

When to say YES – That's Addressed Admail™

Effective March 1, 1999

An interpretive booklet on the changes to the Addressed Admail definition



Table of Contents

<i>Summary</i>	2
<i>Introduction</i>	3
<i>Section I: When to Say YES – That’s Addressed Admail™</i>	5
1.1 Promotional versus non-promotional	5
1.2 Uniform message	6
1.3 Acceptable return addresses	10
1.4 Personalization	11
1.5 Financial performance reports	12
1.6 Catalogues.....	13
1.7 Soliciting donations or contributions.....	14
1.8 Newsletters	15
<i>Section II: Which Items Don’t Qualify as Addressed Admail™?</i>	17
2.1 Fulfillment.....	17
2.2 Commingling.....	20
2.3 Transactional descriptions and invoices	21
2.4 Non-promotional identical printed matter	21
2.5 Market and opinion research	22
2.6 Recall notices	23
2.7 Renewal notices.....	23
<i>Addressed Admail Summary Sheet</i>	24

Summary

Effective March 1, 1999, the new Addressed Admail definition is:

Mailable items, bearing a uniform message, that;

- ❖ promote the sale or use of products or services;
- ❖ report on financial performance, primarily for promotional purposes; or
- ❖ solicit donations or contributions.

With this new definition, Addressed Admail becomes solely an advertising and promotional product. As such, mailings containing non-promotional material will not be acceptable as Addressed Admail.

Prior to March 1, 1999:

The wording for all pieces in an Addressed Admail mailing had to be identical, and only the address block could be personalized.

Effective March 1, 1999:

The wording of Addressed Admail pieces no longer needs to be identical. Advertisers may now fully personalize their promotional messages by tailoring the entire content of the piece to the recipient.

To qualify as Addressed Admail, however, pieces must meet the following criteria:

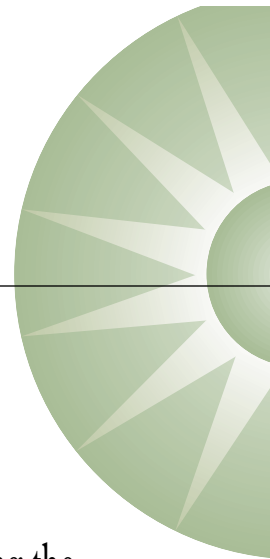
1. The intent of the mailing must be promotional.

The intent of the mailing must be to motivate an individual to buy or acquire a product or service, or to contribute to or support a cause.

2. The theme of the mailing must be uniform.

The mail items must have the same specific purpose and the same specific goal.

Introduction



Why is it important for you to read this document?

On March 1, 1999, Canada Post introduced changes to the Addressed Admail definition.

This booklet is a quick and handy reference guide designed to answer questions you may have concerning Addressed Admail. As you read through this booklet, you will see how Addressed Admail has been redefined to meet the evolving needs of direct marketers.

If you are unsure about any of the changes discussed here, please contact your Sales Representative for more information.

What is the new Addressed Admail definition?

Effective March 1, 1999, the new Addressed Admail definition is:

Mailable items, bearing a uniform message, that;

- ❖ promote the sale or use of products or services;
- ❖ report on financial performance, primarily for promotional purposes; or
- ❖ solicit donations or contributions.

What is the rationale for changing the Addressed Admail definition?

Customers told us that our product lines were not clearly defined. In addition, many of them wanted the ability to personalize advertising messages.

In response to these concerns, we have:

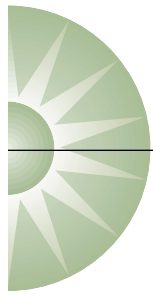
1. redefined Addressed Admail as solely an advertising and promotional product; and
2. allowed full personalization of advertising messages.

These changes to the Addressed Admail definition create clear lines between Lettermail, Addressed Admail, and Publications Mail.

- ❖ **Lettermail** is our premium communication service which may be used for the distribution of mail which meets the acceptance criteria for this service.
- ❖ **Addressed Admail** may only be used for promotional messages that are uniform in nature.
- ❖ **Publications Mail** may only be used for the distribution of periodicals (magazines and newsletters) and newspapers that meet the acceptance criteria.

In addition, full personalization of Addressed Admail will improve a mailer's ability to send highly relevant advertising to customers and prospects.

Experience indicates that the more relevant or personalized an advertising mail piece is, the higher the response rate will be, which equates to higher sales and greater return on investment per program.



How will the definition change affect you?

If you are part of the vast majority of Addressed Admail customers who have traditionally mailed promotional pieces, the definition change that took effect March 1, 1999, will not affect you. You can continue to mail your current Addressed Admail pieces as usual. However, you now have the added benefit of being able to personalize your Addressed Admail mailings.

If you are an Addressed Admail customer who mails identical non-promotional pieces such as tax forms, voter notifications, receipts, and market and opinion research pieces, or non-promotional newsletters, newspapers and magazines, etc., you will no longer be eligible to mail these items as Addressed Admail. Your Sales Representative can help you identify the alternative Canada Post products and services that will best meet your needs.

How will Addressed Admail benefit you?

Addressed Admail is an excellent direct marketing medium for getting your message across to your customers. There are several ways the use of Addressed Admail will benefit your marketing efforts:

- ❖ **Target customers:** Addressed Admail allows you to select your audiences at the level of the individual, based on your desired criteria, and to engage them in a two-way dialogue. It allows you to concentrate on your best customers and prospects, which is important. It costs more to recruit new customers than it does to keep the ones you have.
- ❖ **Motivate:** It helps encourage a response from your customers by making a specific offer and providing an easy means for action. It doesn't just generate interest; it can close the sale.
- ❖ **Measure:** The success of your advertising campaign can be accurately measured in terms of response rates and sales, which allows you to determine the return on investment for each of your programs. This can be accomplished by including a Business Reply Card, an invitation, an order form, or a 1-800 number with your offer.
- ❖ **Reduce waste:** Because campaigns can be measured, Addressed Admail allows you to focus your budget on those programs that are yielding the highest return on investment.
- ❖ **Personalize:** It shows your customers that you are aware of their likes and dislikes, and will help make your customer communication pieces even more relevant, thereby increasing response rates and return on investment.

What's this booklet about?

Section One provides detailed information about the Addressed Admail definition and gives examples of the various items that are eligible as Addressed Admail.

Section Two describes the items that don't qualify as Addressed Admail, and explains why.

This booklet is an interpretation of the Addressed Admail definition. For further information on the Addressed Admail product, please see the *Canada Postal Guide* or speak with a Canada Post Sales Representative.

Section I

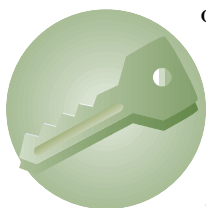
When to Say YES – That’s Addressed Admail

Addressed Admail pieces must be promotional and have a uniform message (personalized or not). This section defines these terms for you and provides examples of the various items that qualify as Addressed Admail.

1.1 Promotional versus non-promotional

As you have read in the new Addressed Admail definition, all pieces must now be promotional in nature. To determine whether your pieces qualify as Addressed Admail, it will be important for you to understand the difference between a promotional and a non-promotional piece.

Remember: If you are part of the vast majority of Addressed Admail customers who already mail promotional items, the definition change will not affect you. However, you might want to take advantage of some of the additional benefits the new definition offers.

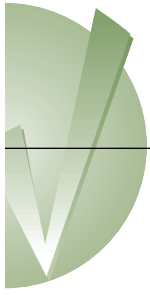


Is the intent of the piece promotional?

To determine whether a mail piece is promotional, you must ask the question, “What is the intent of the piece?” *If the intent is to motivate an individual to buy or acquire a product or service, or to contribute to or support a cause, it is promotional and therefore acceptable as Addressed Admail.*

Examples of promotional pieces that qualify as Addressed Admail include:

- ❖ information from a CD club promoting membership and/or the purchase of new CD releases;
- ❖ material from a charitable organization soliciting donations;
- ❖ a brochure advertising an upcoming conference and offering a discount for anyone who reserves before a specified date;
- ❖ an invitation from a long-distance phone provider to try their services;
- ❖ a company’s annual report;
- ❖ a profile of a candidate sent by a political party prior to an election;
- ❖ a calendar promoting the services or products of a local business; and
- ❖ a sample of a new skin cream and a discount coupon valid for the next purchase.



Is the intent of the piece non-promotional?

If the intent of the piece is not designed to motivate an individual to buy or acquire a product or service, or to contribute to or support a cause, it is non-promotional and therefore unacceptable as Addressed Admail.

Examples of items that do not qualify as Addressed Admail due to the definition change that took effect March 1, 1999, include:

- ❖ reference guides;
- ❖ an update to a professional handbook;
- ❖ notification of price changes;
- ❖ notice of voting for federal, provincial, or municipal elections;
- ❖ tax forms; and
- ❖ non-promotional announcements such as letters announcing new board members.

Examples of items that have always been excluded from Addressed Admail are:

- ❖ invoices;
- ❖ transaction records (with or without promotional material), such as the listing of all items purchased during a specific month, or flights flown over a one-month period;
- ❖ a product or service mailed by a company as fulfillment of a customer order; and
- ❖ proxies.

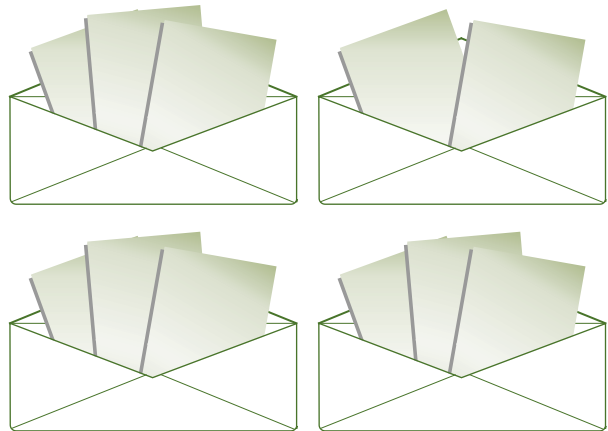
For more information about items that do not qualify as Addressed Admail, see Section II.

1.2 Uniform message

The *wording* of the Addressed Admail pieces no longer has to be identical, but the *theme* of the messages must be the same. In other words, the mail items must all have the same specific purpose and the same specific goal. Creating uniform messages, as opposed to identical ones, will give you greater flexibility when creating your Addressed Admail messages.

How will you know whether the message is uniform?

To determine whether an Addressed Admail mailing contains a uniform message, ask yourself the following question: *Do all the pieces in the mailing relate to a common theme or goal?*



The following examples illustrate how you may take advantage of the new definition and still maintain a uniform message in your Addressed Admail pieces.

Uniform Message Example:

#1 *A single advertiser/owner promoting or selling the same product or service to a customer:*

Sandy Nory, the owner of Nory Auto Dealership, is announcing the new models that will be available in the fall.



All customers receive an identical advertising letter.

What if the sales personnel who work at Nory Auto Dealership want to personalize this letter for their own individual customers?

Each letter would be signed by the customer's salesperson, and, where possible, would also be personalized to reflect the customer's buying history.

Nory Auto
Salesperson #1
mails 500
personalized,
signed letters
announcing the
new models.

Nory Auto
Salesperson #2
mails 550
personalized,
signed letters
announcing the
new models.

Nory Auto
Salesperson #3
mails 450
personalized,
signed letters
announcing the
new models.

Great – no problem. This is still a promotional mailing with a uniform message, as all letters promote the products and services of Nory Auto Dealership. The pieces have been personalized to reflect the individual salesperson's customers and their purchasing history.

Remember: This mailing would not have been eligible as Addressed Admail prior to March 1, 1999. If each salesperson had signed their own letter, the pieces would not have been identical, and they would therefore have been unacceptable as one Addressed Admail mailing.

Addressed Admail pieces containing a uniform message rather than an identical one could provide you with an excellent opportunity to combine Addressed Admail pieces that previously had to be sent separately, such as the personalized letters from the Nory salespeople.



Uniform Message Example:

#2 *A single advertiser/owner promoting multiple products or services to a customer:*

Digby Diving School wants to increase their enrolment by 15% and will be sending out a promotional mailing.

Students who have passed Level 1 will receive information about a Level 2 course and applicable trips.

Students who have passed Level 2 will receive information about the advanced course and applicable trips.

Individuals who stopped by Digby's booth at a sports exhibition will receive an introductory letter describing the courses and services.



Customer #1 receives a letter about the Level 2 course and applicable trips.

Customer #2 receives a letter about the advanced course and applicable trips.

Customer #3 receives an introductory letter about Digby Diving School and available courses.

In this example, the uniform message is the promotion of Digby Diving School. To increase the response rate, the advertiser has varied the offer based on the customer's experience or interest.

#3 *A single advertiser/owner promoting multiple products or services to a customer:*

Alliance Sports uses several mailing lists. For example, they bought the mailing lists from Digby Diving School and the Killarney Golf and Tennis Club. They will be sending personalized letters to the individuals on the list informing them of their annual blowout warehouse sale.

Customer #1 receives a piece promoting the warehouse sale and information about diving equipment.

Customer #2 receives a piece promoting the warehouse sale and information about tennis equipment.

Customer #3 receives a piece promoting the warehouse sale and information about baseball equipment.

Customer #4 receives a piece promoting the warehouse sale and information about golf equipment.

In this example, the uniform message is the promotion of the warehouse sale. Notice how the advertiser has personalized the pieces to increase the likelihood of customers coming to the warehouse sale.

Uniform Message Example:

#4 *Multiple advertisers promoting multiple products or services, based on a theme, as long as the contents of each envelope includes advertising pieces or messages from at least two of the advertisers:*

Every fall, several car dealers in Regina sponsor a car rodeo, where customers can test drive cars, see new models, and learn about future technology.

The car dealers send out an invitation in which they collectively invite all their customers and past attendees.

Invitation

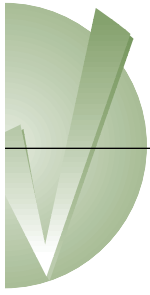
- ❖ displays the logos of all the sponsors; and
- ❖ contains messages from the various sponsors asking individuals to stop by their booths.

In this example, various car dealers (multiple advertisers) are jointly promoting their respective products based on a common theme—the car rodeo.

To increase the likelihood of people attending the rodeo...

The advertisers can add pamphlets that reflect the customer's purchasing history. For example, people who have bought sports cars can receive an invitation plus a description of all the special events sponsored by dealerships selling sports cars. Customers who have bought all-terrain vehicles can receive an invitation plus a description of all the events sponsored by dealerships selling all-terrain vehicles.





1.3 Acceptable return addresses

Yes, there is a new Addressed Admail definition, but the rules for what's acceptable as a return address have not changed. With the personalization of the Addressed Admail piece, you might have some questions about the return address on an envelope.

The return address of the items in a complete Addressed Admail mailing may vary, provided that either the street address (or equivalent) is the same *or* the name of the person or business on the return address is the same. Refer to the examples below for more information.

Example #1: The RRSP officers from the various Vista Bank branch offices will be sending out signed RRSP promotional pieces to their customers. In this situation, each return address on the envelope will contain the same company name, but a different return address for each branch office.

VISTA BANK
29 MAIN ST
OTTAWA ON K1S 1B1

VISTA BANK
65 ELGIN ST
OTTAWA ON K1P 5B8

VISTA BANK
194 WOODROFFE AVE
NEPEAN ON K2A 3V4

Example #2: The doctors at Lakehead Eye Centre are sending out information about laser eye surgery. Each doctor will sign his or her own promotional piece. In this situation, each return address on the envelope will contain the same return address, but a different doctor's name.

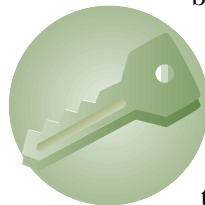
DR. J. JOHNSTON
LAKEHEAD EYE CENTRE
125 WILSON ST
KAMLOOPS BC V2B 2M7

DR. B. KALEF
LAKEHEAD EYE CENTRE
125 WILSON ST
KAMLOOPS BC V2B 2M7

DR. R. TENNIAN
LAKEHEAD EYE CENTRE
125 WILSON ST
KAMLOOPS BC V2B 2M7

Keep in mind that:

- ❖ The content of all the enclosed pieces must be uniform, with the same specific purpose or goal.
- ❖ The length and width of the envelopes must be the same; however, the thickness, weight, and colour of the exterior cover may vary.
- ❖ The *Canada Postal Guide* should be referred to for a more complete listing of requirements relating to Addressed Admail.





1.4 Personalization

In addition to the flexibility of being able to create uniform messages, you may now personalize them.

Addressed Admail allows you to target your mailing, ensuring you reach the customers who are most likely to respond to your offer. And, by focusing on your best customers, you won't always have to be seeking new ones, which is important, because it costs more to recruit new customers than it does to keep the ones you have.

Once you have targeted your customers, you can then personalize their Addressed Admail pieces, tailoring the content and form of the message directly to the likes, purchasing history, and needs of the recipient. Personalizing your message can distinguish you from your competitors. As you get to know your customers, you can address their individual needs and increase the likelihood of a response.

What are the advantages of personalizing your Addressed Admail messages?

Personalizing the message ensures that you have captured the customer's attention and interest.

Personalization allows you to:

- ❖ speak to your customers as individuals;
- ❖ show your customers that you know their likes and dislikes;
- ❖ make your customer communication more relevant; and
- ❖ modify your offer to meet the individual needs of each customer.

Which message gets your business?

Dear Miss Maxwell:

Winter* is fast approaching and new light-weight oil makes for safer winter starts. We have the VIRTUAL OIL 5/30 you prefer for your Trenton 200 and will add a 15-point inspection as always. With the road salt in Ottawa, you may want to consider our safety undercoat that you chose last year.

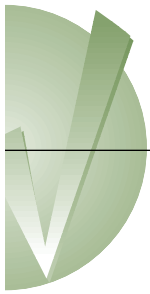
It has been 100,000 miles since your last transmission lube change and we have a 15% reduction on this service until the end of December. We look forward to serving you soon and will have your National Gazette and Star coffee waiting for you.

Dear Miss Maxwell:

Winter will be here before you know it. Once again, we're offering our special winter tune-up for our preferred customers. If you bring your car in by December 31, you qualify for the 15% discount.

We look forward to serving you.

*All underlined words represent elements that could be personalized based on a customer's likes and dislikes.



Let's now examine the other two components of the Addressed Admail definition – financial performance reports and solicitations.

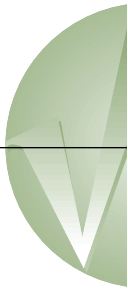
1.5 Financial performance reports

The following are acceptable as Addressed Admail:

- ❖ reports on financial performance intended primarily for promotional purposes, such as annual, semi-annual, and quarterly reports of mutual funds and corporations, prospectuses, and segregated fund reports mailed by insurance companies.

For example...

<i>Item Description</i>	<i>Promotional</i>	<i>Uniform Message</i>	<i>Qualifies as Addressed Admail</i>
A stockbroker uses an annual report as part of a promotional mailing to encourage the purchase of a company's stock.	✓	✓	Yes
A corporation mails its annual report to shareholders prior to the general meeting.	✓	✓	Yes
A proxy is enclosed with an annual report.			No



Proxies are not acceptable as Addressed Admail because they do not promote a product or service. If an organization has to mail a proxy and an annual report, there are three options:

Option 1: One envelope contains both items – the annual report, which is mailed at the Addressed Admail price, and the proxy, which is mailed at the Lettermail price.



(Addressed Admail delivery standards)

Postage is a combination of the two prices:

$$\begin{array}{r} \text{Addressed Admail price (report)} \\ + \text{Lettermail price (proxy)} \\ \hline \text{Total postal price} \end{array}$$

Option 2: One envelope contains both the report and the proxy, and the two items are mailed together at the Lettermail price.

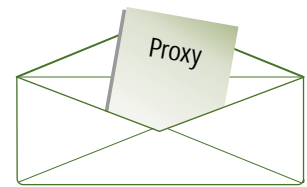


(Lettermail delivery standards)

Option 3: The annual report and the proxy are mailed separately at the applicable prices.



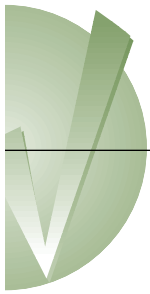
= Addressed Admail price
(Addressed Admail delivery standards)



= Lettermail price
(Lettermail delivery standards)

1.6 Catalogues

All catalogues, paid or unpaid, that promote a product or service are acceptable as Addressed Admail.



1.7 Soliciting donations or contributions

Pieces sent with the purpose of soliciting donations or contributions are acceptable as Addressed Admail, since the intent of the mail piece is to motivate an individual to make a donation or contribution.

For example...

How will you know whether the message is intended to solicit donations or contributions?

You have to determine the intent of the piece. If the purpose of the mailing is to ask for, canvass, entreat, or request donations or contributions, it is acceptable as Addressed Admail.

<i>Item Description</i>	<i>Promotional</i>	<i>Uniform Message</i>	<i>Qualifies as Addressed Admail</i>
An invitation asks you to attend a fundraising event. Rationale: The intent of the piece is to solicit a donation or contribution.			Yes
An organization asks you to make a donation. Rationale: The intent of the piece is to solicit a donation or contribution.			Yes
A charitable organization sends you a tax receipt with additional information about how you can support the organization. Rationale: The intent of the mailing is to return the tax receipt. Including advertising material with the tax receipt does not change the intent of the mailing, and therefore the piece does not qualify as Addressed Admail.			No
A credit card transaction record or invoice contains a note soliciting a donation for a charity. Rationale: The intent of the mailing is to inform the customer of their credit card purchases and the amount owed. Including an advertising piece or a request to make a donation does not change the intent of the mailing, and therefore this mailing does not qualify as Addressed Admail.			No



1.8 Newsletters

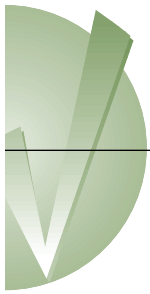
Promotional newsletters are acceptable as Addressed Admail.

Which newsletters are unacceptable as Addressed Admail?

- ❖ Newsletters sent as a fulfillment of a subscription. Recipients are receiving a product or service for which they have paid.
- ❖ Non-promotional newsletters, such as those that communicate news, articles of opinion and features (with or without advertising).

For example...

<i>Newsletters</i>	<i>Promotional</i> <i>(Qualifies as Addressed Admail)</i>	<i>Non-promotional</i> <i>(Does not Qualify as Addressed Admail)</i>
A realtor sends a monthly newsletter updating customers about the real estate market and properties recently sold or listed. The last page of the newsletter lists the names and phone numbers of the real estate team for those readers who would like further information.		
Two thousand members of a regional pharmacists' association receive a newsletter three times a year. The newsletter contains information about new drugs and summarizes articles from medical journals. Rationale: The purpose of the newsletter is to provide information on subjects of interest to the members.		
An investment broker sends a newsletter that contains articles of interest related to the services offered by the firm. After each article, there is a note saying, "If you require further information, please call our office at 1 800 555-1212."		
To promote one of their environmental funding programs, a government department sends out newsletters that describe past projects supported by the program, how to apply for funding, and why this program is important.		

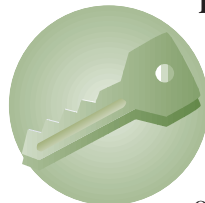


<i>Newsletters</i>	<i>Promotional</i> <i>(Qualifies as Addressed Admail)</i>	<i>Non-promotional</i> <i>(Does not Qualify as Addressed Admail)</i>
<p>A university alumni newsletter contains descriptions of current and future projects, general news of interest to alumni, profiles of successful alumni, and a regular feature about one of the university departments.</p> <p>Rationale: The intent of the newsletter is to convey information and articles of opinion.</p>		
<p>A university alumni newsletter discusses the importance of alumni contributions, explains how proceeds from fundraising activities are spent, describes the various ways alumni can contribute to the university, and requests continued financial support. The purpose of the newsletter is to reinforce the importance of its fundraising program and to request donations.</p>		
<p>A newsletter from a provincial member of a legislature or parliament is sent to constituents to update them about activities the member has participated in on their behalf and to encourage them to call with any issues or concerns, or for information on government services.</p>		
<p>A customer subscribes and pays for a financial newsletter that gives advice about the stock market.</p> <p>Rationale: It is a paid subscription.</p>		

What if...

Here's a question that has been asked by several groups. "Our newsletter is considered non-promotional. If I added an advertisement asking for donations or contributions, would it then be considered promotional?"

Response: No. If the basic intent of the newsletter is to communicate information, inserting a request for a donation does not change that intent.



Remember: The Publications Mail definition has also changed to accommodate newsletters that weren't previously acceptable. You might want to explore the Publications Mail option for your newsletter.

Section II

Which Items Don't Qualify as Addressed Admail?

You've been reading about the pieces that qualify as Addressed Admail and the components of the new Addressed Admail definition. This section explains the rationale for those items that don't qualify as Addressed Admail.

2.1 Fulfillment

Once the customer buys, signs for, rents, requests, etc., the product or service being offered, the advertising relationship ends. Pieces that are mailed as a result of fulfillment of an order for a product or service are not acceptable as Addressed Admail.

Exception: Promotional catalogues, paid or unpaid, are the exception to the fulfillment rule.




Here is an example of how to distinguish Addressed Admail from fulfillment.

Anders Business Supplies is launching an advertising campaign. The initial advertising piece will contain the following information:

- ❖ promotional information about the company;
- ❖ a catalogue describing the items on sale;
- ❖ a Business Reply Mail card offering additional information about other products offered by Anders Business Supplies; and
- ❖ a Business Reply Mail card offering, for a \$3.00 fee, the complete Anders Business Supplies catalogue, which describes the full line of products that may be purchased.

Once individuals start responding to the promotional piece, there are a number of items that Anders Business Supplies will be mailing back to them, some of which will come under the category of fulfillment and some of which will qualify as Addressed Admail.



<i>Which items can Anders Business Supplies mail as Addressed Admail?</i>	<i>Fulfillment (Does not Qualify as Addressed Admail)</i>	<i>Qualifies as Addressed Admail</i>
<p>1. Can any of the items that customers purchase, rent, etc., from the sales catalogue be mailed as Addressed Admail? Rationale: No. The items are being sent as a fulfillment of the sale. The advertising relationship between Anders Business Supplies and the customer ended when the customer ordered the product advertised in the catalogue.</p>		
<p>2. Can the \$3.00 Anders Business Supplies catalogue be mailed as Addressed Admail? Rationale: Yes. Promotional catalogues, paid or unpaid, are the exception to the fulfillment rule. This catalogue promotes the products and services of Anders Business Supplies.</p>		
<p>3. Can the Anders Business Supplies promotional package requested by the customer be mailed as Addressed Admail? Rationale: Yes. Anders Business Supplies is continuing the advertising relationship with the customer. This is not the fulfillment of an order.</p>		

What do these examples mean to you?

- ❖ Promotional catalogues sent to customers, paid or unpaid, are not considered the fulfillment of an order.
- ❖ When Anders Business Supplies sends its promotional package in response to a request for more information, it is merely continuing an advertising relationship with the customer, and is not fulfilling the order of a product or a service.





In summary:

- ❖ when a customer requests advertising information in response to a prior advertisement, this is not considered fulfillment; and
- ❖ when a customer buys, signs for, rents, requests, etc., a product or service in response to an advertisement for the product, it is considered fulfillment, and therefore cannot be sent as Addressed Admail.

On the following page you will find several other examples that distinguish fulfillment from advertising.



Fulfillment Examples:

<i>Item Description</i>	<i>Fulfillment (Does not Qualify as Addressed Admail)</i>	<i>Qualifies as Addressed Admail</i>
<p>Sandra joined a CD club and purchased three CDs. Can the CDs be mailed as Addressed Admail? Rationale: No. Sandra bought the CDs, and they are being sent as a fulfillment of the sale.</p>		
<p>Jean calls an airline and asks to join their frequent flyer club. The airline sends Jean a “welcome package” containing an introductory book explaining how the program works, information on the membership benefits, upgrade certificates, and a membership card. Can this package be mailed as Addressed Admail? Rationale: No. Jean has ended the advertising relationship by requesting to join the club.</p>		
<p>Terry calls a 1-800 number to receive a tourist package promoting P.E.I. as a holiday destination. Can this package be mailed as Addressed Admail? Rationale: Yes. Terry has not bought the ultimate product being advertised – a holiday in P.E.I. He is receiving an advertising piece.</p>		
<p>Andrea completes a Business Reply Mail card requesting an Internet provider to send her software that provides 20 hours of free Internet access. Can the software be mailed as Addressed Admail? Rationale: Yes. The piece is a sample.</p>		
<p>Joanne signed up for an Internet service and the company sent her the software. Can the company send the software as Addressed Admail? Rationale: No. Joanne bought the product, and has ended the advertising relationship.</p>		



2.2 Commingling

The commingling of Addressed Admail pieces has never been allowed and is still not acceptable.

For example...

Three companies consolidate three mailings into one mailing to make the 1,000-piece minimum requirement.

<i>Denton Demolition Group</i>	<i>Hatter Products</i>	<i>Slater Animal Care</i>
<ul style="list-style-type: none"> ❖ 350-piece mailing ❖ Company uses its own distinct envelope with its own return address. ❖ Mail piece invites people to attend a new demolition-derby driver training course. 	<ul style="list-style-type: none"> ❖ 350-piece mailing ❖ Company uses its own distinct envelope with its own return address. ❖ Mail piece describes new recipe book for low-fat, all-natural granola bars. 	<ul style="list-style-type: none"> ❖ 350-piece mailing ❖ Company uses its own distinct envelope with its own return address. ❖ Mail piece describes a new home-care service for animal hospital outpatients.

What defines commingling?

Commingling occurs when a number of separate and distinctly different mailings are combined to achieve the minimum deposit requirement – 1,000 pieces or sufficient densities to achieve discount prices.

Why is this mailing considered commingling?

Each company’s mail pieces are distinctly different from the other two companies’ mail pieces, and there are no common elements between them. For example, there is not one common return address, or any reference to one of the other companies within any of the mail pieces. These pieces do not pass the uniform message test.



2.3 Transactional descriptions and invoices

Transactional descriptions and invoices are not advertising or promotion. They show financial and/or transactional information about a customer's purchasing history.

Transactional descriptions such as program statements, invoices, and statements of account are not acceptable as Addressed Admail.

What if...

An airline sends a transaction record on a monthly basis to its members, in an envelope that may also contain promotional pieces about hotels, car rentals, or information about flights offering additional points.

Response...

The mailing is not acceptable as Addressed Admail because:

- ❖ the intent of the piece is to advise customers of their monthly transactions; and
- ❖ adding promotional pieces or notes that solicit donations to an envelope containing a transaction record or invoice does not allow it to qualify as Addressed Admail.

2.4 Non-promotional identical printed matter

Since all Addressed Admail pieces must now be promotional in nature – meaning that they must motivate an individual to buy or acquire a product or service or to contribute to or support a cause – non-promotional identical printed matter no longer qualifies as Addressed Admail.

Examples of non-promotional identical printed matter that are now excluded from Addressed Admail due to the definition change are:

- ❖ reference guides;
- ❖ updates to a professional handbook;
- ❖ notification of price changes;
- ❖ tax forms; and
- ❖ non-promotional announcements, such as a letter announcing new board members.



2.5 Market and opinion research

Mail pieces sent with the intent to conduct market or opinion research do not promote the sale of a product or service, and therefore do not qualify as Addressed Admail.

For example...

What if...

An advertiser asks questions as part of a promotional piece. Would this piece be acceptable as Addressed Admail?

Response...

Yes. Mail pieces sent with the intent to motivate an individual to buy or acquire a product or service, or to contribute to or support a cause, and which include questions directly linked to the advertising message, are acceptable as Addressed Admail.

<i>Does the piece qualify as Addressed Admail?</i>	<i>Yes</i>	<i>No</i>
A bank is promoting a charge card. As part of the promotion the recipient is asked to respond to the questions on the application form. Rationale: This piece qualifies as Addressed Admail because it relates to the service being promoted.		
Ian receives an employee satisfaction survey. Rationale: The mailing is not acceptable as Addressed Admail because it is intended to gather information about the level of employee satisfaction. The opinion survey is not promoting a product or service.		
An advertising piece is sent promoting a travel agency's services. Recipients are asked to review a list of countries and to place a checkmark next to the ones for which they would like to receive a brochure. Rationale: It is a promotional piece. The travel agency is promoting its services.		
A marketing company mails 5,000 letters promoting membership on a research panel. As part of the promotion, the firm has asked the prospective members a number of questions to identify demographic and geographic factors. If participants agree to join the panel and answer the questions, they are eligible for a number of prizes. Rationale: Promoting membership on research panels is acceptable as Addressed Admail.		
The same marketing company has assembled their research panels and is now ready to mail the surveys to the panel members. Rationale: The mailing is not acceptable as Addressed Admail because it is intended to gather information, and is not promoting a product or service.		



2.6 Recall notices

Recall notices are sent to convey information. They are not sent to promote a product or service, and therefore are not acceptable as Addressed Admail.

For example...

A toy manufacturer sends a recall notice to retailers indicating that a specific toy must be recalled due to a potential health risk.

Rationale: This notice provides consumers with information about a defective toy, and is not promotional.

2.7 Renewal notices

Renewal notices are not acceptable as Addressed Admail. This is consistent with the treatment of renewal notices prior to March 1, 1999.

Exception: Publications Mail is the exception to the above rule. Publications Mail renewal notices are acceptable as Addressed Admail.

The next steps...

Keep this booklet as a handy reference for any questions you or anyone else may have about Addressed Admail. For your convenience, the chart on the following page summarizes the changes that took effect March 1, 1999, and gives general information on which items qualify as Addressed Admail under the new definition, and which ones don't. Use this chart as a guideline in determining **“When to say Yes – that’s Addressed Admail.”**

If you still have questions about Addressed Admail, please contact your local Sales Representative, or visit our web site at <http://www.canadapost.ca>. We will be pleased to provide whatever assistance we can.

If you need further information about Addressed Admail specifications or addressing requirements, refer to the *Canada Postal Guide*.



Addressed Admail Summary Sheet

Addressed Admail Definition (as of March 1, 1999)

Mailable items, bearing a uniform message, that;

- ❖ promote the sale or use of products or services;
- ❖ report on financial performance, primarily for promotional purposes; or
- ❖ solicit donations or contributions.

*Inclusions**

- | | |
|--|-------------------------------------|
| ❖ Pieces intended to promote a product or a service | ❖ Promotional catalogues |
| ❖ Promotional newsletters
Exception: paid subscriptions | ❖ Annual reports |
| ❖ Pieces intended to solicit donations or contributions | ❖ Publications Mail renewal notices |

*Exclusions**

- | | |
|---|---|
| ❖ Fulfillment of products or services
Exception: catalogues promoting a product or service | ❖ Invoices |
| ❖ Fulfillment of cards, e.g. credit, membership, etc. | ❖ Commingling |
| ❖ Replacement or renewal of cards, e.g. credit, membership, etc. | ❖ Update to a professional handbook |
| ❖ Voter notification | ❖ Recall notices |
| ❖ Notification of price changes | ❖ Renewal notices
Exception: Publications Mail renewal notices |
| ❖ Receipts | ❖ Market and opinion research |
| ❖ Transaction records | ❖ Government identification cards |
| ❖ Proxies | ❖ Medical identification cards |
| | ❖ Tax forms |

*Please note these lists are not meant to be exhaustive.

Business solutions from Canada Post

Delivering Messages

From regular mail to electronic mail, Canada Post offers a full range of products and services to help you deliver your message. Whether your message is going to the same city, across the country or to another country, our extensive network provides the most reliable and convenient way to get it there.

- Lettermail™
- *Priority*™
- Xpresspost™
- *Priority*™ Worldwide
- Xpresspost - USA™

Advertising by Mail

Canada Post provides a full range of services to help you zero in on target markets or cover households in the province or across Canada with no waste and no duplication.

- Unaddressed Admail™
- Addressed Admail™
- AdCard™
- Direct Marketing Online
- Acquisition Admail™

Parcel Services

Canada Post's range of package delivery services offers a smart shipping solution for all your shipping needs. You can choose the service and options that best suit your needs and budget.

- *Priority*™
- Xpresspost™
- Expedited Parcel™
- Regular Parcel™
- *Priority*™ Worldwide
- International Parcel™
- Xpresspost - USA™
- Xpresspost - International™
- Expedited Parcel - USA™
- Small Packet™

Visit our web site at:
www.canadapost.ca



In Business to Serve

TM Trade-mark of Canada Post Corporation.

Printed in Canada
AD-AD1022-01 (05-99)

