

Creating An Order



Neighbourhood Mail™

IMPORTANT UPDATES

DESCRIPTION OF CHANGE		LOCATION
Amendment v1.0	Posted on November 18, 2016	Effective on January 16, 2017
No updates.		

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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CREATING AN ORDER

The “Creating an Order” module provides general information that you will need prior to depositing your mail. This module includes requirements for preparing mailing electronically and manually, version specific and variable printing, partial mailings and downstream deposits, consumers’ choice, community newspaper and parliamentary mailings.

1 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.

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.

1.1 Electronic Shipping Tools (EST)

Customers have the option of using either the EST Online version, Precision Targeter, or the EST 2.0 version of the Electronic Shipping Tools (EST). The EST 2.0 can be downloaded to prepare and transmit *Orders (Statements of Mailing)*.

The EST software is free of charge and can be accessed online or downloaded (EST 2.0) through the Canada Post website at canadapost.ca/newuser. For technical enquiries, customers can call the Technical Help Line at 1-800-277-4799.

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 deposit facility. An *Order* must be properly completed and transmitted prior to drop-off of the mailing. A copy of the *Order* must accompany the first deposit of the mailing.

1.1.1 PRECISION TARGETER APPLICATION

The Precision Targeter application is an online application providing customers the ability to create and prepare a Neighbourhood Mail campaign. See canadapost.ca/precisiontargeter.

The application provides a simplified user experience enabling customers to access existing tools (e.g., walk maps, geographic and demographic data, etc.) as well as other basic attributes such as:

- a) Searching by multiple levels of geography (e.g., municipality or FSA) through the use of GIS (Geographic Information Systems) mapping software.
- b) Defining target areas by using parameters such as Radius, Drive Time, Drive Distance, etc.
- c) Allowing the user to identify, select and modify address attributes.

The application also allows users to *Order* once they have completed their targeting and obtained their pricing information. Customers can easily configure their mail plan online.

1.2 Preparing your Orders manually

When preparing manual *Orders (Statements of Mailing)*, a **mailing plan** must be prepared and a *Neighbourhood Mail Delivery Slip* must be completed. The following requirements must be met:

MANUALLY PREPARED ORDERS (STATEMENTS OF MAILING) REQUIREMENTS

- Customer name
- Customer account number
- *Order (Statement of Mailing)* serial number
- control number(s) of each *Neighbourhood Mail Delivery Slip* in the mailing (there may be more than one *Neighbourhood Mail* for a Delivery Facility, depending on the nature of the mailing)
- Postal Code of the Delivery Facility listed on each *Neighbourhood Mail*
- volumes forwarded to each Delivery Facility.

PREPARING A DELIVERY SLIP

The *Neighbourhood Mail Delivery Slip* serves to identify the mailing and is attached to the last container (Residue bundle) for each Delivery Facility. It includes the specific delivery instructions, including the selected Forward Sortation Area (FSA) and route numbers.

The completed *Neighbourhood Mail* for each Delivery Facility must be back stamped with the RVU stamp by the Receipt Verification Unit (RVU) or the office stamp by the Corporate Retail Counter or the Corporate Retail Counter barcoded label must be attached before the customer attaches Part 1 to the Residue Bundle. Part 2 of the *Neighbourhood Mail* is proof of payment by the Delivery Facility.

TWO PART FORM

Part 1: On Residue Bundle in Last Container – Attach the first page to the Residue bundle. For example, if 40 containers are being sent to a Delivery Facility, the Residue bundle can be inserted with the form attached in the container labelled as 40 of 40.

Part 2: Mailer copy – The customer keeps the second page of the form for their files.

FORM NUMBER 40-076-527

NOTE: Contract prices cannot be accessed using a manual *Order (Statement of Mailing)*. Manual *Orders (Statements of Mailing)* containing Contract prices will be subject to applicable Non-contract prices upon deposit. The applicable volume, however, will still count toward the annual volume commitment when mailings are deposited at a Receipt Verification Unit (RVU).

1.3 Version specific mailings

If customers wish to send different versions of items within a Neighbourhood Mail mailing (e.g., identical envelopes with varying content) to specific delivery routes within a delivery installation, customers must ensure that each version:

- is identified with a distinct title in the **Title of Mail Piece** field on the container label
- is entered on separate lines on the *Order (Statement of Mailing)*
- is bundled and containerized separately, and
- has the Forward Sortation Area (FSA) and target area (i.e., houses, apartments, farms, businesses) printed on the piece, if there are different versions per Letter Carrier route or Non-Letter Carrier delivery mode

When preparing a manual *Order*, the customer must ensure that each version:

- has its own *Neighbourhood Mail Delivery Slip*
- has container labels that indicate the *Neighbourhood Mail Delivery Slip* control number
- is bundled and containerized separately.

1.4 Partial mailings and downstream deposits

REQUIREMENTS	
Partial Mailings	<p>Customers wishing to deposit a mailing over multiple days at one Deposit Location should:</p> <ul style="list-style-type: none"> enter each Partial Mailing as a separate line when using Fully Featured (EST online or Electronic Shipping Tools 2.0) with the applicable Deposit Date and associated volume submit three copies of the <i>Order (Statement of mailing)</i> with the first deposit each subsequent deposit must be accompanied by two copies of the <i>Order (Statement of mailing)</i> applicable for the declared deposit date and location be deposited in full no later than 15 business days from the first deposit date. <p>1. Deposit dates and associated volumes must be declared in EST when mailing Upon Receipt Neighbourhood Mail as a Partial Mailing.</p> <p>For “Upon receipt” - transportation paid mailing If a single deposit date is specified, and the mailing is deposited over multiple dates, the delivery date will be adjusted to reflect the date of the last deposit.</p> <p>2. <i>Orders (Statements of Mailing)</i> for partial mailings cannot be prepared and submitted using Precision Targeter applications or “Express Order Entry” version of the EST.</p>
Downstream Deposits	<p>Customers wishing to deposit a Neighbourhood Mail mailing in more than one day and deposit at multiple deposit locations should:</p> <ul style="list-style-type: none"> enter each Downstream Deposit as a separate line when using Fully Featured (EST online or Electronic Shipping Tools 2.0) with the applicable Deposit Date, Deposit Location and associated volume submit three copies of the <i>Order (Statement of mailing)</i> with the first deposit each subsequent deposit must be accompanied by two copies of the <i>Order (Statement of mailing)</i> applicable for the declared deposit date and location be deposited in full no later than 15 business days from the first deposit date. <p><i>Orders (Statements of Mailing)</i> for downstream deposits cannot be prepared and submitted using Precision Targeter applications or “Express Order Entry” version of the EST.</p>

1.5 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.

Subject to Consumers’ Choice, Neighbourhood Mail items are delivered to the consumer’s regular mail location (e.g., to the door, mail receptacle, community mailbox, group mailbox and/or Post Office Box).

NOTE: Electoral Candidates sending promotional materials using the Neighbourhood Mail service are not exempt from the Consumers’ Choice Program. Canada Post will continue to respect consumers’ wishes to not receive unaddressed materials from Electoral Candidates.

1.5.1 COMMUNITY NEWSPAPERS

In order to be considered a community newspaper, the item must:

- be a newspaper
- meet the Neighbourhood Mail size and weight specifications
- contain a maximum ratio of 70% advertising, including all enclosures, to 30% news/editorial/community notices content
- be published not more than three times a week
- serve the community in which it is published through its news and editorial content, and this news and editorial content must be relevant to any other communities to which the paper is distributed as a community newspaper and not as a newsletter, and
- not be a newsletter intended for a special interest group or consist of a printed sheet or pamphlet containing news or information.

If the content requirement is not met, the item may qualify as Neighbourhood Mail, but will not be exempt from Consumers’ Choice Program (i.e., the item will not qualify for Total Points of Call).

1.5.2 PARLIAMENTARY MAILINGS USING NEIGHBOURHOOD MAIL

Parliamentary mailings using Neighbourhood Mail may be used by members of the House of Commons to send printed matter to constituents, free of charge, up to four times per calendar year. These mailings must consist of printed matter only. Members of the House of Commons are entitled to Parliamentary Neighbourhood Mail beginning on the day that their election to the House is announced in the *Canada Gazette* and up to 10 days after they leave office. All mailings must be mailed in Ottawa through the House of Commons Post Office. Additional mailings, after the first four mailings, are subject to the applicable price. Contact a Canada Post representative to obtain prices.