

>> Table of Contents

1. How to Register	2
2. BRM Artwork Online Technical Requirements	3
3. Accessing BRM Artwork Online via www.canadapost.ca	4
4. Screen Descriptions	5
4.1. Accessing Artwork by Customer Number: The <i>Choose Customer Number</i> screen	5
4.2. Accessing Artwork by BRM Address: The <i>Address List</i> screen	6
4.3. Reviewing the List of Artwork Created for a Specific BRM Address: The <i>Artwork List</i> screen	7
4.4. The <i>Artwork Details</i> screen	10
4.4.1 Viewing Artwork Details: The <i>Artwork Details</i> screen — <i>View</i> mode	10
4.4.2 Creating, Copying or Editing Your Artwork: The <i>Artwork Details</i> screen — <i>Create/Copy/Edit</i> modes	11
4.5. Previewing Your Artwork in PDF Format: The <i>Display Artwork</i> screen	14
4.6. Forwarding Your Artwork to Others: The <i>Send Artwork</i> screen	15



1. How to Register

This guide provides step-by-step instructions to assist you in using Business Reply Mail (BRM) Artwork Online.

To create artwork for a Business Reply Mail card or envelope you need to have a BRM Agreement in place and require an Online Business Centre User ID and password. Please note: each return address requires a separate BRM Agreement.

- To establish a BRM Agreement with Canada Post call 1-800-267-7678.
- To register for an Online Business Centre ID and password call 1-866-511-0546.



2. BRM Artwork Online Technical Requirements

Requirements To Use the Tool

- Windows 95 or greater/MAC OS 8 or greater
- Display adapter and monitor 800 x 600 compatible
- Laser printer with postscript enabled for labels and documents
- Recommended high speed Internet connection (also dial-up supported)
- Recommended browser Microsoft Internet Explorer version 5.0 or greater
- Netscape Navigator version 4.7 or greater
- (128 bit encryption enabled)
- Adobe Acrobat version 4.0 or greater

Requirements To Use the Artwork

- please refer to the Printing Instructions



3. Accessing BRM Artwork Online

Step 1: Go to the Canada Post website: www.canadapost.ca

Step 2: Select GO TO BUSINESS

Step 3: Select ONLINE BUSINESS CENTRE from the left navigation bar

Step 4: Select LOGIN

Step 5: Enter your USER ID and PASSWORD

Step 6: Select MY ON-LINE TOOLS from the four-quadrant box

Step 7: Select BRM ARTWORK ONLINE tool

»» 4. Screen Descriptions

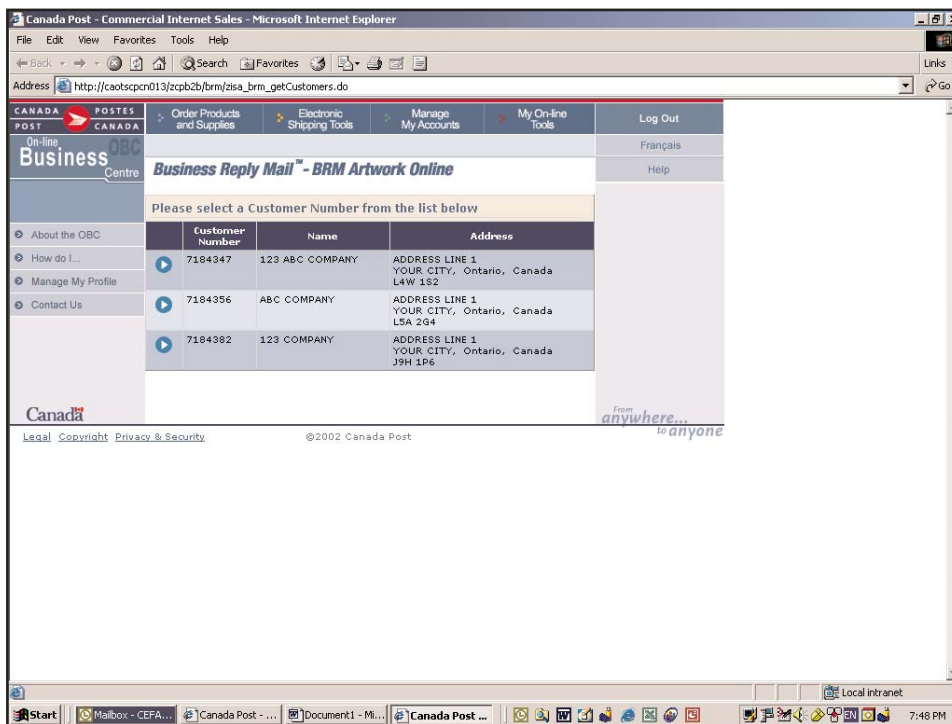
The following section provides an overview of each of the screens encountered when using the Business Reply Mail Artwork Online tool. Easy to follow step-by-step instructions and field descriptions relating to each screen are also included.

4.1 Accessing Artwork by Customer Number: The *Choose Customer Number* screen

The Choose Customer screen is only displayed if you have multiple Customer Numbers with Canada Post. If you have only one Customer Number this screen is bypassed.

Step 1: Click on an arrow beside the CUSTOMER NUMBER you wish to access. If your list is longer than the screen, scrolling down lets you view your entire list at your own pace.

Step 2: You will be presented with the ADDRESS LIST screen.



CHOOSE CUSTOMER—FIELD DESCRIPTIONS

Arrow image: Clicking the arrow image allows you to select the Customer Number you wish to access.

Customer Number: This column lists the 7-DIGIT CUSTOMER NUMBER provided by Canada Post. Your Customer Number associates an account with the company name and address identified in your Agreement with Canada Post.

Name: This column lists the official company name (legal entity) identified in your BRM Agreement with Canada Post.

Address: This column shows the primary physical address identified in your BRM Agreement with Canada Post.

4.2 Accessing Artwork by BRM Address: The Address List screen

If you have access to only one Customer Number with Canada Post, the BRM Address List is the first screen you will be presented with in the BRM Artwork Online tool. If your list of BRM Numbers is longer than the screen, scroll down to view the rest of your list.

The Address List screen displays:

- a list of your BRM Numbers
- associated delivery addresses
- BRM artwork addresses, and
- the type of service (Domestic or International) related to each.

Step 1: To access a list of artwork created for a specific address click on the arrow beside the BRM NUMBER you wish to review.

Step 2: You will be presented with the ARTWORK LIST screen.

BRM Address List - Microsoft Internet Explorer

Address: http://caotspcn013/zcpb2b/brm/zisa_brm_addresslist.do?select=1

Canada Post Online Business Centre Business Reply Mail™ - BRM Artwork Online

BRM Address List

Customer: ABC COMPANY - 7184356

Please select an Address from the list below.

BRM Number	Delivery Address	BRM Address	Service
▶ 1000062583	ABC COMPANY ADDRESS LINE 1 ADDRESS LINE 2 YOUR CITY ON K1A 0B1	ABC COMPANY ADDRESS LINE 1 ADDRESS LINE 2 YOUR CITY ON K1A 9Z9	Domestic
▶ 1000062585	ABC COMPANY ADDRESS LINE 1 ADDRESS LINE 2 YOUR CITY ON L5A 2G4	ABC COMPANY ADDRESS LINE 1 ADDRESS LINE 2 YOUR CITY ON L5A 9Z9	Domestic

Canada Post
Canada
From anywhere... to anyone

Legal Copyright Privacy & Security ©2002 Canada Post

ADDRESS LIST—FIELD DESCRIPTIONS

Arrow image: Clicking the arrow image beside a specific BRM Number/address allows you to access artwork available for that specific address.

BRM Number: This 10-DIGIT BRM AGREEMENT NUMBER, identified in your BRM Agreement with Canada Post, is embedded in the barcode and the human-readable line appearing on your artwork to facilitate processing.

Delivery Address: The Delivery Address is the mailing address identified in your BRM Agreement as the location where returned BRM items are to be delivered.

BRM Address: This column identifies the mailing address that appears as the return address on your card or envelope. You will notice that the BRM address and postal code may differ from your delivery address. The special postal code is part of an internal Canada Post process to make sure your Business Reply Mail gets to the right place in the mail stream. Please note: any altering of this postal code will result in mishandling of the mail and higher prices being charged.

Service: This column identifies whether your BRM artwork is intended for Domestic or International use.

Adobe Acrobat Reader™ Web site: By clicking on this link you will open a new browser window where free Adobe Acrobat Reader software can be downloaded to your computer.

4.3 Reviewing the List of Artwork Created for a Specific BRM Address: The *Artwork List* screen

The Artwork List screen displays all stored artwork. From here you can:

- Select a campaign or template and VIEW its details in read-only mode
- CREATE artwork
- Select a campaign or template and COPY its details as new artwork
- EDIT artwork in "Draft" or "Template" status
- DELETE artwork in "Draft" or "Template" status
- SEND artwork in "Draft" and/or "Template" status
- DISPLAY ARTWORK in PDF format.

The Artwork List screen includes:

- Campaign names
- Campaign identification numbers
- Titles of each campaign
- The format used for each campaign
- The date artwork was last modified, and
- The status of the artwork.

NOTE: If you were a BRM Customer prior to June 28, 2004, you will find an envelope and card template in this list. If you become a BRM Customer after June 28, 2004 Canada Post will create your first artwork for you. Over time, as your online artwork file develops this status column will include "Draft" and "Final" items.

TO VIEW ARTWORK IN READ-ONLY MODE

Step 1: Click on the RADIO BUTTON beside a specific campaign name (or template option).

Step 2: Click the VIEW button.

Step 3: You will be presented with an ARTWORK DETAILS screen IN READ-ONLY MODE.

TO CREATE NEW ARTWORK

Step 1: Click on the RADIO BUTTON beside a template in the format of your choice (envelope or card) or directly click the CREATE BUTTON and start creating.

Step 2: Click the CREATE button.

Step 3: You will be presented with an ARTWORK DETAILS screen ready for data input. The Physical Characteristics section will default to a #10 envelope or 'custom' card depending on the format you selected.

TO COPY EXISTING ARTWORK

Step 1: Click on the RADIO BUTTON beside a specific campaign name or template in the format of your choice (envelope or card).

Step 2: Click the COPY button.

Step 3: You will be presented with an ARTWORK DETAILS screen populated with data for the campaign or template selected—ready for data input, editing or sending.

TO EDIT EXISTING ARTWORK

Step 1: Click on the RADIO BUTTON beside a specific campaign name in "Draft" status (or template option). "Final" artwork must be copied before it can be edited.

Step 2: Click the EDIT button.

Step 3: You will be presented with an ARTWORK DETAILS screen populated with data for the campaign or template selected—ready for editing.

TO DELETE EXISTING ARTWORK

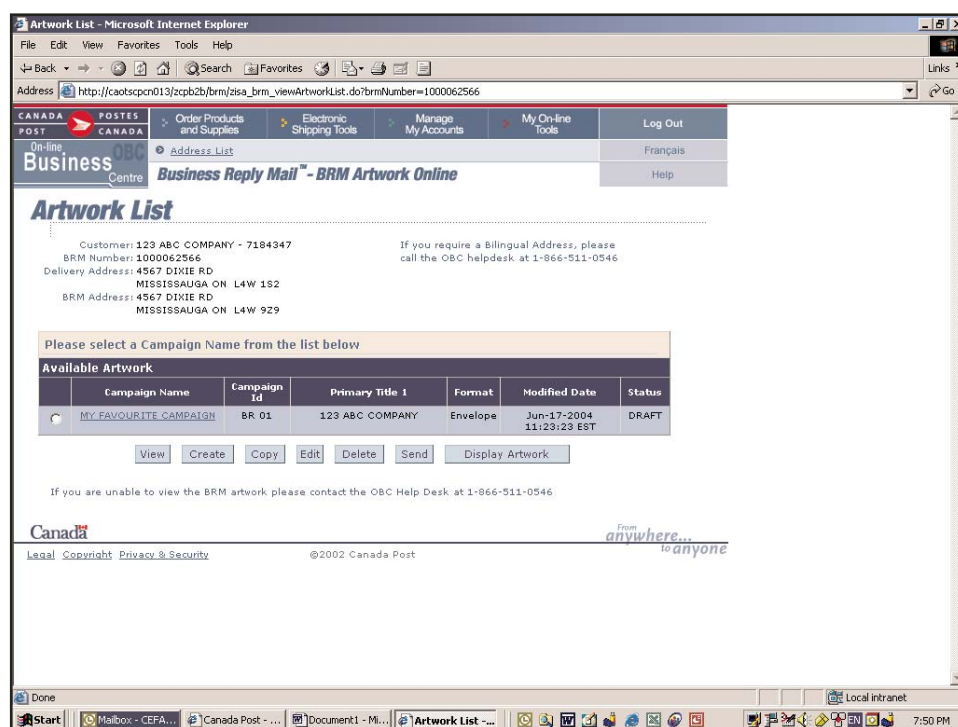
Step 1: Click on the RADIO BUTTON beside a specific campaign name in "Draft" status. "Final" status artwork cannot be removed.

Step 2: Click the DELETE button.

TO SEND ARTWORK

Step 1: Click on the RADIO BUTTON beside the specific artwork you wish to send.

Step 2: You will be presented with a SEND ARTWORK screen.



ARTWORK LIST—FIELD DESCRIPTIONS

Select Artwork: Clicking on the radio button beside a specific campaign name selects and opens that specific campaign.

Campaign Name: This column lists campaign names you have created for each artwork for easy identification within your own organization. By clicking on a name, you will be linked to artwork details in read-only mode.

Campaign ID: This column identifies 4-digit ID numbers assigned to each of your campaigns.

Primary Title 1: The Primary Title 1 is the first line of the address that appears on your BRM artwork. This section is free form data that you enter.

Format: This column identifies the type of artwork created—envelope or card.

Modified Date: This date signifies the last date the BRM artwork was modified.

Status: The current status of each BRM artwork file is shown as "Draft" or "Final." Draft becomes "Final" upon sending the artwork via PosteCS™. Please note: if you were a BRM Customer prior to June 28, 2004, you will find an envelope and card template in this list. Over time, as your BRM Artwork Online file develops, this status column will include "Draft" and "Final" items.

View: Clicking this button allows you to view specified BRM artwork details in read-only mode.

Create: Clicking this button allows you to create new BRM artwork for a specified BRM address. Please note: by selecting the "Create" option, the Physical Characteristic fields on the Artwork Details screen will default to a #10 envelope or 'custom' card depending on the format you selected.

Edit: Clicking this button allows you to edit a specified BRM artwork. The artwork must be in "Draft" status. If you wish to reuse artwork with "Final" status – it must be copied first.

Copy: Clicking this button allows you to select a campaign or template and copy its details as new artwork. If the status is "Final," click "Copy" button. This allows you to recreate previous artwork.

Delete: Clicking this button allows you to remove (delete) a specified BRM artwork. The artwork must be in "Draft" status. "Final" artwork cannot be removed.

Send: Clicking this button redirects you to the Send Artwork screen. From this screen you can send print-ready artwork in Encapsulated PostScript (EPS) format and/or draft artwork in Portable Document Format (PDF) to e-mail destinations of your choice via PosteCS. Note: Once EPS format artwork is sent, the status of your campaign will change from "Draft" to "Final" within the Artwork List screen.

Display Artwork: Clicking this button allows you to preview a specified artwork in Portable Document Format (PDF). Note: To save your artwork as a PDF image (draft format only), click the save icon "diskette" in the top left corner of the Adobe Acrobat Reader™ page.

4.4. The Artwork Details screen

The Artwork Details screen is your BRM Artwork Online creation screen. This is where you can display, edit or create new artwork information to appear on a BRM envelope or card.

4.4.1 VIEWING ARTWORK DETAILS: THE ARTWORK DETAILS SCREEN—VIEW MODE

If you choose to VIEW a campaign's artwork details, your options in the Artwork Details screen in "view-mode" are to:

- Return BACK to the Artwork List screen.
- EDIT current BRM artwork details in "Draft" status.
- SEND final artwork in EPS format and/or draft artwork in PDF format to your printer, yourself or any other e-mail destination.
- DISPLAY ARTWORK in PDF format.

The screenshot shows a web browser window titled "Artwork Details - Microsoft Internet Explorer". The address bar shows a URL from caots.cpcn013.zcpb2b/brm/zisa_brm_viewArtwork.do?tradingId=1000001152. The page header includes the Canada Post logo and navigation links: "Order Products and Supplies", "Electronic Shipping Tools", "Manage My Accounts", "My On-line Tools", and "Log Out". There are also language options for "Français" and "Help".

The main content area is titled "Artwork Details" and displays the following information:

- Customer: 123 ABC COMPANY - 7184347
- BRM Number: 1000062566
- Delivery Address: 4567 DIXIE RD, MISSISSAUGA ON L4W 1S2
- BRM Address: 4567 DIXIE RD, MISSISSAUGA ON L4W 9Z9

A note states: "If you require a Bilingual Address, please call the OBC helpdesk at 1-866-511-0546".

The "Artwork Details - View Mode" section contains a table with the following data:

Service	International	Status	DRAFT
Campaign Name	MY FAVOURITE CAMPAIGN	Modified Date	Jun-17-2004 11:23:23 EST
Campaign Id	BR 01		

Below the table is the "BRM Address" section with radio buttons for "Unilingual English", "Unilingual French", "Bilingual English", and "Bilingual French".

The "Free Form Area" contains two rows of text input fields:

English Title 1	123 ABC COMPANY	French Title 1	
English Title 2	BRM CO-ORDINATOR	French Title 2	

The "Physical Characteristics" section includes:

- Format: Envelope (selected)
- Sizes are Canadian standards
- Standard (selected) / Custom
- Size #: 8
- Height: 92 mm
- Width: 165 mm
- Print Font: COURIER NEW
- Font Size: 12

At the bottom of the form are buttons for "Back", "Edit", "Send", and "Display Artwork". There are also two links: "To View BRM Rates Click Here" and "To View BRM Specs Click Here".

A footer note reads: "If you are unable to view the BRM artwork, please contact the OBC Help Desk at 1-866-511-0546".

The page footer includes the Canada Post logo, "Legal Copyright Privacy & Security", "©2002 Canada Post", and the slogan "from anywhere... to anyone".

The Windows taskbar at the bottom shows the Start button, several open applications (Mailbox - CEFA..., Canada Post - ..., Document1 - M..., Artwork Deta...), and the system tray with the time 7:51 PM.

**4.4.2 CREATING, COPYING OR EDITING YOUR ARTWORK:
THE ARTWORK DETAILS SCREEN—CREATE/COPY/EDIT MODES**

In the Artwork Details—Create, Copy or Edit screens you can:

- Assign or edit a campaign name and four-digit campaign ID for your own reference.
- Select the language to appear on the artwork.
- Enter the first and second lines of text in the address block to appear on your envelope or card.
- Choose the format (envelope or card).
- Determine whether your artwork is to be produced using standard or custom specifications. Please note: "Standard" sizes are based on Canadian standard sized envelopes. If you are using U.S. standard sized envelopes use the Custom option.
 - If you choose Standard: the dropdown menu will offer standard sizes from which you may choose and the height and width fields are automatically populated.
 - If you choose Custom: the dropdown menu will default to "CU" for customer sizes. Enter the height and width as per BRM specifications.
- Select the preferred font and type size.

While working in the Artwork Details screen you may choose to:

- SAVE the artwork in its present "Draft" status and return it to the Artwork List.
- CANCEL entries made to the current BRM Artwork Details screen and return to the Artwork List screen.
- DISPLAY ARTWORK in PDF format.

ARTWORK DETAILS—FIELD DESCRIPTIONS

Service: This column identifies whether your BRM artwork is intended for Domestic or International use. This cannot be edited. If you wish to have additional Domestic or International BRM services, please contact your Canada Post Representative.

Campaign Name: In "Create," "Copy" or "Edit" mode you can assign or edit a campaign name for your BRM artwork. This is mandatory data that can only be seen on these screens and will not appear on your artwork. It is for your own internal administrative purposes.

Status: Identifies the current status of your artwork – "Draft" or "Final."

Draft: When the status is "Draft" you can "Edit" or "Send" artwork

Final: When the status is "Final" it has been saved or sent. You cannot "Edit" artwork in "Final" status.

Campaign ID: In addition to a campaign name, you can assign a 4-digit identification number to each of your campaigns. The first two alpha digits (BR for English – or CR for French) cannot be changed, however, the last two numerical digits can be edited or changed for your own administrative purposes. The campaign ID will appear on your BRM card or envelope.

Modified Date: This date signifies the last date the BRM artwork was modified.

BRM Address: This section allows you to select the address language to appear on your artwork. You can choose Unilingual-English, Unilingual-French, Bilingual-English-First, or Bilingual-French-First. Please note: if you did not make arrangements for a bilingual address when you set up your BRM Agreement and would like these address options for your artwork contact Canada Post at the number that appears on the top right hand corner of the screen (1-866-511-0546).

English Title 1: Allows you to enter the English text that will appear on line one of the address on your artwork. The information you enter will display as the "Primary Title" on the Artwork List screen.

English Title 2: Allows you to enter the English text that will appear on line two of the address on your artwork. English Title 2 may not be available on international BRM artwork.

French Title 1: Allows you to enter the French text that will appear on line one of the address in your artwork. The information you enter will display as the "Primary Title" on the Artwork List screen.

French Title 2: Allows you to enter the French text that will appear on the second line of the address in your artwork. French Title 2 may not be available on international BRM artwork.

Physical Characteristics: Allows you to determine whether your artwork is to be produced using standard or custom specifications. Please note: if you select the "Create" option, this section will default to a #10 envelope or 'custom' card depending on the format selected.

Format: This dropdown list allows you to select the type of artwork you intend to create— envelope, card. Envelope and card sizes are in Canadian printing industry standards.

Standard and Custom radio buttons: Select whether your artwork is being produced using standard or custom specifications. Please note: custom artwork has additional costs.

Size: If your artwork is being produced using 'standard' specifications, a dropdown menu will offer you a choice of standard sizes. If your artwork is being produced using 'custom' specifications this field will default to "CU" for custom sizes – which you must enter. Please note: "Standard" sizes are based on Canadian standard sized envelopes. If you are using U.S. standard sized envelopes use the Custom option.

Height/Width: Based on your previous choice, if you select a 'standard' size from the dropdown menu, the height and width fields are automatically populated. If you select a 'custom' size, enter the custom height and width for your artwork based on BRM specifications. Quick reference links to BRM rates and sizes are included on this screen.

Print Font: This dropdown list allows you to select the font style to appear on your BRM artwork.

Font Size: This dropdown list allows you to select the font size to appear on your BRM artwork.

Back (View mode only): Clicking this button allows you to return to the Artwork List screen.

Edit: Clicking this button allows you to edit current artwork details (providing the artwork is in "Draft" status). If you wish to reuse artwork with "Final" status – it must be copied first.

Send (View mode): Clicking this button redirects you to the Send Artwork screen. From this screen you can send print-ready artwork in Encapsulated PostScript (EPS) format and/or draft artwork in Portable Document Format (PDF) to e-mail destinations of your choice via PosteCS. Note: Once EPS format artwork is sent, the status of your campaign will change from "Draft" to "Final" within the Artwork List screen.

Display Artwork (View and Create/Copy/Edit modes): Clicking this button allows you to preview your artwork in PDF format.

Save (Create/Copy/Edit modes only): Clicking this button allows you to save entries made to BRM artwork and return it in "Draft" status to the Artwork List screen.

Cancel (Create/Copy/Edit modes only): Clicking this image allows you to view standard and custom BRM rates as a PDF file.

To view BRM Prices Click Here: Clicking this image allows you to view standard and custom BRM rates as a PDF file.

To view BRM Standard Specifications Click Here: Clicking this image allows you to view BRM standard height and width specifications as a PDF file.

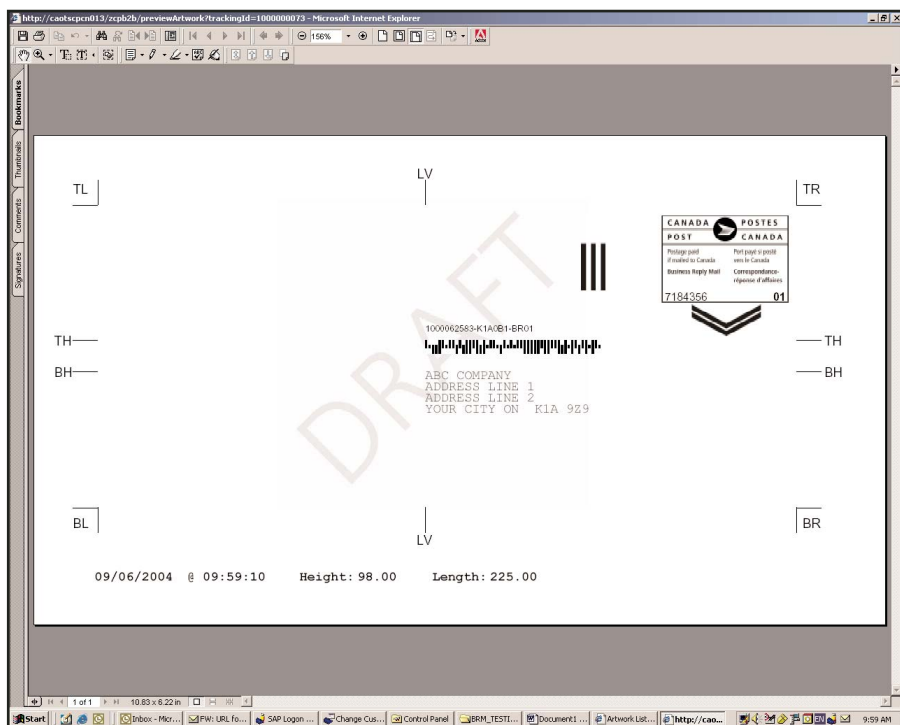
4.5. Previewing Your Artwork in PDF Format: The *Display Artwork* screen

The Display Artwork screen allows you to preview artwork in Portable Data File (PDF) format. A “Draft” watermark features prominently and permanently.

Step 1: To preview your online artwork, click the DISPLAY ARTWORK button at the bottom of the ARTWORK LIST or ARTWORK DETAILS screen.

Step 2: You will be presented with a PDF image in a new browser window. To save your artwork as a PDF image (draft format only), click the save icon “diskette” in the top left corner of the Adobe Acrobat Reader page.

Step 3: When you close the window you will return to the previous screen in which you were working.



4.6. Forwarding Your Artwork to Others: The *Send Artwork* screen

The Send Artwork screen allows you to forward print-ready artwork in Encapsulated PostScript (EPS) format and/or draft artwork in Portable Document Format (PDF) to e-mail destinations of your choice via PosteCS.

Step 1: When your artwork is complete and ready for forwarding, click on the SEND button at the bottom of the Artwork List screen.

Step 2: You will be presented with a SEND ARTWORK screen.

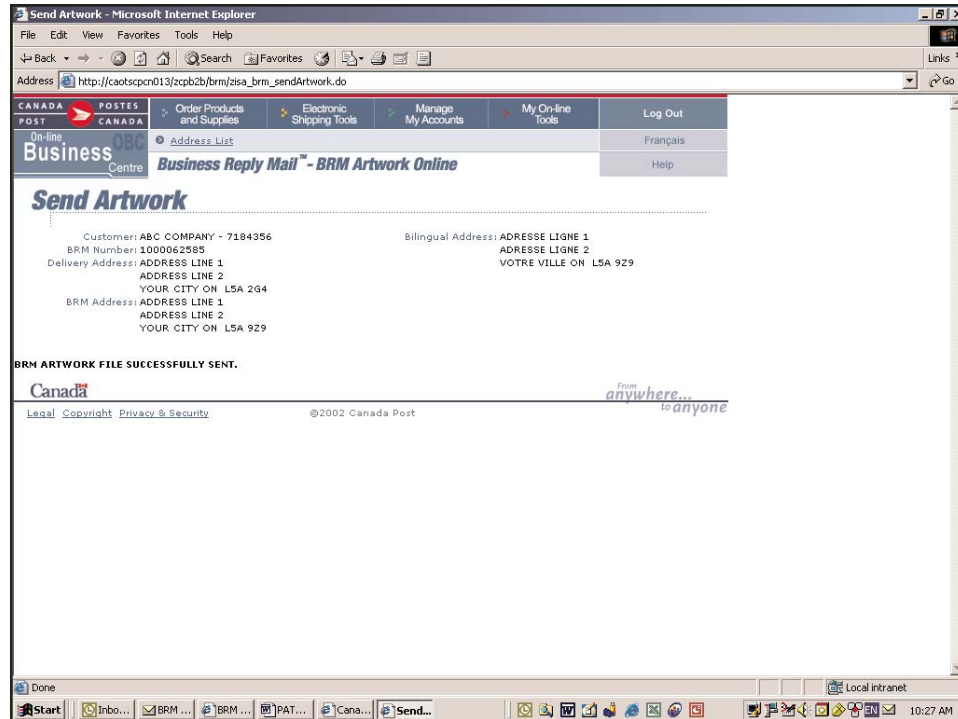
Step 3: Key in the e-address(es) of the recipient(s), include yourself as a cc and complete the other fields as you would a standard e-mail.

Step 4: Select the artwork format(s) you wish to send via PosteCS: EPS and PDF, EPS only, or PDF only.

Step 5: Click SEND. The confirmation message "BRM Artwork File Successfully Sent" will be displayed.

Note: The recipient of this PosteCS message will receive the EPS artwork file, the BRM Printer Guide and printing instructions and if selected, the PDF draft artwork file. Once EPS format artwork is sent, the status of your campaign will change from "Draft" to "Final" within the Artwork List screen.

SEND ARTWORK—FIELD DESCRIPTIONS



PosteCS image: Clicking on the PosteCS logo will open a new web page providing information about PosteCS.

To: This field allows you to enter recipient e-mail addresses. Multiple e-mail addresses may be entered.

Cc: This field allows you to enter additional e-mail addresses. For example, you may wish to carbon copy your own e-mail address.

Subject: This field allows you to enter a topic for your e-mail (i.e. campaign name).

Message: This field allows you to add any comments or directions.

Artwork Format: Select the artwork format(s) you wish to send via PosteCS: EPS and PDF, only EPS, or only PDF.

Send: Clicking this button sends your BRM artwork to the specified e-mail addresses via PosteCS. Once EPS format artwork is sent, the status of your campaign will change from "Draft" to "Final" within the Artwork List screen.

Cancel: Clicking this button cancels the e-mail message. Once clicked, you are returned to the previous screen in which you were working.