

# Designing



## Business Reply 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>
No updates.		

### Changes and enhancements introduced in 2016:

DESCRIPTION OF CHANGE		LOCATION
<b>Revision v1.1</b>	<b>Posted on May 30, 2016</b>	<b>Effective on May 30, 2016</b>
Reduced the minimum number of samples required for assessment from 50 to 5.	<a href="#">Section 4.1 "Confirmation of artwork placement and assessment of machineability"</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 such as address placement, postage zone and dimensions.

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

## 1 MEASUREMENTS - SIZE AND WEIGHT

Items must meet the size and weight requirements for the type of format (envelope, self-mailer or card) and type of service (domestic or international) selected. 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
<b>Standard</b> - 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
<b>Other (Non-standard and Oversize)</b> - 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
<b>Standard</b> - 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
<b>eLabels</b> 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
<b>Overlay labels</b> 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.

## 1.1 Format

To be eligible as Business Reply Mail service, the items mailed must meet the criteria specified 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.

<b>MACHINEABILITY</b>	<b>Shape</b>	Rectangular.	
	<b>Material</b>	<ul style="list-style-type: none"> <li>• Must be paper; items cannot be plastic or wrapped in plastic.</li> <li>• Minimum paper weight for                             <ul style="list-style-type: none"> <li>▸ <b>envelope:</b> 75 gsm (approx. 20 lb.)</li> <li>▸ <b>self-mailer:</b> 90 gsm (approx. 60 lb. text)</li> <li>▸ <b>card and postcard:</b> 160 gsm (approx. 60 lb. cover) but not less than 111 gsm (approx. 40 lb.)</li> </ul> </li> </ul> <p><b>NOTE:</b> Optimal card size of 165 mm x 108 mm; and paper grain direction long.</p> <ul style="list-style-type: none"> <li>• Must be sufficiently flexible to bend; items cannot be rigid.</li> </ul>	
	<b>Window Envelopes</b> (Domestic mailings only)	<ul style="list-style-type: none"> <li>• Ensure that the entire address remains fully visible through the window, even if the enclosure shifts.</li> <li>• Ensure that all windows are covered with transparent material.</li> <li>• Best practices for optimal processing - The transparent material used to cover the window has:                             <ul style="list-style-type: none"> <li>▸ enough transparency to allow visibility with a maximum haze of 75%</li> <li>▸ uniform clarity</li> <li>▸ no wrinkles, creases or blemishes</li> <li>▸ a gloss reading (on the side facing out) of 159 gloss units or less.</li> </ul> </li> </ul>	
	<b>Enclosures</b> (Domestic mailings only)	<p>Coins - provided they are:</p> <ul style="list-style-type: none"> <li>• no larger in size or weight of the Canadian 25-cent coin</li> <li>• firmly attached to the insert with glue or adhesive to prevent any movement</li> <li>• positioned within the area comprised between 35 mm and 85 mm up from the bottom edge and 25 mm in from the left and right edges of the envelope; and outside the Postage Zone.</li> </ul> <p>Any window(s) used in envelopes to make the coins visible must be covered by a transparent material.</p> <p><b>NOTE:</b> The final item, including enclosures (or content), must measure 20 mm or less in thickness.</p>	
	<b>Sealing</b>	<ul style="list-style-type: none"> <li>• <b>Envelopes</b> must be closed and sealed with adhesive. To prevent envelopes from sticking together, do not apply a surplus amount of adhesive. They must not contain staples, clasps or other similar devices.</li> </ul>	
		<b>Single-sheet self-mailers</b>	<b>Multiple-sheet self-mailers</b>
	<ul style="list-style-type: none"> <li>• Must have the fold or continuous seal along the bottom edge plus a clip/spot seal on top.</li> </ul>	<ul style="list-style-type: none"> <li>• Must have the fold or continuous seal along the bottom edge and either:                             <ul style="list-style-type: none"> <li>▸ a clip/spot seal on top and leading edge; or</li> <li>▸ two clip/spot seals on the leading edge.</li> </ul> </li> </ul>	
<b>READABILITY</b>	<b>Addressing</b>	<ul style="list-style-type: none"> <li>• Must adhere to the Addressing Guidelines at <a href="http://canadapost.ca/addressing">canadapost.ca/addressing</a>.</li> </ul>	
	<b>Fonts</b>	<p>Within the Artwork Online tool, customers have the option to create artwork using the following fonts:</p> <ul style="list-style-type: none"> <li>• Courier New</li> <li>• Courier New Bold [not recommended for Machineable (Standard) items]</li> <li>• Letter Gothic.</li> </ul> <p>The address provided in the Business Reply Mail artwork is created with a fixed pitch font. Fixed pitch fonts provide the best results with Canada Post's sortation/mail processing equipment. Do not alter.</p>	
	<b>Barcode</b>	<p>The artwork contains a 4-state barcode with the human-readable line located above the barcode. There should be 52 bars in the barcode, consistent in width and spacing. The bars on the barcode should be crisp (no ghost images or blurring). Do not alter.</p>	
	<b>Ink</b>	<p>Black. Fluorescent inks may not be used on domestic or international Business Reply Mail items.</p>	
	<b>Crop Marks</b>	<p>The artwork contains several crop marks. The crop marks identified by TL, BL, TR and BR represent the corners of the artwork.</p> <p>TL = Top Left BL = Bottom Left TR = Top Right BR = Bottom Right</p>	

## 2 ARTWORK

Provided through the Business Reply Mail Artwork Online tool. Artwork created with the online tool contains all the essential elements, in the desired format and bears the appropriate design and physical characteristics of the requested service type.

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

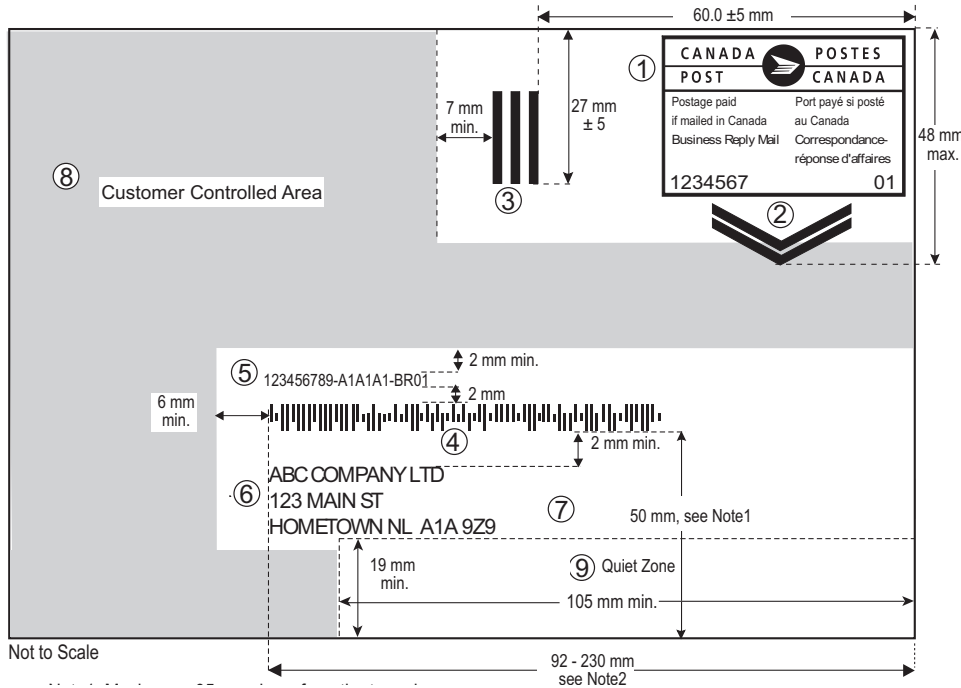
### 2.1 Illustrations

These illustrations are provided as a visual aid to help ensure customers produce Business Reply Mail items that meet all the applicable specifications and requirements, while leveraging the areas available for customizing (i.e., Customer-Controlled Area, first line [title], etc.).

#### 2.1.1 LEGEND

- ① **▲ 1 Business Reply Mail Indicia** – The domestic Business Reply Mail indicia is the “postage stamp”. It contains the customer number and Customer Surtaxing Code. Do not alter. The international Business Reply Mail indicia is the “postage stamp”. It contains the customer number and has bars in both top/left and bottom/right corners. Do not alter.
- ② **▲ 2 Chevrons** – The chevrons shown below the indicia are the Business Reply Mail service identifier. These chevrons are not to be used on any other Canada Post service. Do not alter.
- ③ **▲ 3 Three Extraction Bars** – The three vertical bars to the left of the indicia on the domestic Business Reply Mail card or envelope prompt Canada Post’s mail processing to extract items for special handling. Do not alter.  
**NOTE:** These three vertical bars are not to be used on international Business Reply Mail. Do not alter.
- ④ **▲ 4 Business Reply Mail barcode and Human-Readable Line** – The barcode and the human-readable line directly above it contain customer identification information. These elements must be placed together on the Business Reply Mail item. Do not alter.
- ⑤ **▲ 5**
- ⑥ **▲ 6 Business Reply Mail Address** – This area is for the customer’s company name and the Business Reply Mail address. Customers can request the address block to be provided in a single or bilingual (swiss style) format. Do not alter either the address or Postal Code provided by Canada Post for Business Reply Mail mailings. Customers may only modify the first line (title). Depending on the size of the envelope or card, a second line (title) may be available for customizing.  
**NOTE:** When customizing the first line (title) or second line (title), customers are not permitted to include addressing information.
- ⑦ **▲ 7 Business Reply Mail Postal Code** – The Business Reply Mail Postal Code may differ from the customer’s regular Postal Code. **Do not alter the Postal Code provided to customers for Business Reply Mail mailings.** For customers who have a rural address [e.g., Postal Code with a “0” (zero)] as the second character, the Postal Code will remain the same.
- ⑧ **▲ 8 Customer-Controlled Area** – The Customer-Controlled Area is available for customers to customize the item by adding their corporate logo or a special message. Fluorescent inks must not be used. international Business Reply Mail items must include the “BY AIRMAIL/PAR AVION” indicator at the top/left corner.
- ⑨ **▲ 9 Quiet Zones** – The areas that must be left clear of printing, images and dark colours:
  - Quiet Zone on the front: the area 19 mm high by 105 mm long measured from the bottom right edge.
  - VES barcode Area on the back: the area 15 mm high by 140 mm long measured from the bottom left edge.
- ⑩ **▲ 10 “REPLY PAID / RÉPONSE PAYÉE” and “CANADA”** – This designation is printed directly above the human-readable line. This designation is required to meet international mailing requirements. Do not alter.

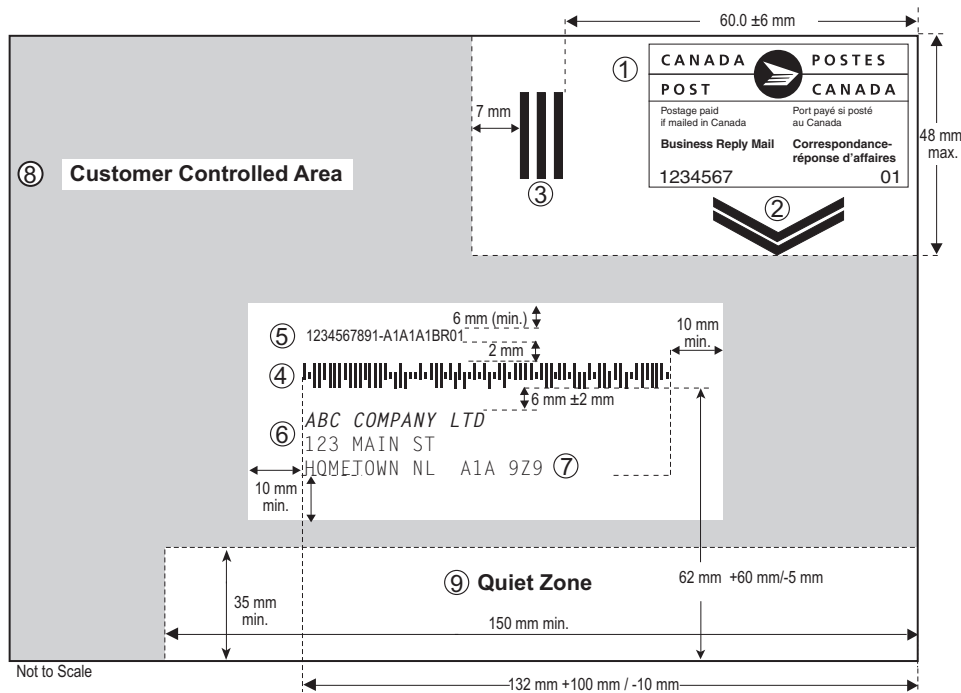
### 2.1.2 DOMESTIC BRM - MACHINEABLE STANDARD (RESPONSES WITHIN CANADA)



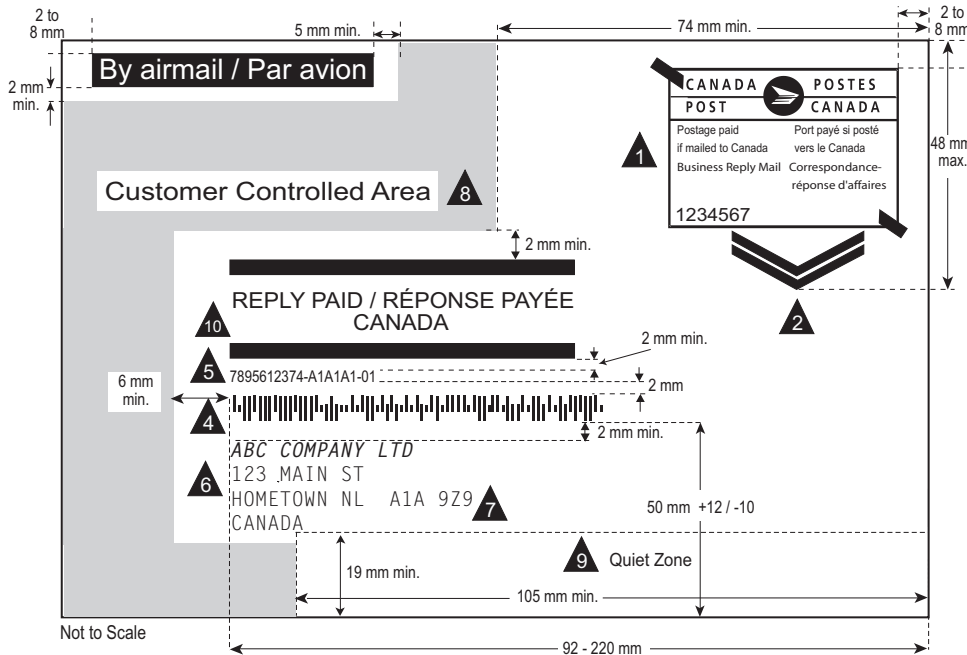
**NOTE 1:** Maximum: 35 mm down from the top edge; Minimum: 40 mm from the bottom edge.

**2:** Maximum: left edge of barcode or address block, up to 15 mm from the left edge of the mail item;  
Minimum: right edge of barcode or address block, up to 15 mm from the right edge of the mail item.

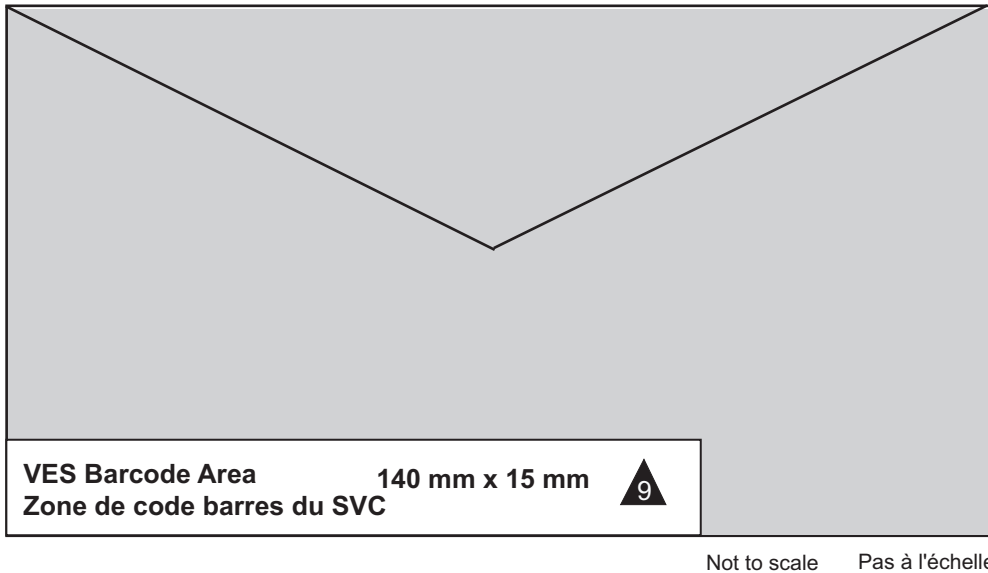
### 2.1.3 DOMESTIC BRM - MACHINEABLE OVERSIZE (RESPONSES WITHIN CANADA)



### 2.1.4 INTERNATIONAL BRM - MACHINEABLE STANDARD (RESPONSES FROM INTERNATIONAL DESTINATIONS)



### 2.1.5 LOCATION OF THE VES BARCODE ON THE BACK OF BRM ITEMS (DOMESTIC AND INTERNATIONAL)



Canada Post will print a fluorescent barcode on the back of machineable domestic and international mail items. This area for this barcode is defined as 140 mm long by 15 mm high, measured from the bottom left-hand corner. This area must be left clear of printing, images and dark colours.



## 3 CONTENT

If customers are preparing a domestic Business Reply Mail item that will include content other than paper documents (e.g., Ink Jet cartridges, film, etc.) as part of the response from the recipient, the customer must submit physical samples for testing to Canada Post (see [Section 4.1.2 "Assessment of machineability"](#)).

If customers are preparing an international Business Reply Mail item, only paper documents are accepted as part of the response from the recipient.

Customers may only modify the first line (title, logo) and, depending on the size of the item, a second line (name) may be available for customizing. When customizing the first line (title, logo) or second line (name), customers are not permitted to change addressing information.

**NOTE 1:** The Business Reply Mail customer must be the mail owner/mail receiver of the BRM return address.

- 2:** Multiple BRM agreements at a shared address (including virtual offices) are only acceptable when customers have BRM items that are processed at Canada Post sites with automated billing. (Restrictions on Mail Forwarding requests may apply. Visit Mailing Forwarding service - [Section 6.11 Restrictions](#) of the *Canada Postal Guide*). Otherwise only one Business Reply Mail address is provided per agreement.
- 3:** The Business Reply Mail address and Postal Code<sup>OM</sup> provided are specific to the Business Reply Mail service. Do not use on any other mail items. See [Section 2.1 "Illustrations"](#) - item #6 and #7 of the Legend.

### 3.1 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.

Customers with a Standing Offer Agreement must use Canada Post Business Reply Mail postal indicia on items delivered by Canada Post.

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.

## 4 DESIGNING THE ITEM

If the customer or the customer's representative (e.g., graphics department, printing agency) alters any of the Business Reply Mail artwork (indicia, extraction bars, barcode, address, font, "BY AIRMAIL" designation, etc.) or alters the physical characteristics, rendering the item out of specification, or places content or graphics (e.g., logos) outside of the designated Customer Controlled Area, Canada Post at its sole discretion may:

- apply a price adjustment and/or surcharge
- disqualify the mail item as Business Reply Mail and may process and charge at the next or most appropriate Product or Service
- cancel the customer's Agreement.

## 4.1 Confirmation of artwork placement and assessment of machineability

Prior to printing Business Reply Mail items, Canada Post provides two processes to help ensure Business Reply Mail items qualify for the lowest applicable published Business Reply Mail price:

1. The **Confirmation of artwork placement** process is the first recommended step customers should take to ensure Business Reply Mail elements are positioned correctly on the items.
2. The **Assessment of machineability** process is the final recommended step customers should take to ensure Business Reply Mail items are assessed as machineable.

### 4.1.1 CONFIRMATION OF ARTWORK PLACEMENT

Canada Post recommends customers submit an electronic sample of their final Business Reply Mail artwork prior to printing, to the Customer Account Services group at [cdmpublic@canadapost.ca](mailto:cdmpublic@canadapost.ca). Customers must send the electronic sample in PDF format at 1:1 ratio, capable of being read in Adobe®<sup>1</sup> Acrobat version 5 or as otherwise required by Canada Post. Customers are to include the size of the envelope or card as well as the customer's crop marks in the electronic file.

The artwork will be reviewed (using the Size/Rating Template) to determine if the Business Reply Mail elements are positioned correctly on the item. The results are provided to the customer. If issues with placement are identified, the customer should correct the artwork and re-submit another electronic sample.

Customers remain responsible for any errors or omissions.

### 4.1.2 ASSESSMENT OF MACHINEABILITY

To avoid surcharges and delays, Canada Post recommends customers submit a minimum of 5 physical samples of the items to Canada Post.

The samples will be tested and customers will be provided with the results. A result of "PASS" indicates the items, as submitted, qualify for the applicable Business Reply Mail price.

A result of "FAIL" indicates the items, as submitted, are not machineable. If this occurs, a list of detailed requirements will be provided to the customer. The requirements must be met in order to access machineable Business Reply Mail.

Contact a Commercial Service Network (CSN) Representative at 1-866-757-5480 to arrange for the testing and assessment of your items.

## 4.2 Size/rating templates

The [Domestic](#) and [International](#) size/rating templates can be used to verify whether an envelope or card is an acceptable size (length and width) for the Business Reply Mail service.

Customers must ensure all the Business Reply Mail elements are positioned in the appropriate locations. Otherwise, item(s) may not qualify as Business Reply Mail and the customer may face surcharges or the cancellation of their Agreement.

## 4.3 Printing Business Reply Mail

The Business Reply Mail Artwork Online tool provides artwork in encapsulated postscript file (eps, vector outline format) and portable document format (pdf). The artwork is designed to work with Adobe® Creative Suite<sup>2</sup> and QuarkXpress®<sup>3</sup> version 4.1 (and upward).

To enquire about using alternate software, contact a Customer Service Network (CSN) Representative (refer to [Section 4.1.2 "Assessment of machineability"](#)).

Using **QuarkXpress®\***, **Adobe® Indesign<sup>2</sup>** and **Adobe® Photoshop<sup>\*\*2</sup>**

- the artwork for Business Reply Mail should be printed using the eps file. The pdf file should only be used for reviewing artwork
- the artwork should be printed at 100%

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1. Adobe® Acrobat is a trade-mark of Adobe Systems Incorporated.  
 2. Adobe® Creative Suite, Adobe® Indesign and Adobe® Photoshop are trade-marks of Adobe Systems Incorporated.  
 3. QuarkXPress® is a trade-mark of ©2005 Quark, Inc. and Quark Media House Sàrl, Switzerland.

- positives or negatives should be printed using the highest quality printer settings. Ensuring that there are adequate levels of toner or ink before printing positive or negatives. Without adequate levels, the extraction bars, barcode, and address block may be unreadable
- \* When printing from QuarkXpress (PC version) to a non-postscript printer, select Full Resolution Preview Resolution.
- \*\* When opening the eps file using Photoshop, ensure the **Resolution** is set to 600 dpi (dots per inch), the **Mode** is set to Grey Scale, the **Orientation** is set to portrait and the **Constrain Proportions** box is checked.

### 4.3.1 ACCEPTABLE FONTS AND MAXIMUM ADDRESS LENGTHS (CANADIAN STANDARDS)

FONT	FONT SIZE	MAXIMUM ADDRESS LENGTH	
		ENVELOPE SIZE - #8	ENVELOPE SIZE - #8.5
Courier New	12	22 characters	24 characters
Courier New Bold	10	26 characters	29 characters
Letter Gothic	10	26 characters	29 characters

### 4.3.2 CANADIAN AND U.S. ENVELOPE STANDARDS

The Business Reply Mail Artwork Online tool produces artwork in accordance with the *Addressing Guidelines* and Canada Post's mail processing equipment thresholds. Standards vary between countries. The metric unit is the official measure. Imperial equivalents are provided for reference and convenience only.

ENVELOPE #	CANADIAN (LENGTH X WIDTH)	U.S.A. (LENGTH X WIDTH)
10	241 mm x 105 mm (9.5 x 4.1 in.)	241 mm x 105 mm (9.5 x 4.1 in.)
9	225 mm x 98 mm (8.9 x 3.9 in.)	225 mm x 98 mm (8.9 x 3.9 in.)
8	165 mm x 92 mm (6.5 x 3.6 in.)	219 mm x 92 mm (8.6 x 3.6 in.)
8.5	171 mm x 95 mm (7.7 x 3.7 in.)	N/A

## 5 NON-MAILABLE MATTER

Generally, non-mailable matter means any item that:

- is prohibited by law (e.g., illegal, obscene, fraudulent)
- is non-mailable due to the fact that it fails to meet certain physical characteristics/dimensions or marking requirements
- contains products or substances that could:
  - cause injury to those handling the mail
  - cause damage to postal equipment or other items
  - cause entrapment of other items.

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* is also non-mailable matter. Dangerous substances or articles prohibited by law are not acceptable as Business Reply Mail.

It is the customer's obligation to ensure an item does not constitute non-mailable matter (further to Canada Post's *Non-mailable Matter Regulations*) and is otherwise acceptable for mailing. Visit "[Non-mailable Matter](#)" of the *Canada Postal Guide* for more information.

### 5.1 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>.