STEPS FOR NAVIGATING TO FSA MAPS



1. LOG ON TO CANADA POST'S HOUSEHOLDER COUNT WEB-SITE:

- Sign on to the internet and go to Canada Post's Web-site address: www.canadapost.ca
- Select English or French
- Select For all your Business needs
- Follow steps in either <u>Method A</u> or <u>Method B</u> as detailed below:

Method A

- Click on the down-arrow in the "Shortcut to..." menu to access the drop-down menu.
- Select Householder Counts / FSA & LCW maps (from drop-down menu).



Method B (continue from For all your Business needs)

- Select Online tools (left-hand side of screen)
- Select Householder Counts (far right-hand side of screen)

2. ACCESS HOUSEHOLDER COUNT INTRO PAGE:

- Select Householder Counts and Maps (far right-hand side of screen)
- Select Consumer's Choice or Total Points of Call (from pop-up menu)

Householder Counts and Maps	<u>About Householder</u> Counts	Householder Counts and Maps Close Wi
What is it? Canada Post's Householder Counts can help by providing the geographic information that you need to target your audience when using Unaddressed Admail. Who is it for?	FAQ - Frequently Asked Questions Navigating Householder Counts How To Prepare Your Mailings Useful Contacts Householder Counts _ cod Maco	What Type of Householder Data? Consume's Choice Consume's Choice data reflect Canadian households wishing to receive unaddressed advertising material. Idal Points of Call Total Points of Call data reflect all Canadian households where Canada Po delivers mail, and are only applicable to certain types of mailings, House of Commons mailings, House of Commons mailings,
Businesses and organizations of all sizes can use this information to:	and maps	community newspapers, elections Canada and provincial chief electoral officers' mailings, and municipal electoral mailings.

3. SPECIFY PROVINCE OR TERRITORY REQUIRED:

Select **M** under the column heading **MAPS** to access FSA maps for the required province or territory.

Householder Counts and Maps Intro © INTRO INTRO Dig? Consumer's choice + provincial index				
PROVINCE/TERRITORY	URBAN COUNTS	RURAL COUNTS	MAPS	
CANADA	U	R	M	
NEWFOUNDLAND	0	R		
NOVA SCOTIA	U	R	M	

Example: Newfoundland To access FSA maps for the province of NEWFOUNDLAND, select **M** under the MAPS column heading (beside the province required).

4. ACCESS FSA MAP FOR SPECIFIC LOCATION OR MUNICIPALITY:

- Select **M** under the column heading **MAPS** to access FSA maps for a specific location.

LOCATION	MAPS
NEWFOUNDLAND	M
Grand Falls / Windsor	•
Manuels / Conception Bay	M
St. John's	● ●

Example: ST. JOHN'S

To access the FSA map for city of **St. John's**, select **M** under the **MAPS** column heading, (to the right of the location required).

- Note: Once the FSA map has opened in <u>Adobe Acrobat</u>, the icon (located in the main menu) can be used to zoom-in on the image.



5. ACCESSING HOUSEHOLDER / LCW INFORMATION FROM AN FSA MAP:

Links located inside an FSA map allow the user to navigate between Householder Counts and LCW maps. To navigate to Householder / LCW data from FSA map links, perform the following steps:

- Navigating from URBAN FSA Map:

Click on the 3-digit label within the FSA boundary to access the Householder Counts Maps pop-up window.



From the Householder Counts and Maps pop-up window, select one of the following:

- ?? **FSA MAP** to open the Provincial FSA Map for the selected area.
- ?? LCW MAP to open the Letter Carrier Walk map for the selected area.
- ?? HOUSEHOLDER COUNTS to access Householder Counts for the selected area.

- Navigating from PROVINCIAL FSA Map:

- A. Click on the 3-digit label within a Provincial Map inset or Urban FSA boundary to access the *Householder Counts and Maps* pop-up window.
- B. Click on a Municipality Name located in the Provincial Map index to open the Urban FSA map for that location.



Provincial FSA Map

A - Householder Counts and Maps

From the Householder Counts and Maps pop-up window, select one of the following:

- ?? FSA MAP to open the Provincial FSA Map for the selected area.
- ?? LCW MAP to open the Letter Carrier Walk map for the selected area.
- ?? HOUSEHOLDER COUNTS to access Householder Counts for the selected area.

** FSA Maps are also accessible from the Householder Count *and* LCW Map web pages. Please consult LCW MAP NAVIGATION (FAQ section) for instructions on how to access FSA maps from Householder Count and LCW Map web pages.

(refer to item [#]5 & [#]6 – " DISPLAY LCW or FSA MAP " and " NAVIGATING TO HOUSEHOLDER COUNTS AND FSA MAPS FROM LCW MAPS ")