

The requirements outlined below are the mandatory specifications that must be met in order to access the machineable mail option to avoid mail delays or surcharges for Personalized Mail and Postal Code Targeting mailings.

Imperial measures are provided for your convenience.

Standard Items*	Length	Width	Thickness	Aspect Ratio (L/W)	Weight
Minimum	5.6 in. (140 mm)	3.6 in. (90 mm)	0.007 in. (0.18 mm)	1.3:1	2 g (0.07 oz.)
Maximum	9.6 in. (245 mm)	6.1 in. (156 mm)	0.2 in. (5 mm)	2.6:1	50 g (1.76 oz.)

* Square envelopes are acceptable - min. 140 mm x 140 mm x 0.18 mm and max. 156 mm x 156 mm x 5 mm

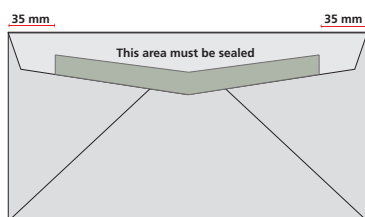
PASS	FAIL	PASS	FAIL	PASS	FAIL	PASS	FAIL	PASS	FAIL
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

		PASS	FAIL	N/A
MACHINEABILITY	Shape	Rectangular (Square envelopes are acceptable)		<input type="checkbox"/>
	Material	<ul style="list-style-type: none"> Must be paper; items cannot be made or wrapped in plastic. Minimum paper weight for: <ul style="list-style-type: none"> envelope: 75 gsm (approx. 20 lb. bond) folded self-mailer: Personalized Mail: min. 90 gsm (approx. 60 lb. text) Postal Code Targeting: min. 162 gsm (approx. 60 lb. cover) cards: min. 160 gsm (approx. 60 lb. cover) Must be sufficiently flexible to bend; items cannot be rigid 		<input type="checkbox"/>
	Enclosures	<ul style="list-style-type: none"> Any paper enclosure is acceptable. Flexible magnets, single coin, key tags and plastic cards are acceptable when firmly attached. Liquids, powders and gels are unacceptable unless tested and approved by Canada Post prior to deposit. Postal Code Targeting enclosures must be tested and approved by Canada Post prior to deposit.		<input type="checkbox"/>
	Sealing (see illustrated examples)	Envelopes Must be closed and sealed with adhesive, with no more than 35 mm of the flap unsealed on each item. Self-mailers Must have the fold or continuous seal along the bottom edge.		<input type="checkbox"/>
	Creative Features	Items with the following features must be tested and approved by us prior to deposit: <ul style="list-style-type: none"> alternative sealing locations zipper seals / perforations on the exterior items non-paper enclosures within a self-mailer square self-mailers and cards tip-on placed on a card die-cuts placed along the top, leading or trailing edge decorative and creative font For Postal Code Targeting only: <ul style="list-style-type: none"> quiet zones contain text, graphics or dark colours Once tested and approved, the service ticket # must be written on the <i>Order</i> at the time of deposit.		<input type="checkbox"/>

			PASS	FAIL	N/A	
READABILITY	Postage Zone (see postal indicia)	Personalized Mail <ul style="list-style-type: none"> The indicia must be placed on the front of the item (same side as the destination address) The top-right area is reserved for postage, measuring a width of 74 mm and a height of 35 mm The top-right area is reserved for postage meters, measuring a width of 100 mm and a height of 35 mm If the indicia is placed outside the postage zone it must be located above and to the right of the address. 	Postal Code Targeting <ul style="list-style-type: none"> The indicia must be placed on the front of the item The top-right area is reserved for postage, measuring a width of 74 mm and a height of 35 mm 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Addressing	Each item must bear a complete address which includes an individual, company or non-personalized descriptor (e.g., "OCCUPANT"), street address, municipality, province and a valid Postal Code ^{OM} . Address zone: Whether vertically or horizontally oriented, the complete address must appear inside the following area: <ul style="list-style-type: none"> 35 mm from the top 10 mm from the bottom, left and right edges. Address labels and windows must be within the address zone. Quiet zone: <ul style="list-style-type: none"> Around the address block, leave at least 5 mm clear of text, graphics and dark colours. For window envelopes, ensure that the entire address remains fully visible through the window, even if the enclosure shifts within the envelope. 	The destination address cannot include an individual, company or personalized descriptor. Each item must bear a complete non-personalized address which includes a street address, municipality, province and a valid Postal Code ^{OM} placed on two lines. Address Zone: Whether vertically or horizontally oriented, the complete non-personalized address must appear inside the following area: On The front of the item: <ul style="list-style-type: none"> the background must be clear of text, graphics and dark colours. <ul style="list-style-type: none"> Horizontal - Must measure 120 mm long (from the bottom right edge) and 45 mm high Vertical - Must measure 45 mm long (from the bottom left edge) and 120 mm high. Quiet zone: <ul style="list-style-type: none"> Around the address block, leave at least 5 mm clear of text, graphics and dark colours. For window envelopes, ensure that the entire address remains fully visible through the window, even if the enclosure shifts within the envelope. Back of mail item: <ul style="list-style-type: none"> the background must be clear of text, graphics and dark colours. <ul style="list-style-type: none"> Horizontal - Must measure 140 mm long (from the bottom left edge) and 15 mm high Vertical - Must measure 15 mm long (from the bottom right edge - leading edge) and 140 mm high. 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Return Address Zone	<ul style="list-style-type: none"> The preferred location is on the front of the item above the address zone (35 mm from the top). Must be the same orientation as the destination address. A minimum vertical separation of 15 mm is required between the bottom of the return address and the top of the destination address. 	If the creative includes an address (store location, etc.) in order to not be confused with a delivery address, options may include removing the province and/or postal code or placing the address elements on the same line.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Address Fonts	Commercially available fonts should be easy to read, have well-defined characters and: <ul style="list-style-type: none"> Not overlap to the line above or below Not contain text effects (i.e. shadow, emboss, etc.) Not contain random heights within characters Not include calligraphy styles (i.e. The quick brown fox jumps over the lazy dog). Fonts must be a dark colour (preferably black). There should be good contrast between address and background.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NOTE: N/A = not assessed due to missing information or the inability to confirm pass or fail based on the information known at the time of assessment.

ACCEPTABLE SEALING LOCATION



Envelopes must be closed and sealed with adhesive, with no more than 35 mm of the flap unsealed on each end.

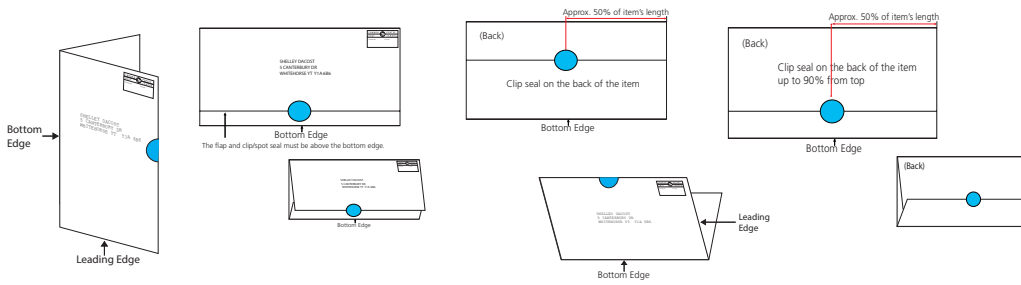
To prevent envelopes from sticking together, do not apply an excessive amount of adhesive. Envelopes must not be sealed with staples, clasps or other similar devices.

Images are illustrations of acceptable sealing options.

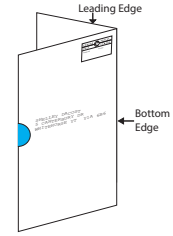
ACCEPTABLE SEALING LOCATION

SINGLE SHEET SELF-MAILER

- Are formed by a single sheet of paper, folded once or multiple times into panels.
- Must have the fold or continuous seal along the bottom edge plus a clip/spot seal on top.

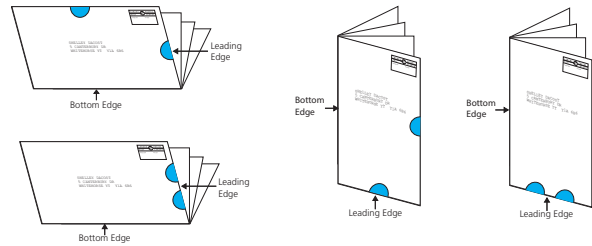


Personalized Mail only



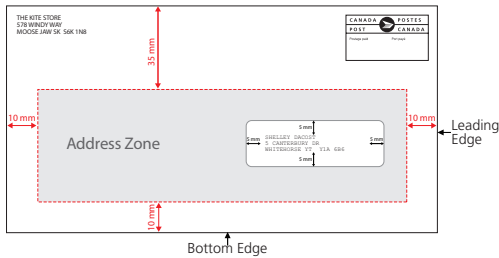
MULTIPLE SHEET SELF-MAILER / MINI-CATALOGUE

- Contain multiple sheets of paper, folded once or multiple times into panels and are bound / stitched together.
- Must have the fold or continuous seal along the bottom edge and either:
 - a clip/spot seal on top and leading edge;
 - two clip/spot seals on the leading edge.

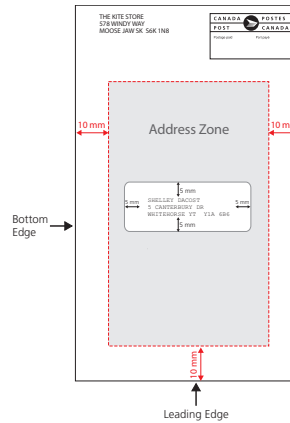


PERSONALIZED MAIL ADDRESS ZONE

HORIZONTAL ORIENTATION



VERTICAL ORIENTATION



POSTAL CODE TARGETING ADDRESS ZONE

