

## U.S. Direct Entry Letter-post



### Make your U.S.-bound mail more appealing by adding a distinctly local look

Looking for ways to increase the response rate of your southbound mail? Introducing an innovative service from Canada Post that can help make your mail more appealing to U.S. consumers.

#### Get them to look inside by adding an American touch outside

Canada Post's U.S. Direct Entry Letter-post service enables Canadian businesses to give their U.S.-bound mail a "local look"—complete with American postage and a U.S. return address.

#### Increase the likelihood of mail getting opened and read

Many Canadian companies have found that their U.S.-based consumers are more likely to open and read their mail if it appears to have originated in the United States.

#### Make a big impression even if your business is small

When it comes to competing for consumers' attention, mail bearing U.S. postage and a U.S. return address can help level the playing field between large and small businesses.

#### Go where no telemarketer can

Get your marketing messages into American households that don't welcome telemarketing and have placed their numbers on the National Do Not Call Registry.

#### Get great value (with no hidden costs)

The service includes on-demand pickup, mail consolidation, transportation to the United States, U.S. postage and entry into the U.S. mail stream—all for one competitive price.

#### Choose a solution that fits your delivery needs

U.S. First-Class Direct is ideal for time-sensitive business correspondence, while U.S. Standard Direct is a good choice for publications, newsletters and promotional literature.

#### Enjoy the convenience of a single supplier

U.S. Direct Entry Letter-post provides an end-to-end solution. All you have to do is make the call for mail delivery pickup—and Canada Post takes care of the rest.

Two-thirds of Americans are more inclined to open promotional mail if it has a U.S. look.\*

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## A closer look at features and options

### U.S. First-Class Direct

Ideal for sending time-sensitive business correspondence and items that are personal, confidential or specific to a particular individual. The service delivery standard is 4 to 6 business days.

### U.S. Standard Direct

A good choice for sending publications, newsletters, promotional literature as well as items that are more generic or promotional in nature. The service delivery standard is 5 to 7 business days.

### Key features

Includes Return to Sender (U.S. First-Class Direct service only), Redirection and On-demand Pickup.

## Why choose the U.S. Direct Entry Letter-post service?

For many Canadian businesses, giving their mail a U.S. look can increase ROI and the likelihood that their customers will respond to mail-based offers and inquiries. Highlights of the service include:

- Choice of a U.S. permit indicia or a U.S. meter impression
- More convenient, cost effective and secure than alternate channels
- All the benefits of a one-stop shop through the use of a single supplier
- Reaches consumers through their preferred method of business communication: mail
- Option of adding a U.S. return address

**Ask your Canada Post representative about U.S. Direct Entry Letter-post today.**



72% of Americans said that the origin of postage on an envelope has an impact on their decision to open it.\*

► **Get your U.S.-bound mail noticed.**

► **Boost your open, read and response rates.**

► **Grow your U.S. customer base.**

\* Value of U.S. Look – Canada Post Omnibus, CP 08-225, October 2008.

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