



Upcoming Smartmail Marketing and commercial mail product changes

Effective March 23, 2026, we are making the following product changes:

Personalized Mail content definition to apply to Postal Code Targeting

We are making an important update concerning the use of the Postal Code Targeting service. Effective March 2026, enhancements will be implemented to clarify the parameters of acceptable mail content for this offering, ensuring consistency in content standards.

Starting March 23, all Postal Code Targeting mailings will be required to adhere to the Personalized Mail™ content definition. This means:

- Content must be promotional – Postal Code Targeting is intended for marketing and customer acquisition, not transactional or informational messaging.
- Messaging should focus on targeted offers and acquisition, not service updates or notices.

Postal Code Targeting has always been part of the Smartmail Marketing™ suite of products and services. It helps businesses reach ideal prospects, target look-alike audiences, expand into new markets, and optimize targeting by suppressing existing audiences.

To support this change, Postal Code Targeting will now be included in the “Does My Mail Qualify for Personalized Mail?” section of the *When to Say Yes* guide. All submissions will follow the Personalized Mail qualification process via the Commercial Service Network.

We will provide transition support to existing customers whenever needed.

Machineable Mail testing process updates

We’ve made some updates to our machineability testing procedures. These changes are designed to make this simpler, faster and more efficient.

Key improvements include:

- **Streamlined test procedures** to eliminate unnecessary complexity
- **Updated guidelines** to make it more intuitive
- **Improved data collection** for clearer analysis and faster decision-making



Our goal is to make machineability testing more accessible and effective for all stakeholders. Customer guides will be updated accordingly.

Surcharge structure update

We're updating our surcharge structure and related documentation to increase transparency and fairness.

Effective March 23, 2026, we are introducing a new flat \$350 per-order level surcharge, which will apply only to non-compliant orders with a value of CAN \$10,000 or more.

This new surcharge replaces the existing per-order level surcharge previously applied to non-transmitted orders prior to deposit. The updated fee structure better reflects the nature of costs associated with non-compliance – including manual corrections, operational delays and resource impacts.

What's changing:

- Select surcharges currently applied at the **item level** will shift to a **per-order level**.
- Per item surcharges will continue, but only for orders valued at CAN \$10,000 and up.
- The per-order level surcharge is being restructured, with the non-transmitted order surcharge discontinued under the new model.
- The **Customer guide** will be updated to include a clear breakdown of surcharge categories and compliance expectations.

This change provides a better representation of our surcharge structure, ensuring fees are applied more fairly and consistently.

Important notice:

Specification change – No longer accepting Neighbourhood Mail encased in plastic

In 2024, we initially advised customers and partners that as of June 2025, we would no longer be accepting Neighbourhood Mail pieces encased in plastic. We shared this new requirement early to help businesses and direct mail enablers prepare and adapt future campaigns.

As a result of the labour disruption in Q4 2024, we revised the effective date to December 2025, to ensure there was time to stabilize the business and prepare for the change. We have made the decision to move the date to June 2026. We will communicate more details in the new year to ensure customers and partners are prepared to seamlessly adopt this change.