

## **OVERVIEW OF CHANGES EFFECTIVE JULY 9 AND AUGUST 18, 2014 AND OTHER IMPORTANT REMINDERS**

In response to customer feedback, Canada Post is revitalizing its Addressed Admail service to simplify and improve the customer experience. Now and in the coming months, you will benefit from the following enhancements:

- Lower minimum volume requirement for Machineable Mail
- Fewer requirements for Machineable Mail for more creative flexibility
- Discontinued select surcharges and adjustment fees
- New Customized Postal Indicia to add a personal touch to your mail
- Shorter and more predictable delivery standards
- Simplified pricing to help you budget more accurately
- Optimized Dimensional Addressed Admail

These enhancements will be introduced in phases as described below and in the *Overview of Changes for Addressed Admail effective January 12, 2015* posted at [canadapost.ca/notice](http://canadapost.ca/notice).

### **NEW – Effective March 31, 2014 – Lower minimum volume for Machineable Mail**

The minimum volume required to access Machineable Addressed Admail (S/L and O/S) was reduced from 1,000 pieces to 500 pieces. This allows more customers access to lower postage rates on mailings intended for promotional purposes.

### **NEW - Effective July 9, 2014 – Fewer requirements for Machineable Mail**

In response to customer feedback and to leverage the capabilities of our new mail processing equipment, we are relaxing Machineable Mail requirements by reducing the number of mandatory specifications from 30 to 11. For example, we are removing the mandatory barcode quiet zones on the front and back of the mail item. This gives you more space for your creative designs.

The revised requirements are reflected in the updated *Postal Standards Guide for Machineable Standard/Short and Long (S/L)* available at [canadapost.ca/postalstandards](http://canadapost.ca/postalstandards). The *Postal Standards Guide* is now divided into two sections, *Mandatory Requirements* and *Best Practices for Optimal Processing*, making it easier to use.

### **NEW - Effective July 9, 2014 – Changes to return address requirements**

The existing requirement that stipulates “the return address may vary provided that either the physical return address or the name of the person or business to which items are to be returned remains constant on each item” will be removed.

Effective immediately, the return address printed on an Addressed Admail item may vary provided the mailing originates from the same mail owner (e.g. customer number must be the same on all items).

### **NEW - Effective July 9, 2014 – Discontinued select surcharges and adjustment fees**

Now you can prepare your items as Machineable Mail and not worry about the risk of a read rate adjustment fee or extra surcharges for not meeting certain requirements. The following surcharges have been discontinued:

- **Machineability read rate adjustment**

The read rate adjustment fee (\$0.05 per item) has been eliminated; however, mailings must continue to achieve a 95% readability rate for Standard/Short and Long and 85% for Oversize in this mail category.

- **Envelope front and back quiet zones surcharge**

The \$0.10 per item surcharge for infringement on the envelope quiet zones (bottom front and back) has been discontinued.

A revised *Details on Surcharges and Adjustments* document is posted at [canadapost.ca/surcharges](http://canadapost.ca/surcharges).

## **NEW - Effective July 9, 2014 – New Customized Postal Indicia for Addressed Admail**

Our **new** *stamp-like* Customized Postal Indicia, created exclusively for Addressed Admail, lets you create eye-catching indicia to set your mail items apart from the others, reinforce your brand and add that personal touch to your mail.

The Customized Postal Indicia can be printed directly on the mail piece or embossed on the envelope or label. There are no minimum volume requirements to access this feature; however, you must meet the minimum volume requirements for Addressed Admail (500 pieces for Machineable or 1,000 pieces for Letter Carrier Presort).

While Canada Post does not charge a premium for this feature, there may be charges from your printer depending on the colours selected.

For more details visit [canadapost.ca/customizedindicia](http://canadapost.ca/customizedindicia)

## **NEW - Effective August 18, 2014 – Shorter and more predictable delivery standards**

Canada Post is improving its delivery standards to better meet the needs of our customers. These changes will allow you to plan your mailings more accurately and have greater control over when you reach your customers.

The improved delivery standards for Addressed Admail are as follows:

Delivery Area	CURRENT Delivery Standards (in business days)	NEW Delivery Standards (in business days)	
	All Addressed Admail categories	Machineable Mail S/L	Machineable O/S and all Presort
Local	3	3	3
Within Province	4-5	<b>4</b>	<b>3-5</b>
National	4-13*	<b>5†</b>	<b>4-8†</b>

\* Within major centres, including Northern regions and remote centres

† Excludes non-major urban centres, Northern regions and remote areas

In order to help you plan your mailings, an advance posting of the *Direct Marketing and Transaction Mail Delivery Standards* grid is available at [canadapost.ca/notice](http://canadapost.ca/notice).

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## **REMINDER – Address Accuracy and Rural Civic Addressing**

Ongoing civic addressing initiatives have provided Canada Post with more detailed address data for rural Canada. This data enables more precise and faster mail processing and delivery. When using address accuracy software, more detailed data allows for a higher degree of address validation and correction.

Previous enhancements to Address Accuracy software now flag missing apartment numbers and rural information and mark these as *questionable* addresses. Any invalid rural addresses are identified as *questionable* in the output of the SERP Address Accuracy software and have been for many years. We continue to encourage customers to correct these addresses.

Since January 2014, many of the *questionable* rural addresses are now being validated by the software based on civic address and are now being counted against the Address Accuracy score if they are deemed invalid. As a result, some customers may experience a reduction in their Address Accuracy score.

We strongly recommend that you correct all addresses that have been identified as *valid/questionable* to achieve a more accurate and complete customer address database and to prevent a reduction to your Address Accuracy score.

For more information on this change, please visit [canadapost.ca/addressaccuracy](http://canadapost.ca/addressaccuracy).

## **REMINDER – Mail preparation and Containerization**

- In 2010, Canada Post introduced Letterflatainers (LFT). Compared to Lettertainers, they require less space to store, more of them can be placed in a monotainer or pallet and they require less handling given that lids are not required.

When ordering containers for your mail, you may receive LFTs instead of Lettertainers, depending on availability. As Lettertainer stock declines due to damage and/or loss, this container option will become increasingly limited. We recommend that you convert to LFTs if you have not already done so.

- To improve induction and enable Canada Post employees to better process your mail, customers are encouraged to place the Order number on all monotainers and pallet labels.