

Publications Mail™ Glossary of Terms

The following terms refer specifically to Publications Mail.

address carrier (acceptable enclosure)

- separate *enclosure* (normally a single sheet or overcover used to provide the recipient's address for delivery purposes) which is either attached to the outside of the publication or enclosed as an *outsert* with the *host publication* in a *wrapper*
- may contain advertising or a promotional message and a response mechanism, such as a Business Reply Mail™ Item.

advertising brochure (acceptable enclosure)

- a thin collection of unbound or stapled or press-pasted printed pages displaying a sampling of products or services for sale, which may include prices and item numbers
- must not be perfect bound, contain an index or table of contents or the word "catalogue" or "catalog"
- see *catalogue*

advertorial (acceptable enclosure)

- an advertising piece that is formatted to look like a newsletter or other *host publication* in order to attract a reader's attention
- must be clearly identified as "advertising", "advertorial" or "promotional" (or similar wording) on the front page/cover, otherwise it may be treated as a *co-packaged* publication and priced accordingly

back issue (acceptable enclosure)

- previously published copy/issue of the *host publication*
- only one back issue is acceptable per *host publication*
- two or more back issues enclosed with the current issue of a *host publication* may be sent as *Bundles of Unaddressed Copies*

base price

- the price corresponding to the *base weight*

base weight

- the initial weight step for pricing purposes, i.e., up to 100 grams for Machineable and NDG and up to 200 grams for LCP

book (not an acceptable host publication or enclosure, but may be co-packaged)

- a collection of printed or manuscript pages sewn or glued together along one side and *bound* between rigid boards or flexible covers, which is published or intended for publication
- published books normally contain an International Standard Book Number (ISBN)

booklet (acceptable enclosure)

- a thin collection of unbound or *bound* printed pages between flexible covers whose content is related to the editorial content of the *host publication*
- booklets must not adversely affect the ease of handling of the *Item*

bound

- pages that are sewn, stapled or glued together

Bundle of Unaddressed Copies

- two or more copies of the same *host publication* (and any *enclosures*) wrapped or tied together in a bundle for delivery to a news dealer or other bulk receiver at a single address

buyer's guide (acceptable enclosure) – also referred to as **source guide** – see *source guide* and *directory*

by-law (not an acceptable host publication or enclosure, but may be co-packaged)

- a law enacted by a legislature or made by a local authority to regulate its own affairs

catalogue (not an acceptable host publication or enclosure, but may be co-packaged)

- *bound* printed matter containing a listing of items arranged in alphabetical or systematic order with details of products or services for sale and which may include prices and item numbers
- catalogues typically contain an index or table of contents and/or the word “catalogue” or “catalog”
- see also *advertising brochure*

clear-wrapped

- completely enclosed in a secure plastic *wrapper*, which is transparent or has a transparent window clearly displaying the required addressing and *identifying information*

co-mailing (not permitted)

- mailing two separate *host publications* in the same Item
- *ride-along publications* and *co-packaged publications* are permitted exceptions

co-packaging

- the inclusion of an Item of Addressed Admail or Lettermail within a Publications Mail Item, or
- two or more *host publications*, including all acceptable *enclosures*, being sent to the same recipient within a single Item

directory (not an acceptable host publication or enclosure, but may be co-packaged)

- printed matter of *bound* or spiral-bound pages comprised of an alphabetical or classified listing of names, addresses and/or other data, usually with an index and often with page tabs
- a *source guide* or *buyer's guide* is a type of directory that may qualify as an acceptable *enclosure* under specific conditions (see *source guide*)

double issue (acceptable enclosure or host publication)

- two issues of a *host publication bound* together as one volume

enclosure

- *inserted* or *outserted* editorial and/or advertising printed matter or promotional material, which is included with the *host publication*
- Customers often use enclosures for such purposes as to increase their subscriber base and to generate new leads and advertising revenue

extra edition/issue (acceptable enclosure or host publication)

- a separate issue of the *host publication* published outside the normal frequency of the *host publication*

handbook/manual (not an acceptable host publication or enclosure, but may be co-packaged)

- a book of reference or a guidebook that provides specific detailed information or instructions on a particular subject for use by a practitioner or operator

host publication

- a newspaper, magazine or newsletter that is mailed as the primary *Publications Mail Item* under a valid Agreement number

identifying information

- the descriptive basic or detailed information about the publication required for proof of payment and processing, including undeliverable *Publications Mail Items*

insert

- editorial and/or advertising printed matter or promotional material enclosed within, or attached to, the pages or covers of a *host publication*

Item (see *Publications Mail Item*)

manual (not an acceptable host publication or enclosure, but may be co-packaged) – see *handbook/manual*

masthead

- the part of the editorial space of a publication where staff members are identified as well as information, such as subscription rates, frequency and place of publication

multiple *Samples, Promotional and Novelty items* (acceptable enclosures, priced and weighed separately from the *host publication*)

- two or more *Samples* and/or *Promotional/Novelty items* for the same product line or brand name, mounted on the same backing or packaged together as a chargeable *enclosure*, which may be separated from the *host publication*

opaque-wrapped

- completely enclosed in a secure non-transparent envelope or plastic *wrapper*

outsert

- editorial and/or advertising printed matter or promotional material enclosed with, but not attached to, a *host publication* in a *wrapper* or envelope

page

- one side of a printed sheet or leaf

personalized

- containing the name of the addressee (person the Item is being sent to) plus one other piece of information relating to that individual
- types of personalization include: address, unique membership number, account balance, points record, financial information, purchase history
- except for *renewal notices*, personalized *enclosures* are not accepted in Publications Mail
- *address carriers* are not considered personalized *enclosures*

phantom price

- the *base price* for the service option that is applied to the difference between the actual volume and the minimum volume required in a mailing

Promotional and Novelty items (acceptable enclosures, priced and weighed separately from the host publication)

- non-*personalized* items used to promote a brand name, a product or service
- a Promotional and Novelty item may be an actual product provided that it is intended as a trial to be used, displayed or worn by the reader of the publication
- some examples of Promotional and Novelty items include: small articles of clothing, pens, trinkets, date booklets, souvenirs

proxy (not an acceptable host publication or enclosure, but may be co-packaged)

- an official document used to authorize one person to act for another
- a document providing authority/power to act for another specifically for voting purposes

Publications Mail Item

- the individually addressed mail piece under a valid Publications Mail Agreement, whether it is an unwrapped single copy, a wrapped *host publication with enclosures* or a *Bundle of Unaddressed Copies*

registration number

- the number assigned by the Department of Canadian Heritage (DCH) to indicate eligibility for the Publications Assistance Program (PAP)

renewal notice (acceptable enclosure)

- printed notification, which may be *personalized*, to a subscriber about the status of the subscription and options for renewal of the *host publication*
- renewal notices may also contain subscription offers for the *host* or other publications or may be for requalification of request subscriptions

report (acceptable *enclosure* only if it relates to the content of the *host publication*, otherwise it may be *co-packaged*)

- a printed document which describes the findings of some individual or group on a single subject

ride-along publication (acceptable *enclosure*)

- a complimentary, promotional copy of another title or the same title (a separate newspaper, magazine or newsletter which has not been requested) per mailing up to six times in a calendar year with the intention of building subscription levels of the ride-along title

Samples (acceptable *enclosures*, priced and weighed separately from the *host publication*)

- trial or trial-sized items or specimens intended to indicate the nature of the product
- may be an actual product provided that it is intended as a trial to be used, displayed or worn by the reader of the publication
- some examples of Samples include: food, personal care items and household products

source guide (also referred to as a *buyer's guide* – acceptable *enclosure* or *host publication*)

- a special annual edition/issue of the *host publication* provided as an editorial service to the specific market served by the *host publication* and included in its annual editorial schedule
- it is comprised of printed matter of *bound* pages whose format is similar to the *host publication*, including a cover that is prominently “branded” with the title logo of the *host publication* and the words “Source Guide” or “Buyer’s Guide”
- may contain an alphabetical or classified listing of names, addresses and/or other data, and must contain editorial and advertising relating to the *host publication*
- a source guide or *buyer's guide* may be enclosed with, or be a regular issue of, the *host publication*
- magazine and tabloid formats may be combined as long as the *host publication* and *enclosure* are of similar dimension to ensure ease of handling of the Item
- spiral binding may be accepted as long as it is overcovered (to appear perfect bound) to ensure ease of handling

special edition/issue (acceptable enclosure or host publication)

- a separate issue of the *host publication* published outside the regular frequency of the *host publication*

supplemental (supplementary) mailing

- an additional mailing of the current issue of a publication sent between regular issues for late renewals and new subscribers (see Section 3.1.1 on page 5-22)

survey (acceptable enclosure only if part of it relates to the editorial or advertising content of the host publication and is not personalized, otherwise it may be co-packaged)

- a questionnaire which seeks to gather information or opinions

transcript of proceedings (not an acceptable host publication or enclosure, but may be co-packaged)

- formal records of institutional meetings or formal proceedings

voting ballot (not an acceptable host publication or enclosure, but may be co-packaged)

- an official document used to cast or register a secret vote (blank generic nomination, registration, entry or similar type forms are not considered voting ballots and are acceptable enclosures)

wrapper

- plastic or paper covering (e.g., polybag or envelope) that allows secure enclosure of promotional and/or editorial materials along with the *host publication*