

Thank you for using the Machineable Mail Advisor. We hope you enjoy the convenience and creative flexibility that it brings to the machineable mail design process.

### In this package, you'll find

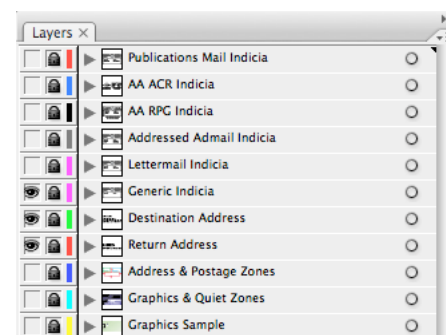
- Instructions on how to use these templates
- A "Do-it-Yourself Checklist" that outlines the key requirements for Machineable Mail
- Design templates for the items you've selected

### Using these templates in Adobe Illustrator™ (AI)

Please check the website periodically to make sure you have the latest version of this template.

The Adobe Illustrator template is driven by layers. In AI, go to Window-Layers if the layers palette is not already displayed.

Simply click on the eye icon of a layer to show or hide the layer.



### Template features

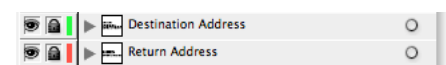
#### Indicia layers

A variety of postal indicia are included on separate layers. Select the appropriate layer/indicia required for your mailing.



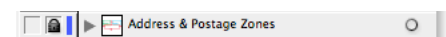
#### Destination Address layer & Return Address layer

You can edit the addresses on these layers as required.



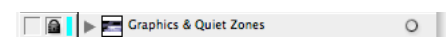
#### Address and Postage Zones layer

This layer outlines the areas set out for the placement of addresses and postage. The addresses must appear within the areas outlined.



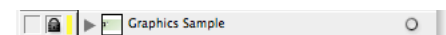
#### Graphics and Quiet Zones layer

This layer outlines the areas set out for the placement of text or image/graphics and Quiet Zones which must be kept free of graphics and text (other than address information).



#### Graphics Sample layer

This layer contains an example of graphics/text and colours applied to the mail item.



After making edits or layer changes, simply save the file or export it to any preferred file type. Your artwork is ready for your next mailing campaign!

More templates can be downloaded at [www.canadapost.ca/mmadvisor](http://www.canadapost.ca/mmadvisor)

### Disclaimer

The Machineable Mail Advisor was developed to help Customers design envelopes, self-mailers and cards that meet Canada Post's machineable specifications. By delineating the areas that are reserved for addressing and bar-coding, the tool is also meant to highlight and provide Customers with the opportunity to leverage the areas available for customization. The Advisor is based on Canada Post's Machineable Postal Standards and outlines the basic design requirements for machineable items. For complete requirements, Customers must consult the Machineable Postal Standards guide.

This tool allows users to download a mail template and then modify certain elements using the design software of their choice. However, if Customers alter the size or layout of a template, it may render the item out of specification, potentially disqualifying it from the expected services and/or applicable rates. Such modifications may also impact envelope/card manufacturing or postage costs. It is the Customer's responsibility to ensure that final printed envelopes, self-mailers, and/or cards meet all requirements.

Canada Post has made reasonable efforts to ensure that the Machineable Mail Advisor is accurate at the time of release; however, the Corporation accepts no liability for any potential inaccuracies or omissions.

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## Do-it-Yourself Checklist For Creating Machineable Standard / Short and Long (S/L) Cards and Postcards – Addressed Admail™, Publications Mail™ and Incentive Lettermail™

WHEN CREATING YOUR STANDARD / SHORT AND LONG (S/L) CARDS AND POSTCARDS, FOLLOW THESE STEPS...						REFERENCE	
Step 1: Ensure Your Mail Items are Machineable							
<input type="checkbox"/>	The size and weight meet the following requirements:					section 3	
	DIMENSIONS		LENGTH	WIDTH	THICKNESS		WEIGHT
	Min.	140 mm (5.6 in)	90 mm (3.6 in)	0.18 mm (0.007 in)	N/A*		
	Max.	235 mm (9.2 in)	120 mm (4.7 in)	5 mm (0.2 in)	50 g (1.75 oz)		
	* Machineable cards and postcards must meet strength requirements (see section 4 “Card and Postcard Strength, Flexibility and Firmness”).						
<input type="checkbox"/>	The aspect (length to width) ratio meets the following requirements: <ul style="list-style-type: none"><li>a minimum of 1.3</li><li>a maximum of 2.6.</li></ul>					section 3	
<input type="checkbox"/>	Items have sufficient strength: <ul style="list-style-type: none"><li>paper weight is a minimum of 135 gm<sup>2</sup>.</li></ul>					section 4	
<input type="checkbox"/>	Items have sufficient flexibility and firmness: <ul style="list-style-type: none"><li><b>flexibility:</b> items can easily bend around a circular surface with a radius of 140 mm</li><li><b>firmness:</b> items do not sag more than 22 mm in the middle when supported at each end.</li></ul>					section 4	
Step 2: Ensure Your Mail Items are Readable							
<input type="checkbox"/>	The destination address is parallel to the longest edge (horizontal address orientation) and within the Address Zone: For Cards: <ul style="list-style-type: none"><li>40 mm from the top</li><li>19 mm from the bottom</li><li>15 mm from the left and right edges.</li></ul> For Postcards (when a dividing line is present): <ul style="list-style-type: none"><li>the address is located 6 mm to the right of the dividing line</li><li>40 mm from the top</li><li>19 mm from the bottom</li><li>15 mm from the right edge.</li></ul>					section 7.1.1	
						section 7.1.2	
<input type="checkbox"/>	The proof of payment is located on the same side as the destination address in the upper right corner, within the Postage Zone: <ul style="list-style-type: none"><li>if paid by indicia: 40 mm high by 74 mm long</li><li>if paid by meter impression: 40 mm high by 100 mm long.</li></ul>					section 7.2	
<input type="checkbox"/>	The return address is parallel to the longest edge (horizontal address orientation) and within the Return Address Zone: <ul style="list-style-type: none"><li>If located on the front: in the upper left corner, within 40 mm from the top edge and at least 100 mm from the right edge</li><li>If located on the back: near the top edge, centered between the left and right edges.</li></ul>					section 7.3	

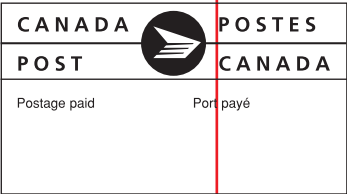
## Do-it-Yourself Checklist For Creating Machineable Standard / Short and Long (S/L) Cards and Postcards – Addressed Admail™, Publications Mail™ and Incentive Lettermail™ CONTINUED

	WHEN CREATING YOUR STANDARD / SHORT AND LONG (S/L) CARDS AND POSTCARDS, FOLLOW THESE STEPS...	REFERENCE
<input type="checkbox"/>	<p><b>The Quiet Zones within and around the address block are left clear of printing, images and dark colours:</b></p> <p><b>For Cards:</b></p> <ul style="list-style-type: none"> <li>• 13 mm on the left side of the address block</li> <li>• 6 mm above the top line of the address block</li> <li>• the entire area to the right of the address block</li> <li>• the entire area below the address block.</li> </ul> <p><b>For Postcards (when a dividing line is present):</b></p> <ul style="list-style-type: none"> <li>• the entire area to the right of the dividing line</li> <li>• the area 6 mm to the left of the dividing line.</li> </ul>	<p>section 8.1.1 section 8.1.2</p> <p>section 8.1.3</p>
<input type="checkbox"/>	<p><b>The Quiet Zones for barcoding are left clear of printing, images and dark colours:</b></p> <ul style="list-style-type: none"> <li>• <b>on the front side of the item:</b> the area 19 mm high by 150 mm long measured from the bottom right edge</li> <li>• <b>on the back side of the item:</b> the area 15 mm high by 140 mm long measured from the bottom left edge.</li> </ul>	section 8.2
<input type="checkbox"/>	<p><b>For items paid by meter impression, the Quiet Zone within the Postage Zone is left clear of printing, images and dark colours:</b></p> <ul style="list-style-type: none"> <li>• the area 40 mm high by 100 mm long in the upper right corner.</li> </ul>	section 8.3
<input type="checkbox"/>	<p><b>The address printing meets the following requirements:</b></p> <ul style="list-style-type: none"> <li>• fonts are black or another dark colour on a white or light colour background</li> <li>• upper case characters are used (recommended, but not mandatory)</li> <li>• all the characters in the address block are printed in the same font at the same height</li> <li>• laser or inkjet print is used and all characters are clear and well defined</li> <li>• no punctuation is used</li> <li>• no <b>bold</b>, <u>underlined</u>, <i>italic</i>, or other decorative/script fonts are used</li> <li>• the entire address is left justified</li> <li>• address format meets the standards outlined in the Addressing Guidelines section of the <i>Canada Postal Guide</i>.</li> </ul> <p><b>NOTE:</b> Please refer to <a href="#">section 9.1.1</a> for recommended and acceptable fonts.</p>	<p>section 9.1 section 9.1.1</p>
<input type="checkbox"/>	<p><b>The paper used is:</b></p> <ul style="list-style-type: none"> <li>• non-glossy, or has a very light matte coating</li> <li>• not overly bright</li> <li>• smooth, without any raised areas</li> <li>• non-reflective</li> <li>• clear of dark fibres, background patterns, textures or watermarks</li> <li>• clear of fluorescent ink.</li> </ul> <p><b>NOTE:</b> Please refer to <a href="#">section 10.1</a> for physical requirements of paper.</p>	section 10.1
<input type="checkbox"/>	<p><b>The placement of graphics:</b></p> <ul style="list-style-type: none"> <li>• Graphics, images and dark colours appear only outside the Quiet Zones.</li> </ul>	section 11.1.1
<b>Step 3: Assess Your Mail Items Before Printing</b>		
<input type="checkbox"/>	<p><b>The machine read rate must meet a 95% threshold:</b></p> <p>Canada Post recommends using its free evaluation service to assess the machineability and readability of mail items. For details or to arrange an assessment, please contact a Commercial Service Network (CSN) representative at 1.866.757.5480.</p> <p><b>NOTE:</b> The machine read rate target is not applicable to Incentive Lettermail Presort.</p>	section 12

B THOMPSON  
35 BRACO ST  
OTTAWA ON K2L 1B6

Return  
Address Zone

40 mm from top /  
at least 100 mm from right



Postage Zone

40 mm from top / 74 mm from right

Destination Address Zone

JOHN JONES  
MARKETING DEPT  
10-123 1/2 MAIN ST NW  
MONTREAL QC H3Z 2Y7

6 mm

15 mm

19 mm

B. THOMPSON  
35 BRACO ST  
OTTAWA ON K2L 1B6

**Quiet  
Zone**

CANADA



POSTES

POST

CANADA

Postage paid

Port payé

## Graphics Zone

Graphics or text can be placed  
anywhere outside the Quiet Zones

6 mm

JOHN JONES  
MARKETING DEPT  
10-123 1/2 MAIN ST NW  
MONTREAL QC H3Z 2Y7

The entire area to the right of the dividing line, 6 mm  
wide to the left of the dividing line and bar code area

Bar Code Area

19 mm

140 mm

B THOMPSON  
35 BRACO ST  
OTTAWA ON K2L 1B6



Two can  
**savour our  
mouth-watering  
cuisine**  
for the price of one

It's two-for-one  
time again at Vasto's.  
Who will you invite?

Limited-time offer. Includes  
an entrée of equal or lesser  
value. Not to be combined  
with any other offer.

CANADA



POSTES

POST

CANADA

Postage paid

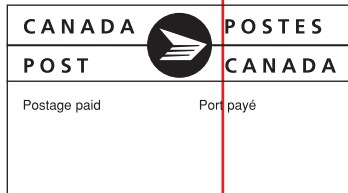
Port payé

JOHN JONES  
MARKETING DEPT  
10-123 1/2 MAIN ST NW  
MONTREAL QC H3Z 2Y7

B THOMPSON  
35 BRACO ST  
OTTAWA ON K2L 1B6

## Return Address Zone

40 mm from top /  
at least 100 mm from right



## Postage Zone

40 mm from top / 74 mm from right

40 mm

## Destination Address Zone

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MARKETING DEPT  
10-123 1/2 MAIN ST NW  
MONTREAL QC H3Z 2Y7

13 mm

15 mm

19 mm

B. THOMPSON  
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**Quiet  
Zone**

CANADA



POSTES

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CANADA

Postage paid

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## Graphics Zone

Graphics or text can be placed  
anywhere outside the Quiet Zones

JOHN JONES  
MARKETING DEPT  
10-123 1/2 MAIN ST NW  
MONTREAL QC H3Z 2Y7

13 mm

Bar Code Area

19 mm

Keep barcode area and at least  
13 mm to the left of the address clear

140 mm



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OTTAWA ON K2L 1B6

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Port payé

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MARKETING DEPT  
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B THOMPSON  
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OTTAWA ON K2L 1B6

Return  
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40 mm from top /  
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CANADA		POSTES
POST		CANADA
Postage paid		Port payé

Postage Zone

40 mm from top / 74 mm from right

Destination Address Zone

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MARKETING DEPT  
10-123 1/2 MAIN ST NW  
MONTREAL QC H3Z 2Y7

40 mm

6 mm

15 mm

19 mm

B. THOMPSON  
35 BRACO ST  
OTTAWA ON K2L 1B6

**Quiet  
Zone**

CANADA



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CANADA

Postage paid

Port payé

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6 mm

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Bar Code Area

19 mm

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wide to the left of the dividing line and bar code area

140 mm

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OTTAWA ON K2L 1B6

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CANADA

POSTES



POST

CANADA

Postage paid

Port payé

JOHN JONES  
MARKETING DEPT  
10-123 1/2 MAIN ST NW  
MONTREAL QC H3Z 2Y7

## Graphics Zone

Graphics or text can be placed anywhere outside the Quiet Zone

15 mm

Bar Code Area

Quiet Zone

140 mm

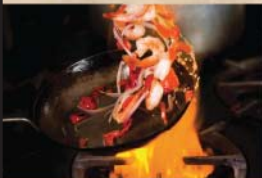
V A S T O



CAFE



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