

Service Overview



Neighbourhood Mail™

IMPORTANT UPDATES

DESCRIPTION OF CHANGE		LOCATION
Amendment v1.0	Posted on November 18, 2016	Effective on January 16, 2017
Introduced Data and Targeting module in the Neighbourhood Mail Customer Guide.		Section 2 "Data and Targeting"
Discontinued the supply of lettertainers.		Throughout document.

Changes and enhancements introduced in 2016:

DESCRIPTION OF CHANGE		LOCATION
Revision v1.1	Posted on December 18, 2015	Effective on January 11, 2016
Introduced Letterflatainer (LFT) as an acceptable container.		Section 6 "Mail Preparation" and Section 7.1 "Where to deposit"

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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PURPOSE OF THIS SERVICE OVERVIEW

This *Service Overview* is an outline of the *Canada Post's Neighbourhood Mail™ Customer Guide* available at canadapost.ca/cpnmguides.

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, designing and mail preparation. This module can be used by customers, mail service providers and agencies to ensure that their mailing needs and expectations are met.

1 WHAT IS NEIGHBOURHOOD MAIL SERVICE?

Neighbourhood Mail is one of Canada Post's targeted direct mail services. It consists of printed and non-printed matter such as product samples that are not addressed to specific delivery addresses in Canada. Our Neighbourhood Mail service delivers advertising messages to more than 15.7 million mailboxes served by Canada Post. Neighbourhood Mail provides geographic, demographic and lifestyle information to target mailings to neighbourhoods or localities that have the highest potential audience – without a customer database.

The Neighbourhood Mail service provides unduplicated coverage of both urban and rural markets. Customers who are mailing with Canada Post's Neighbourhood Mail service can select and target the areas and neighbourhoods of their best prospects based on demographic and geographic information, using Canada Post's database, Statistics Canada data and a combination of other data sources.

With Canada Post's targeting tools, customers can determine the number of items required to reach their audience (by Forward Sortation Area [FSA] and delivery mode [e.g., Letter Carrier Walk LC0001]) and the postal facility that will be delivering their Neighbourhood Mail.

To qualify as Neighbourhood Mail service, mailings must:

- be mailed in Canada for delivery in Canada
- meet the minimum volume requirements:
 - the complete distribution of a given route; or
 - the complete distribution to only houses, apartments, farms, businesses, or any combination, on a given route.
- meet all Canada Post requirements outlined in the Neighbourhood Mail Agreement.

1.1 What is acceptable as Neighbourhood Mail?

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. In order to provide maximum flexibility and choice, the customer's advertising piece can take on a variety of forms and content, including, but not limited to:

- | | | |
|-------------|-----------------|--------------------------|
| • flyers | • newspapers | • community newspapers |
| • cards | • coupons | • co-op mailings |
| • envelopes | • catalogues | • inserts and enclosures |
| • brochures | • single sheets | • CDs and DVDs |
| • samples | • magazines | |

1.2 What is unacceptable as Neighbourhood Mail?

Items submitted as Neighbourhood Mail that do not meet the requirements specified for Neighbourhood Mail and the various mail preparation and other requirements outlined in this Agreement, may not qualify for Neighbourhood Mail service and prices.

For information on unacceptable items, see [Non-mailable Matter](#) of the *Canada Postal Guide* at canadapost.ca/nonmailable or refer to the *Canada Post Corporation Act and Regulations*.

1.3 Delivery standards

Delivery standards are estimates of how long it will take for the mail to be delivered from the point of deposit to the destination points. Delivery standards will vary based on the options selected (i.e., Canada Post transportation and physical characteristics). These delivery standards are not guaranteed. Visit canadapost.ca/transportationtime for additional information.

Delivery standards are comprised of two components, transportation time and delivery cycle, which added together determine the delivery standard.

DEFINITIONS	
Transportation Time	Transportation time is the number of business days required to move items from the Canada Post facility where the customer deposits to the Canada Post facility from which the items will be delivered. If the customer deposits their mailing by 11:00 am at the same facility from where items will be delivered, transportation time does not apply.
Delivery Cycle	The delivery cycle reflects the number of business days normally required to complete delivery of mail items. The delivery cycle varies based on the weight and size of the item, as well as the type of route (Letter Carrier or Non-Letter Carrier) targeted. The delivery cycle must be added to the transportation time.

Transportation Time	LOCAL*	PROVINCIAL	NATIONAL**
	2 business days	3 - 4 business days	3 - 7 business days

* Within major centres, local means the geographic area served by the main Canada Post facility of that major centre. When Neighbourhood Mail items are deposited at this facility, the transportation time applies to moving the items to the other facilities within that geographic area. In all other areas (e.g., rural), local means the specific delivery office from which the items will be delivered.

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

Delivery Mode	SIZE / ITEM	WEIGHT	DELIVERY CYCLE
Letter Carrier routes	Standard	up to 115 g (4.1 oz.)	3 business days
		over 115 g up to 230 g (4.1 oz. - 8.1 oz.)	5 business days
	Oversize	up to 230 g (up to 8.1 oz.)	5 business days
Non-Letter Carrier routes	Standard and Oversize	up to 500 g (17.6 oz.)	1 business day
		over 500 g up to 1,000 g (17.6 oz. - 35.3 oz.)	3 - 5 business days

NOTE 1: Delivery standards are calculated from the day of deposit (day 0) plus the number of business days required for delivery. The number of days excludes the day of the mailing, weekend and statutory holidays. Weekend and statutory holiday deposits are considered deposited on the following day.

2: Customers can consult the residential and business delivery area counts and maps at canadapost.ca/precisiontargeter to determine which delivery mode applies to their mailing.

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

1.4 Service features

A feature is provided as part of the basic service.

1.4.1 CONSUMERS' CHOICE

Customers can target more effectively by respecting the wishes of consumers who indicate, through a self-produced notice on their mailbox or mail receptacle, that they do not wish to receive unaddressed material. The only exemptions are materials from Elections Canada and Provincial Chief Electoral Officers, House of Commons mailings, material from municipal election officials (or the Deputy returning officer) and community newspapers who can target total point of call. Therefore, the item is received by consumers who want to receive it. Visit our Householder Data, which is available online at canadapost.ca/precisiontargeter for the breakdown of delivery points with and without these notices.

1.5 Undeliverable Neighbourhood Mail items

Undeliverable Neighbourhood 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*.

DATA AND TARGETING

2 DATA AND TARGETING

Data and Targeting provides a more in-depth look at Canada Post Data and Targeting Solutions as a component of Smartmail Marketing™. When a list is used wisely, businesses can target top customers, get their brand directly into the right hands, and boost profits in a cost-effective way.

2.1 Who can I target?

Customers can target specific geographically defined areas in Canada, either locally or nationally, directing the message to an area as small as a single postal route, and target the message to homes, apartments, farms or businesses, or any combination of the four.

NOTE: Target areas may include multiple types of points of call. For example, customers can maximize their reach of home owners by selecting farms and homes on a targeted postal route.

2.1.1 RESIDENTIAL AND BUSINESS DELIVERY AREA COUNTS AND MAPS

Delivery areas served by Canada Post's delivery offices are segmented by houses, apartments, farms and business points of call to help customers determine the number of items needed for their mailing. The delivery areas listed below are defined as follows:

HOUSEHOLDER TYPE	DESCRIPTION
Houses:	Include residential dwellings that may be: detached, semi-detached or attached in a row. These dwellings have separate entrances and may be horizontal (in a row) or vertical (one on top of the other). If a business is operated from a house that is also used as a residence, the point of call is to be classified as a house.
Apartments:	Include self-contained residential units within a high-rise or low-rise multiple-unit building of three or more such units that share a common main entrance to the building. If a business is operated from an apartment which is also used as a residence, the point of call is to be classified as an apartment.
Businesses:	Include buildings and structures where the primary activity is commercial, industrial or institutional (institutional includes but is not limited to churches, hospitals, nursing homes, and schools). If a business is operated from a house or apartment which is also used as a residence, it is to be classified as a house or apartment.
Farms:	Include residential and business buildings associated with a defined area of land (ex. fields) used to grow crops, raise animals or fish. The point of call does not necessarily have to belong to any farming association to be classified as a farm.

NOTE: The national database of Householder Counts is available on CD-ROM or by download from a secured Canada Post FTP site on a 12-month subscription basis, which includes monthly updates. Visit canadapost.ca/precisiontargeter to view the residential and business delivery area counts and maps.

TARGETING SOLUTIONS	DEFINITION
Targeting Solutions and Tools	
Provides customers with mapping tools that are interactive and user-friendly. For complex targeting requirements, you can contact our experts for marketing advice and support.	
<ul style="list-style-type: none"> Snap Admail™ 	A fast and easy online tool to help small businesses create effective direct mail campaigns on any budget. Includes creative templates and print/production of mail item.
<ul style="list-style-type: none"> Precision Targeter™ 	The Precision Targeter application offers enhanced targeting capabilities, pricing visibility and a simple-to-use order entry system that streamlines the entire process.
<ul style="list-style-type: none"> Professional Services 	Professional Services from Canada Post Data team is available to clients with advanced or complex targeting requirements.
Licensed Data Products	
Provides geographic information to support your business objectives. Licensed Data Products let you work with the most current and updated monthly copy of Canada Post's address database. You can license it for use within your company or as part of a product or service you offer.	
<ul style="list-style-type: none"> Householder Data 	Helps your business do many things, like evaluate address counts to prepare for a mailing, to reduce fraud within your business, to drill down on market penetration rates, or by connecting demographic and location data to gather business insights. With the most accurate, complete, and up-to-date data available, you can use Canada Post Licensed Data Products for more than just mailing.
<ul style="list-style-type: none"> Householder Elite Data 	
<ul style="list-style-type: none"> Postal Code Latitude/Longitude Data 	
<ul style="list-style-type: none"> Postal Outlet Data 	
Marketing Insights	
Provides customers the ability to gain insights into their customer database, their target market and trade area as well as review their marketing campaign performance.	
<ul style="list-style-type: none"> Profile Analysis 	Helps with competitive positioning and overall market strategies.
<ul style="list-style-type: none"> Response Analysis 	
<ul style="list-style-type: none"> Penetration Analysis 	
<ul style="list-style-type: none"> Maps 	

For further information, visit the "Data and Targeting" module at canadapost.ca/cpnmguides.

2.2 Service options

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

2.2.1 TRANSPORTATION

If customers wish to deposit the entire mailing at a single deposit location, Canada Post will transport these items to the delivery offices for a fee. Alternatively, the transportation fee will not apply when customers transport their items directly to the appropriate delivery facility(ies). When a customer deposits their Neighbourhood Mail item(s) at a Distribution Centre Facility (DCF) for delivery to a Letter Carrier delivery office located in the same facility, transportation fees will not apply.

2.2.2 SPECIFIED DELIVERY START DATE

If a customer wishes to specify a delivery start date for their entire mailing (i.e. begin delivery on the same day in all delivery installations), they must select this option when creating their Order in EST.

For specific deposit requirements, see the "Depositing" module, [Section 1.1 "When to deposit"](#).

PRICING

3 NEIGHBOURHOOD MAIL PRICING

In order to access Neighbourhood Mail prices, the customer must meet all applicable requirements, including size and weight specifications, and mail preparation requirements for Neighbourhood Mail service.

Weight	Price per Item	
	Standard	Oversize
Up to 50 g	16.0¢	17.3¢
Over 50 g up to 100 g	18.1¢	19.7¢
Over 100 g	27.4¢ + 0.24¢ per g over 100 g	28.6¢ + 0.24¢ per g over 100 g

Options	Standard	Oversize
Transportation	1.0¢	1.0¢
Specified Delivery Start Date	1.0¢	No charge

Qualifying Customers may have access to lower prices by signing an Agreement. For further details contact the Commercial Service Network. All prices are subject to applicable rebates, discounts, fees, surcharges, adjustments and taxes.

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

DESIGNING

4 DESIGNING NEIGHBOURHOOD MAIL

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

4.1 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*					
SIZE / ITEM		LENGTH	WIDTH	THICKNESS	WEIGHT
Minimum size		70 cm ² area (10.9 in. ²)		0.18 mm (0.007 in.)	N/A
Standard	max.	30.50 cm (12 in.)	15.24 cm (6 in.)	1.91 cm ** (0.75 in.)	230 g (8.1 oz.)
Oversize	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.

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

4.2 Creative options

Neighbourhood Mail service enables customers to be creative with their direct mail campaigns. It consists of printed matter and non-printed matter such as product samples for delivery that are not addressed to a specific address in Canada.

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.

OPTIONS	REQUIREMENTS
Enclosures and attachments	Inserts such as samples, magnets and Business Reply Mail can be placed in a newspaper, magazine, catalogue, envelope or self-mailer. Refer to designing module for acceptable requirements.
Die-Cut mail	We require a minimum of 7-point card stock to prevent the item from bending. Items can be non-printed matter such as rubber, plastic, laminate, vinyl, leather or wood (subject to testing and approval).
Application of tip-ons	Must be firmly affixed with glue and does not separate from the item during processing. Lie flat on the item and if magnetized, must be weak enough to be handled without de-magnetizing the contents of other items (e.g. credit cards).
Repositionable notes (RPN)	Must be 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).
Scented admail items	Acceptable criteria: <ul style="list-style-type: none"> • 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	Items that 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. These items will be distributed at random and do not require special bundling and labelling requirements.

NOTE: To be eligible 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.

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

CREATING AN ORDER

5 CREATING AN ORDER (STATEMENT OF MAILING)

Customers must use our Electronic Shipping Tools (EST) to prepare and transmit an *Order (Statement of Mailing)*. The use of the EST Online, Precision Targeter, or the EST 2.0 version of EST to prepare and transmit *Orders* is mandatory to access Contract prices.

- Manually prepared *Orders* are subject to Non-contract prices and a *Neighbourhood Mail Delivery Slip* is required.
- Non-transmitted *Orders* may be subject to a surcharge. For information on surcharges, visit the "Pricing" module at canadapost.ca/cpnmguides.

Customers are required to provide a copy of the *Order* to an authorized Canada Post representative at every deposit location (i.e. RVU and CDC) at the time of mailing or before transporting the items to a delivery facility.

NOTE: When using Electronic Shipping Tools (EST) or Precision Targeter for Specified Delivery Start Date mailings, the application will calculate your deposit date based on the day of deposit (day 0) plus the number of business days required for delivery. The number of days excludes the day of mailing, weekends and statutory holidays. Weekend and statutory holiday deposits are considered deposited on the following business day.

The following reference table provides a summary of the key requirements when creating an order.

REQUIREMENTS	
Electronic Shipping Tools (EST)	Mandatory for Contract Customers (otherwise non-contract prices apply).
Minimum volume per deposit	The minimum volume for distribution is: <ul style="list-style-type: none"> the complete distribution of a given route; or the complete distribution to only houses, apartments, farms, businesses, or any combination, on a given route. When mailing to more than one route: <ul style="list-style-type: none"> less than full coverage of a given route is permitted, however these items will be delivered until depleted (in no particular order).
Order (Statement of Mailing)	Mandatory
Mailing Plan Import File	Optional
Version specific	Optional
Partial Mailing or Downstream Deposits	Optional

For further information, visit the “Creating an Order” module at canadapost.ca/cpnmguides.

PREPARING

6 MAIL PREPARATION

Proper mail preparation is important to ensure that Neighbourhood Mail items are processed and delivered efficiently. The customer is responsible to meet all applicable requirements.

Mail preparation is the process of bundling mail items securely, placing them in Canada Post supplied containers, *Flexipack*™ pouches, or customer-supplied boxes pre-approved by Canada Post, and labelling the containers with the urban or rural delivery facility where the containers will be delivered.

The following reference table provides a summary of the key requirements when preparing your mailing.

STANDARD AND OVERSIZE REQUIREMENTS	
Maximum n° of items per bundle	200 items
Container type	Standard: Letterflainers (LFTs) and Flexipacks Oversize: flats tubs (In the event lids are not available, we recommend cardboard separators be used between each level to protect your mail items)
Shipping unit types	Monotainers and pallets
Placing bundles in containers	Mandatory
Labelling containers	Mandatory
Labelling shipping units	Mandatory

The supply of Canada Post equipment is dependent on conditions and availability. In instances where Canada Post equipment is not available, Canada Post pre-approved customer-supplied containers (e.g.: cardboard boxes) and/or pallets must be used.

For further information, visit the “Preparing” module at canadapost.ca/cpnmguides.

DEPOSITING

7 REQUIRED AT TIME OF DEPOSIT

Each *Order (Statement of Mailing)* must be accompanied by:

- two printed copies of the electronically prepared and transmitted *Order (Statement of Mailing)* or the original of a manually prepared *Order (Statement of Mailing)*
- sample(s) of the item, including all enclosures, attachments and wrapping, identical to the item being mailed.

Customers are not required to complete an Agreement but must fill out an *Order (Statement of Mailing)* for each deposit. The customer's signature on the *Order (Statement of Mailing)* confirms that the customer has acknowledged and read the Terms and Conditions on the back of the paper *Orders (Statements of Mailing)* or included with the electronic *Order (Statement of Mailing)*.

NOTE: Customers are required to provide a copy of the *Order (Statement of Mailing)* to an authorized Canada Post representative at every deposit location (i.e., RVU and CDC) at the time of mailing or before transporting the items to a delivery facility.

7.1 Where to deposit

All items must be deposited with an authorized representative at the deposit location selected on the *Order (Statement of Mailing)*.

Daily maximum volumes of mail have been implemented for certain types of deposit locations.

RECEIPT VERIFICATION UNIT (RVU)	COMMERCIAL DEPOSIT CENTRES (CDC)*			CORPORATE POST OFFICE*		DELIVERY FACILITY
	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 1	LEVEL 2	
No maximum	2 shipping units**	3 shipping units**	7 shipping units**	5 containers	12 containers	No maximum at the delivery facility responsible for local delivery.***
	(monotainers/pallets)					

* This location type is not equipped to process mail received in monotainers or pallets that are double-stacked.

** A monotainer can accommodate approximately 48 letterflatiners (LFTs) (40 letterflatiners with lids) or 24 Flats tubs.

*** Not applicable for mailings requiring transportation to another delivery facility.

NOTE: Parliamentary mailings using Neighbourhood Mail are to be deposited only in Ottawa at the House of Commons Post Office.

A look-up tool called **Find a Deposit Location** is available at canadapost.ca/depositlocations to help you identify the right deposit location for your mailing based on Postal Code^{OM}, mail type and quantity. In addition, this tool will provide further information such as the deposit location address and deposit location cut-off times.

NOTE: Items deposited after the deposit location cut-off times are considered as being deposited on the next business day.

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

PAYING AND TERMS

8 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" or the General Terms and Conditions for customers without a "Standing Offer Agreement". Refer to the applicable Terms and Conditions (canadapost.ca/generalterms).

PAYMENT TERMS	TERMS AND CONDITIONS	
Paying For Your Mailing	With a "Standing Offer Agreement"	Without a "Standing Offer Agreement"