

OVERVIEW OF CHANGES EFFECTIVE IMMEDIATELY AND JANUARY 11, 2016, AS WELL AS REMINDERS

NEW – Effective immediately – Introducing Canada Post Smartmail Marketing and new direct mail names

In our digital world, brands need to make real connections. It's not enough to *hope* a message will be seen and drive action. Marketers need to *know* it will.

Introducing **Smartmail Marketing™**, Canada Post's next-generation approach to direct mail.

Smartmail Marketing embodies uniquely effective elements in an intelligent approach:

- Physical mail's ability to place your brand directly into a consumer's hands, where it stimulates memory, emotion, and action – as proven by scientific research.
- Data-driven targeting to make campaigns cost-effective, relevant and meaningful.
- Connectivity: it's compatible with other media, to drive action across touch points.

In keeping with our renewed commitment to our marketing customers:

Unaddressed Admail will become **Canada Post Neighbourhood Mail™** because it allows marketers to target, reach and activate groups of consumers based on where they live.

Addressed Admail will become **Canada Post Personalized Mail™** to better reflect that the mail piece is meant specifically for the individual.

These new names will be adopted in two phases:

September 2015: The new names will be used online and in documents such as Customer Guides, Price Sheets, Mail Preparation Guides, etc.

In early 2016: New names will appear in all other relevant tools and systems such as Electronic Shipping Tools, invoices, product indicia, Online Business Centre, etc.

The transition should be seamless. Between now and early 2016, you'll see both the new and previous names in use. Customers will have a full year – until January 2017 – to use their inventory of material that has old indicia.

NEW - Effective immediately – When to Say YES! – That's Personalized Mail™ (Addressed Admail™) guide

An updated and refreshed *When to say YES! – That's Personalized Mail™ (Addressed Admail™)* guide is available at canadapost.ca/aasupportdocuments. This guide will help you ensure that your campaign meets Personalized Mail (Addressed Admail) content qualifications.

The refreshed guide:

- Is easier to use thanks to a new format.

- Offers more guidance to help you determine if a mailing is promotional or non-promotional.
- Describes more mailing scenarios, including complex categories, with clear rationales.

NEW - Effective immediately - New option for applying tab/clip seals to Machineable Mail

Based on customer feedback and after extensive testing, a new tab/clip sealing option is available for Standard Machineable Mail. This new option will provide greater flexibility and efficiency.

See chart below for tab placement option on self-mailers. Visit canadapost.ca/postalstandards for details.

Self-mailer tabbing specifications	
	Multi-page self-mailer
Existing specification	<p>1 tab on the top and 1 tab on the leading edge</p> 
NEW Additional specification	<p>2 tabs on the leading edge</p> 

NEW - Effective January 11, 2016 – Canada Post Personalized Mail™ (Addressed Admail™) Price Sheet

We have made every effort to keep the 2016 price increases to a minimum because we understand our customers have choices when it comes to how they communicate with customers and how they choose their marketing mix. Price changes will be introduced effective January 11, 2016.

Refer to the published 2016 Canada Post Personalized Mail™ (Addressed Admail™) Price Sheet at canadapost.ca/notice.

NEW - Effective January 11, 2016 – Easier-to-use online Customer Guides

Customer Guides and other online documents are being redesigned so it's easier to understand and use our services. The content, presented in modules, will take you through the steps required to prepare your mailing. These modules are: Service Overview, Pricing, Designing, Preparing, Creating an Order, Depositing, and Paying & Terms.

On November 20, 2015, all redesigned Customer Guides and key support documents will be available online at canadapost.ca/notice.

Current versions of customer guides are available at canadapost.ca/customerguides.

REMINDER – Lettertainers for Standard addressed mail discontinued

As previously communicated, Lettertainers are no longer available for Standard addressed mailings and you should be using Letterflatainers (LFTs). If you have not already done so, we recommend you convert to LFTs to avoid unnecessary delays when depositing your mail.

While we do our best to provide you with Letterflatainers (LFTs) for your mailings, all Canada Post-supplied equipment is subject to availability.

REMINDER – Machineable Mini-catalogue service

In March of this year, Canada Post introduced the Personalized Mail (Addressed Admail) Machineable Mini-catalogue – an acquisition and retention tool that’s ideal for e-commerce companies.

At only \$0.45 (until January 10, 2016) per piece (up to 50 g), the Mini-catalogue is a cost-effective way to drive online and in-store sales and cut your mail and production costs without sacrificing circulation or frequency. Mini-catalogues may be designed as self-mailers or inserted into envelopes.

Visit canadapost.ca/minicatalogue for more details!

