

OVERVIEW OF CHANGES EFFECTIVE JANUARY 12, 2015 AND JULY 31, 2015 AND OTHER UPCOMING OR RECENT CHANGES

Effective January 12, 2015 – Addressed Admail Price Sheet

There will be price increases to *Addressed Admail™* effective January 12, 2015. Refer to the 2015 *Addressed Admail* Price Sheet at canadapost.ca/notice.

Refer to the “Simplified pricing for Addressed Admail” section below for details.

Effective January 12, 2015 – Addressed Admail Customer Guide

The 2015 version of the *Addressed Admail* Customer Guide, effective January 12, 2015 was posted at canadapost.ca/notice on November 14, 2014.

Refer to the *Important Updates* page at the front of your Customer Guide to see the changes made throughout, including *General Terms and Conditions*. Also refer to the *Important Updates* in the *Paying For Your Mailing* section.

For your convenience, the most current version of these Guides can be viewed online at canadapost.ca/customerguides.

Effective January 12, 2015 - Addressed Admail 2D barcode indicia (RPG) available for Return to Sender option

As of January 12, 2015, a new Addressed Admail 2D barcode indicia will be available at canadapost.ca/indicia.

Using the 2D barcode indicia on your mail facilitates machine processing for faster return of undeliverable Addressed Admail items and **will be mandatory** for the Return to Sender option as of **July 31, 2015**.

Effective January 12, 2015 – Different sized mail items are acceptable in one mailing

Beginning January 12, 2015, items within a given mailing can have different sizes, weights and thicknesses, provided the items:

- remain within the same weight band and size category;
- originate from one owner (i.e. the customer number in the indicia must be identical on all mail items); and
- are within the same service and mail preparation category (i.e. all mail items are prepared as Machineable or prepared as Special Handling)

Effective January 12, 2015 – Square Envelopes acceptable as Machineable Mail

Effective January 12, 2015, square **envelopes** will be acceptable for Standard / Short and Long (S/L) machineable addressed mail. Square *cards* and *self-mailers* **will not** qualify for Machineable Mail. Dimensions for square Machineable envelopes are as follows:

Minimum: 140 mm x 140 mm x 0.18 mm

Maximum: 156 mm x 156 mm x 5 mm

Effective January 12, 2015 – Simplified pricing for Addressed Admail

As part of Postal Transformation, we have been aligning our mail preparation categories to our network's processing capabilities. Recently, we completed the transition to new mail processing equipment in all our mail processing plants. Thus, using Machineable Mail offers you the most value and lowest postage costs.

In January, customers who mail **Standard** Addressed Admail items (under 50 g) within our Special Handling (Letter Carrier Presort) category will be able to **save \$0.05 per item** when converting to our Machineable category.

As a result of our transformation efforts, we have also significantly simplified the Addressed Admail pricing structure. Highlights includes:

- Mail preparation options reduced from four to two (Machineable and Special Handling).
- Price points for certain sortation levels (price points for Special Handling sortation levels reduced from five to one) and weight steps collapsed (Up to 30g and Over 30g up to 50g combined in one price point).
- To better meet the needs of our customers who mail bigger and bulkier items and eliminate the specification overlap between Oversize and Dimensional, we are optimizing the specifications and pricing for these two categories.
- Address Correction Service discontinued.

Regarding our Electronic Shipping Tools (EST):

As previously communicated, three Addressed Admail service options are being discontinued effective January 12, 2015: Machineable Presort (MP), NDG and the Dimensional Small/Large categories.

While our Electronic Shipping Tools will continue to display them for a few weeks, customers should not select Machineable Presort and NDG options in EST; Machineable Presort has also been discontinued in SERP software. For Dimensional Addressed Admail, the selection of either option (Small or Large) will result in the applicable 2015 Dimensional price being applied.

Also, watch for a notice on canadapost.ca/notice informing you of the go-live date for the new Machineable Mini-catalogue service and the restructuring of the Return to Sender Option (RPG).

Coming Soon – New – Machineable Mini-catalogue

Canada Post will be introducing a new acquisition and retention tool, ideal for e-commerce companies, called the Addressed Admail Mini-catalogue.

At only \$0.45 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.



Addressed Admail's Machineable Mini-catalogue is defined as:

Printed matter with a list of items for sale containing item description, item numbers and/or prices. A Mini-catalogue must contain a minimum of 8 pages or panels (some of which may be coupons or special offers) and meet Machineable Standard Addressed Admail service requirements.

Customers will need to select *Standard Mini-catalogue* in EST when creating their Addressed Admail Order and these mail items will be accepted at any locations that currently accept Standard Machineable Addressed Admail.

Coming Soon – Restructuring the Return to Sender option (RPG)

To ensure accurate billing and consistent processing the pricing for the Return to Sender option will be restructured from \$0.75 - \$3.30 for each returned item, to a nominal up-front fee of \$0.01 per item applicable to all volumes when this option is selected in EST.

On January 12, 2015, the Addressed Admail Price Sheet will be updated to reflect the 2014 Return to Sender prices which will be in effect until the launch of the new PRG restructure.

Customers wishing to use the Return to Sender option can use their existing RPG indicia or apply the new 2D barcoded RPG indicia available as of January 12, 2015 (the new 2D barcode indicia will be mandatory July 31, 2015).

Coming Soon – Discontinuation of the Mixed Method of Payment

We will be discontinuing the Mixed Method of Payment option for Addressed Admail (postage meter impressions and commercial account on the same Order). Currently, Mixed Method of Payment is mostly used by customers using Letter Carrier Presort (LCP) within Addressed Admail to pay for lower-density sortation levels. Given LCP pricing will be collapsing into a single category in January 2015, the need for this payment option has been reduced.

Effective July 31, 2015 – Discontinuation of Lettertainers as a container option

In our September 2014 notification package, we indicated a significant decline in our Lettertainer inventory. As we begin to deplete this type of container and move towards a standardized container for all Standard mail, customers were advised to begin converting to Canada Post Letterflatainers (LFTs) as the alternative to Lettertainers for Standard Addressed Admail.

Effective July 31, 2015, addressed mailings will no longer be accepted in Lettertainers.

Therefore, you are strongly encouraged to begin conversion to LFTs if you have not already done so. LFTs have many benefits: they require less space to store, more containers can be placed in a monotainer or on a pallet and less handling is needed given that lids are not required.

Note: Label specifications (size, content, paper weight) for LFTs are posted online at canadapost.ca/labels. Labels for Special Handling mailings are produced using Presortation software recognized by Canada Post's Software Evaluation and Recognition Program (SERP).

OTHER RECENT CHANGES AND ENHANCEMENTS

Machineable Mail

Over the past several months, we have relaxed the Machineable Mail requirements to better enable you to access our Machineable Mail category which provides faster delivery standards and more cost effective postage rates. Highlights include:

August 2014

- Introduced faster delivery standards for Standard Machineable Addressed Admail (3-5 business days) and 3-8 business days for Machineable Oversize Addressed Admail and Special Handling.

July 2014

- Reduced the minimum volume requirement for Machineable Addressed Admail from 1,000 to 500 pieces
- Relaxed Machineable Mail requirements by reducing the number of mandatory specifications from 30 to 11.

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- 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.

Please visit canadapost.ca/postalstandards for details.

Customized Postal Indicia

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. For more details, visit canadapost.ca/customizedindicia.