

# Designing



# Neighbourhood Mail™

## IMPORTANT UPDATES

DESCRIPTION OF CHANGE		LOCATION
<b>Amendment v1.0</b>	<b>Posted on November 18, 2016</b>	<b>Effective on January 16, 2017</b>
Added that the item must bear the customer's name (which may be an authorized user).		<a href="#">Section 1.1.1 "Customer identification"</a>
Clarified the definition of Co-op Mailings.		<a href="#">Section 1.2 "Co-op mailings"</a>

Please note that when there is an amendment or a revision to the document, the version number will be modified as follows:

- an amendment increases the first digit in the version (e.g., version, 3.0)
- a revision increases the second digit in the version (e.g., version 1.1, 1.2)
- the version number restarts at 1.0 every January of a given year.

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# DESIGNING

The “Designing” module provides all the detailed information needed when designing and creating your mail item.

Items submitted as Neighbourhood Mail that do not meet the content, format and physical characteristics specified for Neighbourhood Mail and other requirements outlined in this Agreement, may be subject to price adjustments and/or surcharges or may not qualify for Neighbourhood Mail service and prices.

## 1 MEASUREMENTS - SIZE AND WEIGHT

Items delivered by Canada Post Letter Carriers have different size and weight specifications than those delivered on Non-Letter Carrier delivery routes.

Each Neighbourhood Mail item must meet the applicable size and weight requirements as outlined below.

**NOTE 1:** The metric unit is the official measure. Imperial equivalents are provided for reference and convenience only.

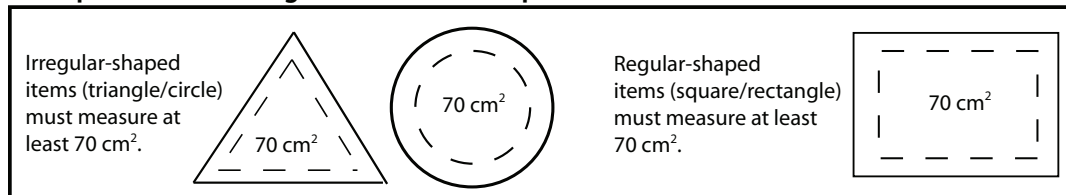
**2:** Measurements include all inserts and enclosures.

ITEMS DELIVERED ON LETTER CARRIER ROUTES*					
CATEGORY SIZE / ITEM		LENGTH	WIDTH	THICKNESS	WEIGHT
<b>Minimum size</b>		70 cm <sup>2</sup> area (10.9 in. <sup>2</sup> )		0.18 mm (0.007 in.)	N/A
<b>Standard</b>	max.	30.50 cm (12 in.)	15.24 cm (6 in.)	1.91 cm ** (0.75 in.)	230 g (8.1 oz.)
<b>Oversize</b>	max.	30.50 cm (12 in.)	22.85 cm (9 in.)	1.91 cm ** (0.75 in.)	230 g (8.1 oz.)

\* The delivery mode that falls under the specifications of Letter Carrier Routes is simply “LC” (for Letter Carrier).

\*\* The thickness of a Neighbourhood Mail item must be measured at the thickest area of the item.

### Examples of measuring minimum size requirements



ITEMS DELIVERED ON NON-LETTER CARRIER ROUTES*					
CATEGORY SIZE / ITEM		LENGTH	WIDTH	THICKNESS	WEIGHT
<b>Standard</b>	max.	30.50 cm (12 in.)	15.24 cm (6 in.)	3.81 cm (1.5 in.)	1,000 g (35.3 oz.)
<b>Oversize</b>	max.	35.56 cm (14 in.)	28 cm (11 in.)	3.81 cm (1.5 in.)	1,000 g (35.3 oz.)

\* All other delivery modes, which include RR (rural routes), SS (suburban services), GD (general delivery), LB (lock boxes), CF (call for), MR (motorized routes) and DIR (directs) fall under the specifications for “Non-Letter Carrier Routes”.

**NOTE:** For mailings destined to Non-Letter Carrier Routes containing items weighing over 500 g and up to 1,000 g, the customer must schedule the mailing by contacting a Canada Post representative or calling the Commercial Service Network at 1-866-757-5480.

### 1.1 Format

To be eligible as Neighbourhood Mail, the items mailed must meet the criteria specified for the Neighbourhood Mail service and must be prepared for mailing in such a manner as to prevent loss or damage to any item and permit easy verification of each item.

**NOTE:** It is acceptable for items to contain an address (e.g. business location) on the back or front of the item, however, it cannot be designed in a way where it can be confused as a destination address. Options include removing the province and/or Postal Code or placing the address elements on the same line. For Business Reply Mail™ items, the specific Business Reply Mail address may be visible.

## 1.1.1 CUSTOMER IDENTIFICATION

Each Neighbourhood Mail item must bear the customer's name (which may be an authorized user).

In the case of co-op mailings and/or mailings completed on behalf of a group, the name of the customer (i.e., the owner of the agreement, an authorized user, or of the mailing completed *on behalf of the group*) must be clearly identified on the item, for example: Mailed by "NAME OF CUSTOMER (SENDER)" in order to inform the recipient of who the sender is.

## 1.1.2 NO DESTINATION ADDRESS

Items must be unaddressed but may bear wording, such as "HOUSEHOLDER", "OCCUPANT", "RESIDENT", "BUSINESS OWNER", "MARKETING MANAGER", "PURCHASING MANAGER" or "BOXHOLDER" without a destination address.

## 1.1.3 MARKINGS

Customers may use the "Delivered by" logo on items delivered by Canada Post with the prior written consent of the Director, Marketing and Brand or her/his designate. They can be contacted at [info.brand@canadapost.ca](mailto:info.brand@canadapost.ca). Visit [canadapost.ca/logo](http://canadapost.ca/logo) for available artwork.

Any unauthorized use is an offence under the *Canada Post Corporation Act and Regulations* as well as being an infringement of Canada Post's trade-marks and official marks.

Note that an item will be considered non-mailable matter if, on the outside, it is marked or labelled with any of the following that were not provided or authorized by Canada Post:

- any design likely to be mistaken for a postage stamp, meter impression, service label or any other mark suggesting that postage has been paid
- any label or endorsement implying that it will be given special handling, delivered faster or be provided with any service that has not been purchased by the customer. However, customers may include labels on items that are directed to the addressee as an instruction that is clearly related only to the enclosure and would not otherwise result in the item being non-mailable matter. (Examples of acceptable wording include "URGENT", "RUSH" and "IMPORTANT COMMUNICATION ENCLOSED"), and
- any facsimile of any label, endorsement or marking used by Canada Post that might cause confusion so as to affect its handling, e.g., confusion as to the service the customer has paid for.

It is the customer's obligation to obtain approval for any proposed endorsement or other markings from Canada Post prior to printing.

### 1.1.3.1 No postal indicia

There are no postal indicia for the Neighbourhood Mail service. Postal indicia markings are not acceptable on Neighbourhood Mail items with the **exception of the Business Reply Mail indicia and/or the "Basic Identifying Information" for Publications Mail items** mailed as Neighbourhood Mail items.

Visit [canadapost.ca/indicia](http://canadapost.ca/indicia) for more information regarding postal indicia.

## 1.2 Co-op mailings

Co-op mailings are items that feature promotional content from two or more organizations. Co-op items are typically printed as booklets or enclosed in an envelope. Directories, newsletters, calendars and community newspapers are not considered co-op mailings.

### Minimum advertising space requirement

- When participating in a co-op mailing, Canada Post requires the co-op owner, which can include the owner of the agreement, an authorized user, or the mail on behalf of to advertise on a minimum of 10% of the space visible on the outside of the item. Other participants are not subject to minimum space requirements.

### How advertising space will be calculated

- When items are enclosed in an opaque wrapper (opaque bag or envelope), the minimum advertising space of 10% applies to the wrapper itself.
- When items are enclosed in a clear wrapper (such as a poly wrapper), the minimum advertising space of 10% applies to the items visible from the outside of the wrapper, unless otherwise printed on the wrapper itself.

### Criteria to qualify as an advertiser

- To be an advertiser, customers must make a descriptive representation for the purpose of directly promoting the sale of a product or service to the recipient. Offers include, but are not limited to, discount coupon or special offer on a product or service. Customers cannot simply print their name at the bottom of a single sheet or card and be considered an advertiser.

Canada Post reserves the right to refuse, at its sole discretion, any Co-op mailing that does not meet its criteria, including, without limitation, a mailing by a customer that is primarily engaged in the reselling of the Co-op Mailing Service rather than promoting its own products or services.

## 1.3 Enclosures and attachments

ENCLOSURE AND ATTACHMENT	
<b>Samples</b>	<p>A sample consists of non-printed matter, or a trial size portion of an actual product. It may be distributed on its own, attached, or enclosed in an envelope with or without printed matter. A sealed envelope may contain a single sample or multiple samples. The customer will be charged based on the overall weight of the item, including the sample(s). Some restrictions apply. For instance, CDs and DVDs are not acceptable in hard jewel cases, however, they can be mailed using soft plastic cases such as DVD movie cases.</p> <p>Ensure each item, including any sample(s), is mailable and consider the following:</p> <ol style="list-style-type: none"> <li>1. If it contains a scented item, it is to be sealed in such a manner that prevents the scent from escaping. Similarly, liquids and powders must be appropriately packaged. However, if it contains a scented item produced using micro-encapsulated scent infused ink/lacquers, it does not need to be sealed provided the scented patch is covered or contained within the mailed item.</li> <li>2. If it contains a common allergen item such as peanuts, sesame seeds, tree nuts (e.g. almonds, walnuts) or eggs, it is to be packaged properly and labelled to minimize the potential for allergic reactions.</li> </ol>
<b>Inserts</b>	<p>Inserts can be placed in a newspaper, magazine, catalogue, envelope or self-mailer. To be acceptable the Inserts must be attached, enclosed or folded into the Neighbourhood Mail item in order to become an integral part of the item and not become separated during normal handling of the mail.</p> <p><b>NOTE:</b> In order to confirm that an insert is an integral part of an item, a “pinch test” must be performed.</p> <p><b>How to perform the “pinch test”:</b> Place the middle of the item’s fold (or spine) in the palm of your hand, between your thumb and fingers. Grasp the item tightly, and shake it back and forth (horizontally) with its open end facing downward. If the inserts become separate during this test the item is not acceptable and must be reworked by the customer by doing one of the following:</p> <ul style="list-style-type: none"> <li>• enclose the item, including inserts, within a “plastic” wrapper or envelope (also referred to as a polybag)</li> <li>• affix stickers, tape or tabs to the top and bottom open edges of a folded item, or on the open edge opposite the fold, or on all the open edges</li> <li>• enclose the inserts into a newspaper by enclosing all inserts within one insert or wrapper to create one spine and then placing the insert package within one quadrant of the newspaper, ensuring the spine of the insert is facing the outside edge of the newspaper</li> <li>• place the inserts within the pages of the item and then fold the item to form a common fold</li> <li>• if there are two sections to the item, place the insert between the two sections and then fold the item to form a common fold</li> <li>• staple the inserts, provided that the staples are enclosed or covered in a manner that prevents exposure during normal handling</li> <li>• glue the inserts, provided that both the glue and the paper are strong enough to retain the insert within the item.</li> </ul>
<b>Magnets</b>	<p>Magnets cannot be mailed as a Neighbourhood Mail item; however, they are acceptable when enclosed (e.g. in envelopes, self-mailers or folded wrappers, etc.) or attached (e.g. to a backer card, printed matter or other non-printed matter, etc.) if the magnetized portion of the item is covered. The item, including the magnet, should be reviewed for approval by an authorized Canada Post Representative prior to mailing.</p>
<b>Business Reply Mail™</b>	<p>A Business Reply Mail™ item (card or envelope) may be included as part of a Neighbourhood Mail item.</p>

### 1.3.1 CREATIVE OPTIONS FOR NEIGHBOURHOOD MAIL

The following creative options may increase response rates of your direct mail campaigns. These guidelines should be considered when creating an item. Customers should confirm with a Canada Post representative regarding the specification requirements to be followed in order to ensure the item is acceptable for the Neighbourhood Mail service.

#### DIE-CUT MAIL

- minimum of 7-point card stock to prevent the item from bending
- non-printed matter such as rubber, plastic, laminate, vinyl, leather or wood (subject to testing and approval).

#### APPLICATION OF TIP-ONS

- firmly affixed with glue and does not separate from the item during normal processing
- lie flat on the item
- if magnetized, must be weak enough to be handled without de-magnetizing the contents of other items (e.g. credit cards).



**REPOSITIONABLE NOTES (RPN)**

- applied with a glue strip that must be a minimum of a third (1/3) of the total width of a repositionable note (e.g. 26 mm wide for a 76 mm label)
- applied mechanically
- applied anywhere on the item
- applied on paper-based coverings, such as envelopes.

**SCENTED ADMAIL ITEMS**

- unsealed mail items containing micro-encapsulated inks and lacquers. To prevent premature release of the scent, the scented patch must be covered or contained within the mail item
- sealed mail items containing scents that are not micro-encapsulated inks and lacquers.

**VARIABLE PRINTING**

- contain variable printing, such as different offers or business locations, and do not require specific delivery instructions, are acceptable for delivery provided that the item's customer identification, physical dimensions, and advertised products or services remain the same.
- will be distributed at random and do not require special bundling and labelling requirements.

## 1.4 Non-mailable matter

Generally, non-mailable matter means, but is not limited to, any mail:

- that is prohibited by law (e.g., illegal, obscene, fraudulent)
- that fails to meet certain physical characteristics or marking requirements
- that contains products or substances that could:
  - cause injury to those handling the mail
  - cause damage to postal equipment or other items, or
  - cause entrapment of other items
- that contains sexually explicit material unless it is sent in an opaque envelope with the words "ADULT MATERIAL" or similar wording.

**NOTE:** Sexually explicit material that is sent as Neighbourhood Mail means images or representations of nudity that are suggestive of sexual activity; images or representations of sexual intercourse, with no context suggesting violence or degradation; or written text that describes sexual acts in a way that is more than purely technical, with no context suggesting violence or degradation.

Any item bearing a modified postage stamp in contravention of Section 52, or bearing a word or mark in contravention of Section 58, of the *Canada Post Corporation Act and Regulations* is also non-mailable matter. Dangerous substances or articles prohibited by law are not acceptable as Neighbourhood Mail.

It is a customer's obligation to ensure an item does not constitute non-mailable matter, and is otherwise acceptable for mailing. For information on how non-compliant items will be handled, refer to the Paying and Terms module of the General Terms and Conditions at [canadapost.ca/cpnmguides](http://canadapost.ca/cpnmguides).

### 1.4.1 SOLICITATIONS BY MAIL

Solicitations (offers) having the general appearance of a bill, invoice, or statement of account where there is no obligation to make a payment in relation to the offer unless accepted, must adhere to the regulatory obligations detailing wording and format requirements. For the official requirements of the *Solicitations by Mail Regulations* made under the *Canada Post Corporation Act*, go to <http://laws.justice.gc.ca/en/showtdm/cr/C.R.C.-c.1295>.