC	Canadian Return Address is missing on the Bundles of Unaddressed Copies (BUC) of Publications Mail
Cdn. Return Address issues	Canadian Return Address is not correct, missing or misplaced
Container fill not met	Container(s) not filled as per the specifications
Container issues	Appropriate container was not used secured or wrapped and/or lid was not secured to the container
Container labels missing	Container labels are missing on one or more container
DMC code issues	Delivery Mode Code did not meet the standard for formatting and location or is not valid or not visible
Enclosure non-compliance	Enclosures or inserts do not meet the specifications
Graphics/printing issue	Placement of unacceptable markings and/or graphics on a mail piece
Indicia details incorrect	The customer number in the Postal Indicia does not match the <i>Order</i>
Indicia placement issues	Requirement for Postal Indicia placement was not met
Label missing 2D barcode	Barcoded container/shipping unit labels do not depict 2D barcode
Label spec. not met	Label size and paper stock requirement not met
Mail items improperly faced	All mail within a container is not faced in the same direction
Mailing Plan missing	The Presort Mailing Plan has not been imported or the mailing summary not provided
Mono/Pallet missing label	Monotainers/pallets labels are missing on one or more shipping unit
Plastic wrapper issues	Wrapper exceeds contents by more than allowable as per specifications
Strapping issues	Strapping used to secure the bundles is non-compliant

NOTE: The classification and amount of surcharges can be subject to change at any time immediately upon notice to the customer. This list is not meant to be exhaustive.

10¢ Non-compliance Surcharge per Item	
INVOICE DESCRIPTION (ALPHABETICAL ORDER)	DESCRIPTION DETAILS
2D barcode incorrect match	2D barcode information doesn't match contents of container or Presort Mailing Plan
Address labels not secured	Labels used for address are not secured to the mail piece
Address slips from window	Content has slipped within the window of the envelope making the address not possible to read
Address template issues	Address is not in the address zone as per the product's addressing template requirement
Brick-piling issues	Brick-piling specifications have not been met
Bundle sequencing issues	Bundles have been incorrectly sequenced within a container
Container labels incorrect	Container labels used do not match the content of the container
Envelope window issues	Window of the envelope does not meet specification
Flexibility issues	Mail does not meet flexibility specifications
Items improperly sealed	Mail items not properly or fully sealed or unwrapped items are not properly sealed to support processing
Items sticking together	Mail items sticking together
Mail separation non-compliance	Mail separation specifications not met
Mail sequencing issues	Mail sequencing specifications not met
Minimum item size not met	Mail piece minimum size requirement not met
Minimum item weight not met	Mail piece minimum weight requirement not met
Mono/Pallet 2D barcode issue	2D barcode information doesn't match contents of monotainer/pallet
Mono/Pallet labels incorrect	Mono/pallet labels used do not match the content of the container or missing or incorrect information
Notation missing on BUC	"Publications Mail Bundle to this Address" notation is missing on Bundles of Unaddressed Copies (BUC)
Pallet size/wrap issues	Issues with the pallet size or pallet wrapping
Product shape non-compliance	Shape of the mail piece does not meet specification
Quiet zone around add block	Quiet zone around the address block has been compromised

NOTE: The classification and amount of surcharges can be subject to change at any time immediately upon notice to the customer. This list is not meant to be exhaustive.

5 ORDER (STATEMENT OF MAILING) LEVEL SURCHARGES

\$45.00 Non-transmitted Order	
INVOICE DESCRIPTION	DESCRIPTION DETAILS
Non-transmitted <i>Order</i> surcharge	<i>Order (Statement Of Mailing)</i> not transmitted prior to deposit of mailing

NOTE: The classification and amount of surcharges can be subject to change at any time immediately upon notice to the customer. This list is not meant to be exhaustive.