

**BROKERS WORLDWIDE NEWSFLASH**

**Canada Post Enforcing Existing Indicia Requirements & Specs**

*August 14, 2008*

Brokers Worldwide has been informed that Canada Post has recently begun to strictly enforce the requirements and specifications for their postal indicia. Previously, Canada Post was not as strict about enforcing these requirements. As a result, a number of companies who have been printing the indicia on their mail piece themselves have become relaxed on the specifications, causing mailings to be considered "Out of Spec" by Canada Post.

Brokers Worldwide has been asked to ensure the indicia size meets Canada Post regulations prior to entry into the system. Therefore, in order to avoid penalty, any indicia that does not meet specification will have to be re-run to the proper size in order to pass the Postal Gateway verification. Any such changes that need to be made to a mailing may affect the final mailing date of our customer's mail.

Canada Post's Requirements for Postal Indicia can be found on the following pages. Please review the requirements carefully and ensure that your Canadian indicia meets these guidelines. Should you have any questions regarding these requirements, please feel free to contact your Brokers Worldwide Account Manager.

Regards,  
Brokers Worldwide  
1.800.MAIL.287 (624-5287)  
[www.brokersworldwide.com](http://www.brokersworldwide.com)

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*For up-to-date news on international hotspots that may affect the delivery of your mail, please log on to [www.brokersworldwide.com](http://www.brokersworldwide.com) and follow the "News & Info" link to "Global Hot Spots". For your convenience, the Hot Spots can be sorted by either Country or Date.*

# REQUIREMENTS FOR POSTAL INDICIA

Canada Post is subject to the *Official Languages Act*. Therefore the postal indicia must be bilingual. For any mailing with a return address in the province of Québec, the main information contained within the body of the indicia must appear French first. In all other provinces, English must appear first.

## GENERIC POSTAL INDICIA

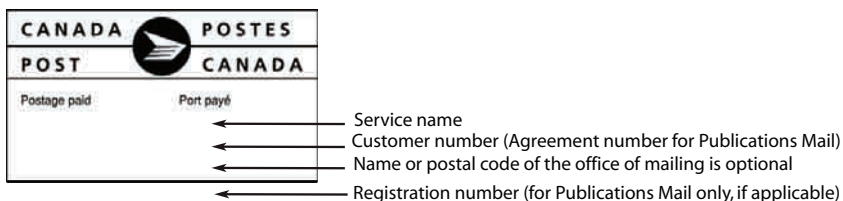
A generic postal indicia must:

- ▶ be made by a mechanical or photographic printing process and applied to the mail item or on self-adhesive labels that cannot be removed from the mail item
- ▶ appear on each item mailed
- ▶ contain Canada Post's corporate identity, service name and Customer number (Agreement number for Publications Mail™ and Registration number, if applicable). The name or postal code of the office of mailing is optional
- ▶ measure a minimum of 19 mm x 36 mm and a maximum of than 39 mm x 73 mm
- ▶ be printed on or attached to the address side of each item in the upper right corner (mailers may indicate the date of mailing)
- ▶ contain characters measuring between 2 mm and 5 mm high (upper-case characters of nominal 7 point type meet the minimum character size). Black or red ink is preferred, however, other colours are acceptable if there is sufficient contrast with the background.

**NOTE :** Phosphorescent ink is not acceptable when imprinting the indicia on the mail item.

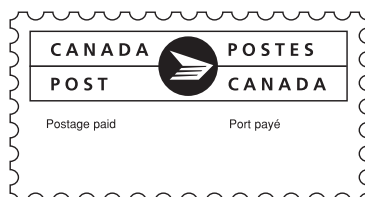
**Figure 1:**

A generic postal indicia may be used for any service.



## PERFORATED EDGE DESIGN

**Figure 2:**

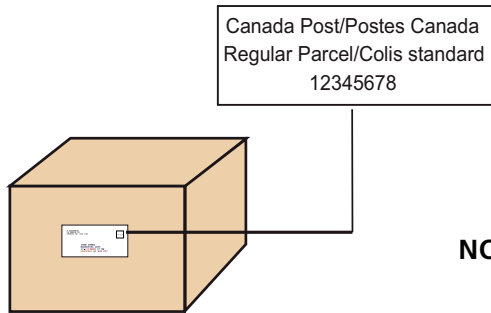


A Perforated Edge Design postal indicia has the same requirements as the generic postal indicia, except the size of the postal indicia is measured from the outer edges.

**NOTE :** The Perforated Edge Design postal indicia is only available for Addressed Admail™ (including Dimensional Addressed Admail), Catalogue Mail™, Lettermail™, Incentive Lettermail™ and Publications Mail™.

## PARCEL SERVICES POSTAL INDICIA

Figure 3:



Parcel Services postal indicia must:

- appear on each item mailed
- be printed on or attached to the address side of each item in the upper right corner (mailers may indicate the date of mailing).

**NOTE :** The information may be printed using a minimum 9 point type in the area where the indicia would normally be located.

## CUSTOMIZED POSTAL INDICIA

The Customized postal indicia gives Commercial Customers the opportunity to leverage the upper-right corner of an envelope for marketing purposes.

Figure 4:



A Customized postal indicia must:

- be purchased directly from Canada Post
- only be used for Lettermail and Incentive Lettermail domestic mailings
- appear on each item mailed.

**NOTE :** Visit [www.canadapost.ca/customizedindicia](http://www.canadapost.ca/customizedindicia) for more information on the Customized postal indicia, including how to place an order.