

Service Overview



Business Reply Mail™

IMPORTANT UPDATES

DESCRIPTION OF CHANGE		LOCATION
Amendment v1.0	Posted on November 18, 2016	Effective on January 16, 2017
Updated to reflect 2017 prices.		Section 2 "Business Reply Mail Pricing"

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 2.0, 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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PURPOSE OF THIS SERVICE OVERVIEW

This *Service Overview* is an outline of the *Business Reply Mail Customer Guide* available at canadapost.ca/brmguides.

The *Customer Guide* forms part of the Agreement between the customer and Canada Post. It explains the qualifications and other terms and conditions under which this service is provided. Customers should ensure they are using the most current version of the *Customer Guide*, including all amendments and other applicable documents. It is the customer's obligation to meet all the requirements outlined in the Agreement.

NOTE: Some words and expressions used in this document have a specific meaning. See "Paying and Terms" module, *General Terms and Conditions*, Section 1 "Definitions" or the *Glossary* for the definition of specific terms referenced throughout this document and this Agreement.

SERVICE OVERVIEW

The "Service Overview" module is a quick reference document that provides a summary of key information pertaining to this service including, qualifying criteria, options, delivery standards, pricing and designing. This module can be used by customers, mail service providers and agencies to ensure that your mailing needs and expectations are met.

1 WHAT IS BUSINESS REPLY MAIL SERVICE?

Business Reply Mail (BRM) service is a direct response vehicle that is used by businesses, publishers, government departments, fundraisers and other organizations to seek responses from recipients within Canada (domestic Business Reply Mail) and from recipients around the world (international Business Reply Mail).

1.1 What is acceptable as Business Reply Mail?

Business Reply Mail is available in both envelope and card format in the following categories:

DOMESTIC	INTERNATIONAL
Machineable and Non-machineable	Machineable only

Customers must pay an annual, non-refundable fee and then only pay for items that are returned to them (see the "Pricing" module for more information).

Applications include:

- receiving payments
- generating sales leads
- initiating customer service
- identifying customer needs
- building databases
- raising funds
- voting
- researching the marketplace
- developing retail trade
- requesting information
- renewing magazine subscriptions
- returning qualified items.

1.2 Delivery standards

Standards for the delivery of Business Reply Mail items are based on delivery from the time the item is placed into the mail stream by the recipient or when the item enters the Canada Post mail stream from other postal administrations. These delivery standards are not guaranteed.

	IN BUSINESS DAYS		
	LOCAL	PROVINCIAL	NATIONAL*
Business Reply Mail	2	3	4

* Excludes non-major urban centres, northern regions and remote areas.

For detailed information, visit [Delivery Standards](#) of the *Canada Postal Guide*.

1.3 Service features

A feature is provided as part of the basic service.

1.3.1 MAIL FORWARDING

Business Reply Mail items that cannot be delivered as originally addressed because the addressee has moved will be forwarded to the addressee at no extra charge while there is a *Mail Forwarding* request in effect.

Business Reply Mail customers must also inform the Customer Account Services group of a change of address by completing and submitting the *Commercial Customer Change Request* form posted at canadapost.ca/tools/pg/cccrfe.pdf.

NOTE: Restrictions on *Mail Forwarding* requests may apply. Visit [Mail Forwarding](#) of the *Canada Postal Guide*.

1.4 Service options

An option is a service enhancement that is not provided automatically as part of the basic service.

1.4.1 PLASTIC COMMERCIAL ENVELOPE

Customers must use **leak-proof plastic commercial envelopes** that meet Canada Post's domestic Business Reply Mail service specifications for the return of duck wings and goose tails by hunters and other "flat" objects* requiring a **leak-proof container** as part of the response from the recipient. For information on mailing liquid and dry patient specimens, refer to [Section 3.2.3.3 of ABCs of Mailing](#) of the *Canada Postal Guide*.

* Items must be 20 mm or less in thickness and meet applicable requirements for Other (Oversize) Business Reply Mail.

NOTE: Physical samples must be submitted to Canada Post to ensure the plastic commercial envelopes and intended contents qualify for the domestic Business Reply Mail service. For more information, refer to the "Designing" module, [Section 4.1.2 "Assessment of machineability"](#).

1.4.2 LABELS

Business Reply Mail offers two labels that can be used by customers for both domestic and international Business Reply Mail services:

1. **Electronic Business Reply Mail label (BRM eLabel)**
Provides customers with an opportunity to use an electronic channel (i.e. website, email) to facilitate a hardcopy response (i.e. BRM envelope).
2. **BRM overlay label**
Provides customers with an opportunity to efficiently recycle outdated Business Reply Mail envelopes and cards.

NOTE: Both labels include the 4-state barcode.

Visit canadapost.ca/brmguides - Quicklinks to access details on [Business Reply Mail labels](#).

1.5 Undeliverable Business Reply Mail

A Business Reply Mail item will not be delivered to the customer and will be treated as undeliverable if:

- the item does not bear a complete and valid Business Reply Mail address
- the addressee has moved and the *Mail Forwarding* request has not been filed or has expired for the Business Reply Mail address
- delivery is prohibited by law
- the item cannot otherwise be delivered to the Business Reply Mail address
- a customer has chosen to cancel their Business Reply Mail Agreement
- a customer does not pay their annual Business Reply Mail fee and/or pay for their Business Reply Mail items.

NOTE: Undeliverable Business Reply Mail items will be disposed of or recycled, as determined by Canada Post. For more information, consult the [Undeliverable Mail](#) section of the *Canada Postal Guide*.

PRICING

2 BUSINESS REPLY MAIL PRICING

In order to access Business Reply Mail prices, the customer must meet all applicable requirements, including specifications for Business Reply Mail, as outlined in this Agreement.

	Annual Fee (non-refundable)	Price per Item returned			
		Machineable Standard	Non-machineable Other (Non-standard and Oversize)		
		Up to 50 g	Up to 100 g	Over 100 g up to 200 g	Over 200 g up to 500 g
Domestic	\$690.00	\$0.88	\$2.20	\$2.88	\$3.96
International	\$690.00	\$2.20	n/a	n/a	n/a

All prices are subject to any applicable rebates, discounts, fees, surcharges, adjustments and taxes.
For further details, please visit our website at canadapost.ca/brmguides.

For further information, visit the "Pricing" module at canadapost.ca/brmguides.

DESIGNING

3 DESIGNING BUSINESS REPLY MAIL

To be eligible as Business Reply Mail, the items mailed must meet the criteria specified (content, format and physical characteristics) for the Business Reply 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.

3.1 Measurements - Size and weight

Items must meet the size and weight requirements for its type of format (envelope, self-mailer or card) and type of service (domestic or international). The metric unit is the official measure. Imperial equivalents are provided for reference and convenience only.

DOMESTIC BUSINESS REPLY MAIL						
MACHINEABLE CATEGORY SIZE / ITEM		LENGTH	WIDTH	THICKNESS	ASPECT RATIO	WEIGHT
Standard - Envelopes and Self-mailers	min.	140 mm (5.6 in.)	90 mm (3.6 in.)	0.18 mm (0.007 in.)	1.3:1	2 g (0.07 oz.)
	max.	245 mm (9.6 in.)	156 mm (6.1 in.)	5 mm (0.2 in.)	2.6:1	50 g (1.76 oz.)
- Cards	min.	140 mm (5.6 in.)	90 mm (3.6 in.)	0.18 mm (0.007 in.)	1.3:1	N/A
	max.	235 mm (9.2 in.)	120 mm (4.7 in.)	5 mm (0.2 in.)	2.6:1	50 g (1.76 oz.)
NON-MACHINEABLE CATEGORY SIZE / ITEM		LENGTH	WIDTH	THICKNESS	ASPECT RATIO	WEIGHT
Other (Non-standard and Oversize) - Envelopes and Self-mailers	min.	140 mm (5.6 in.)	90 mm (3.6 in.)	0.18 mm (0.007 in.)	N/A	10 g (0.4 oz.)
	max.	380 mm (14.9 in.)	270 mm (10.6 in.)	20 mm (0.8 in.)	N/A	500 g (17.6 oz.)
INTERNATIONAL BUSINESS REPLY MAIL						
MACHINEABLE CATEGORY SIZE / ITEM		LENGTH	WIDTH	THICKNESS	ASPECT RATIO	WEIGHT
Standard - Envelopes and Self-mailers	min.	140 mm (5.6 in.)	90 mm (3.6 in.)	0.18 mm (0.007 in.)	1.4:1	3 g (0.11 oz.)
	max.	245 mm (9.6 in.)	156 mm (6.1 in.)	5 mm (0.2 in.)	2.6:1	50 g (1.76 oz.)
- Cards	min.	140 mm (5.6 in.)	90 mm (3.6 in.)	0.18 mm (0.007 in.)	1.4:1	N/A
	max.	235 mm (9.2 in.)	120 mm (4.7 in.)	5 mm (0.2 in.)	2.6:1	50 g (1.76 oz.)

NOTE: Any International Business Reply Mail item weighing more than 50 g or exceeding the size specifications of International Business Reply Mail will be returned as International Letter-post and, will be subject to the applicable weight category at the Other Letter-post price.

DOMESTIC AND INTERNATIONAL LABELS						
LABELS*		LENGTH	WIDTH	THICKNESS	ASPECT RATIO	WEIGHT
eLabels with indicia, chevrons, extraction bar, address and barcode	min.	135 mm (5.3 in.)	72 mm (2.8 in.)	N/A	N/A	N/A
	max.	135 mm (5.3 in.)	72 mm (2.8 in.)	N/A	N/A	N/A
Overlay labels with address and barcode	min.	101 mm (4.0 in.)	50 mm (2.0 in.)	N/A	N/A	N/A
	max.	101 mm (4.0 in.)	50 mm (2.0 in.)	N/A	N/A	N/A

* To be attached only to envelopes and cards. Labels are permitted when used to cover an address (overlay) or to create an envelope (eLabel). Canada Post is responsible to provide the artwork for the overlay labels.

3.2 Business Reply Mail Artwork Online Tool

Customers must have an active Business Reply Mail Agreement to use Business Reply Mail and to access the Business Reply Mail Artwork Online tool located within Canada Post's Online Business Centre.

To register for and use the Business Reply Mail Artwork Online tool, which is available to customers at no charge, visit canadapost.ca/obc or contact a Canada Post Representative.

Visit canadapost.ca/brmguides - Quick Links to access the Business Reply Mail artwork online tool "DEMO".

For further information, visit the "Designing" module at canadapost.ca/brmguides.

PREPARING

4 PREPARING ITEMS FOR VARIOUS METHODS OF DISTRIBUTION

There are various methods to distribute Business Reply Mail items. Customers may distribute items:

- through free-standing handouts
- by using Canada Post's services. For example:
 - in Canada: customers may send items as part of a Publications Mail™, Canada Post Personalized Mail™, Canada Post Neighbourhood Mail™, Lettermail™, Priority™ and Xpresspost™ services.
 - to an international destination: customers may send items as part of a Letter-post – U.S.A. and International, International Incentive Letter-post, and U.S.A. and International Parcel Services.

When Business Reply Mail cards are included as part of another type of mailing (e.g., either loose or attached to an Neighbourhood Mail™ item), the card must be folded inside or inserted in the mail item in order to cover the Business Reply Mail design elements and specific Business Reply Mail address. This will avoid confusion for the recipient and Canada Post at the time of processing.

CREATING AN ORDER

An *Order (Statement of Mailing)* is not required.

For further information, visit the "Creating an Order" module at canadapost.ca/brmguides.

DEPOSITING

The depositing of your Business Reply Mail item is subject to the service selected.

For further information, visit the "Depositing" module at canadapost.ca/brmguides.

PAYING AND TERMS

5 PAYMENT TERMS AND TERMS AND CONDITIONS

Various payment method options are acceptable to Canada Post however, not all options are available to all customers and not all options are accepted at all Canada Post facilities. Refer to the Payment Terms for complete details.

Canada Post will provide, and the Customer will use, mail products and services specified in the Terms and Conditions for customers with a "Standing Offer Agreement". Refer to the Terms and Conditions (canadapost.ca/generalterms).

PAYMENT TERMS	TERMS AND CONDITIONS
Paying For Your Mailing	With a "Standing Offer Agreement"