

OVERVIEW OF CHANGES

Effective January 16, 2012 Unless Noted



This overview is a **reminder** of the service changes scheduled for January 16, 2012, as well as **updates** made since we last communicated to you in July and **new** changes currently available or soon to be introduced. Details on these initiatives can also be found by visiting the Canada Post website at canadapost.ca/notice.

We are providing you with the information pertaining to these Canada Post services because our records indicate you or your Authorized Users have used the services within the last twelve months. Please share this information with other colleagues in your organization who deal with Canada Post as it may impact the service(s) your company currently uses under its Agreement with Canada Post.

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<ul style="list-style-type: none"> • UPDATE - Enhancing your Unaddressed Admail experience with Precision Targeter, the new online application previously known as Targeting, Pricing and Ordering (TPO) • REMINDER - Unaddressed Admail contract prices no longer accessible for customers who use the SOM Only version of EST • REMINDER - Introduction of a 10% Unaddressed Admail Seasonality Discount for Orders deposited during the months of January, February, June, July, August and December • REMINDER - List of High Demand Routes that will be subject to a Premium • REMINDER - Improved Householder Counts and Maps • REMINDER - Unaddressed Admail invoice changes • REMINDER - Increasing the quantity of Flexipack™ Pouches From 50 to 100 per pack • REMINDER - Acquisition Admail mover selects • REMINDER - Amendment to the requirements for Unaddressed Admail Co-op Mailings • REMINDER - Clarifying the exemptions to the Unaddressed Admail Consumers' Choice program for municipal electoral candidates

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- **REMINDER** - Published Unaddressed Admail cut-off times

Mail Preparation

- **REMINDER** - Mechanically-applied single plastic strapping allowed on standard Unaddressed Admail items
- **REMINDER** - Ensure all containers, pallets and monotainers are labeled correctly

ALL SERVICES

- **COMING SOON!** New payment options for customers with commercial accounts using Postal Boxes

ADDRESSED ADMAIL™

UPDATE - Address Accuracy Transition Period for Excluded Business Addresses Extended to January 2013

In January 2011, Canada Post introduced Point of Call Address Data, which is now used in Address Accuracy software for validating and correcting mailing lists and for producing a *Statement of Accuracy (SOA)*.

In response to requests from our customers, the transition period for **excluded large urban business addresses** has been extended to **January 2013**. This means you have more time to correct these addresses before they're considered invalid and counted against your Statement of Accuracy score. **No further extensions will be provided after January 2013.**

Reminder: As previously communicated, the transition period for **excluded multi-unit residential apartment addresses** will end effective January 13, 2012 at which time invalid residential apartment addresses will count against Statement of Accuracy scores.

NEW - Addressing Guidelines Simplified

Look for improvements made throughout the Addressing Guidelines by visiting the Addressing Guidelines section at canadapost.ca/postalguide.

REMINDER - Acquisition Admail Mover Selects

In June 2011, new mover selects were added to the Acquisition Admail service:

- New selections for Acquisition List and Acquisition List Plus:
 - **New Addresses** - reach newly constructed residential addresses that have just started to receive mail delivery with confirmed occupancy. Canada Post registers over 120,000 new residential addresses every year, including new subdivisions and condominiums.
 - **New Occupants** - target addresses that have just experienced a recent transition in occupancy. Canada Post registers over 300,000 residential changes each year.
 - **New Addresses** and **New Occupants** selects allow you the ability to time your mailings to the move date with recency selects.

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Canada Post's Acquisition Admail service allows you to effectively target prospects using an addressed direct mail list (items addressed without the addressee's name). With over 13 million available addresses, Acquisition Admail provides access to accurate lists of Canadian residential, business and multi-unit building addresses with the current offering:

Acquisition List

- Rent a list with a minimum quantity starting at 5,000 address records per order.
- Choose how many addresses you want to use for your mailing.
- Use your list for a one-time mailing within six months.

Acquisition List Plus

- Rent a list with a minimum quantity of at least 20,000 address records per order.
- Deposit your one-time mailing within 90 days.
- Access to special list and Acquisition Admail postage rates.

Learn more about this exciting product offering by visiting the Canada Post website at canadapost.ca/acquisitionadmail

REMINDER – Importance of Using Current Delivery Mode Code Data

The Delivery Mode Audit Code (DMAC) is an integral part of the Delivery Mode Code (DMC). It is the visible reference on a mail item that identifies the version of data used for mail presortation. Approximately every thirty days Canada Post issues new data files containing updated DMCs for any changed or new urban mailing addresses and delivery routes. In 2012, we will be restructuring many delivery routes as we continue to implement our new delivery model as part of our Postal Transformation project. To that end we wish to remind you about the criticality and importance of applying the current and valid Delivery Mode Codes to your mailing and coordinating them with your mailing drop dates.

NEW – Container Consolidation No Longer Required for Level 2 – City for Addressed Admail Machineable Presort Mailings

As Canada Post continues to increase its number of sites with new automated equipment to allow more sequencing of machineable mail within the Machineable Presort option, SERP (presortation software) will no longer consolidate Machineable Presort containers to the National Presortation Schematic (NPS) Level 2 – City.

Effective January 16, 2012, the acceptable levels of containerization are:

1. NPS Level 1 – Delivery Facility (DF)
2. NPS Level 3 – Distribution Centre Facility (DCF)
3. NPS Level 4 – Forward Consolidation Point (FCP)
4. Residue

Note: This change applies only to Machineable Presort containers. Machineable Presort shipping units will still be consolidated to the 5 levels, including Level 2 – City. This change is not applicable to Letter Carrier Presort (LCP) mailings.

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NEW – Simplified NDG Presort Mail Preparation and Presortation Guide

Look for improvements made throughout the *NDG Presort Mail Preparation and Presortation Guide* found at canadapost.ca/mailpreparation.

REMINDER - Modifying Machineable Specifications to Add Value to Your Mailings

To provide you with more flexibility when creating your mail items and to align with the capabilities of Canada Post's new automated equipment, the following specification changes will be made to the *Machineable Postal Standards* guide for Standard/Short and Long (S/L) Incentive Lettermail, Addressed Admail and Publications Mail:

- Reduce the Quiet Zone for barcoding on the front of the item from 19 mm high by 150 mm long to **19 mm high by 105 mm long** measured from the bottom right edge.
- Allow graphic placement to the right and below the address block provided the Quiet Zone around the address block (6 mm above and below the address; 13 mm to the right and left of the address) and the Quiet Zone for barcoding (**19 mm high by 105 mm long** measured from the bottom right edge) are respected. **Note:** Customers wishing to print text to the right and below the address block must provide samples for testing and approval to Canada Post prior to inducting the mailing.
- Allow all types of fonts for the destination address, provided:
 - All characters are clear, well-defined and have a space no smaller than 0.1 mm between them;
 - Font size is set between 10 and 14 pts (the optimal character height is between 2.3 mm and 3.3 mm); and
 - No bold, underlined, italic, or script/decorative fonts are used.

NEW

We are also pleased to announce that '**matte**' coating for machineable items is now acceptable!

Note: The new machineable specifications will only apply to mailings deposited at Canada Post sites that have new mail sorting equipment. These locations can be found in the "*Induction Locations and Cut-off Times*" document available at canadapost.ca/mailpreparation.

REMINDER - Allowing the Induction of Mailings Using Cardboard Container Solutions in Conjunction with Canada Post-Supplied Containers

In an effort to minimize the cost of purchasing alternative equipment due to shortages of Canada Post containers during peak times, you can induct your mailings using cardboard letterainers or cardboard boxes in conjunction with Canada Post-supplied letterainers or flats tubs. You may vary the type of containers used (hardsided containers, cardboard letterainers, cardboard boxes or brick-piled pallets), provided the same type of container is used for each destination facility or within each shipping unit. **Note:** Please ensure your cardboard boxes meet the requirements outlined in the applicable *Mail Preparation and Presortation* guide at canadapost.ca/mailpreparation.

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UNADDRESSED ADMAIL™

UPDATE - Enhancing your Unaddressed Admail Experience with *Precision Targeter*, the New Online Application, Previously known as Targeting, Pricing and Ordering (TPO)

Beginning January 16, 2012, you will have access to a new and exciting interactive targeting, pricing and order application: **Precision Targeter** that will make it easier for small and medium sized Unaddressed Admail customers to execute Unaddressed Admail mailings and get the most out of marketing campaigns.

This new application is a dramatic improvement over the existing process as it enables you to easily plan, price and place Unaddressed Admail *Orders* using an interactive step-by-step approach! The **Precision Targeter** application, modeled on customer feedback, is sophisticated and smart - yet simple and intuitive. This free, value-added online application will allow you to plan and place Unaddressed Admail Orders when it is most convenient for you!

IT'S ALL THERE! THE BENEFITS...

- Convenient, hassle-free, seamless "Target-to-Order" application
- Online access to applicable Unaddressed Admail contract price (upon log-in)
- Visual and intuitive map-centric interface
- Current and up-to-date information, including maps
- Visibility into the most popular routes (High Demand Routes)
- Plus much more...

PLAN, PRICE, PLACE – IT'S THAT EASY! THE FEATURES...

- Target mailings by identifying prospective customers based on location or proximity to a specific address, and demographic filters (e.g. age, income)
- Review estimated mailing costs every step of the way and easily adjust the campaign to meet business and budget requirements
- Download customized targeting analysis or send to a third-party printer
- Create and print all of the required documents for an Unaddressed Admail *Order* quickly and easily
- Plus much more...

SAVE TIME AND ENJOY PLANNING UNADDRESSED ADMAIL MAILINGS!

The new **Precision Targeter** application consists of three easy-to-use integrated components: **Targeting**, **Pricing** and **Ordering**. You can simply let the application guide you through the process!

1. Targeting

Precision Targeter, pricing and ordering application's targeting capabilities and built-in tools are sure to impress and simplify your campaign planning! Some of the highlights include:

- Web-based interactive map views and analysis.
- A selection of variables to describe the mail piece (size, weight, timing, audience and budget).
- Target areas can be defined by using selection tools such as: drawing a polygon, defining a radius, drive time, drive distance from a point on the map, etc...
- Suggested routes to assist you in optimizing your target audience based on the variables selected.

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- Save the targeting analysis for later use or forward the information to a Value-Added Mailer to prepare the Unaddressed Admail mailing.
- High Demand Routes are identified to assist in the planning of future campaigns (the High Demand Route Premium will be implemented on April 23, 2012).

2. Pricing

You can view estimated postage costs as you plan and redefine your campaign targeting requirements based on your applicable Unaddressed Admail contract prices. In addition, you can:

- Dynamically **estimate** Basic or Premium postage costs.
- View the High Demand Routes to assist in planning future campaigns.
- Determine if your mailing can benefit from the new 10% Seasonality Discount (during qualifying months).
- Estimate Transportation Fees.
- Continue in the application to create an *Order*.

3. Ordering

With the targeting and pricing information automatically populated, you can:

- Configure your Mailing Plans using online, user-friendly tools.
- View **accurate** pricing for the *Order**, based on your contract pricing, Seasonality Discount (where applicable) and/or Transportation Fees, etc...
- Pay for the *Order* using an approved Canada Post method of payment, including credit card or Canada Post account.
- Print the *Order*, labels and other documentation required for the induction of Unaddressed Admail.
- View a map of the closest deposit locations.

*The application will be updated on April 23, 2012 to apply the High Demand Route Premium. The ordering component of the Precision Targeter application will not replace current versions of EST (EST Online, EST 2.0, EST EOE or SOM Only).

For more information refer to the enclosed brochure entitled *Precision Targeter for Unaddressed Admail™* or visit canadapost.ca/precisiontargeter.

REMINDER - Unaddressed Admail Contract Prices No Longer Accessible for Customers who Use the SOM Only Version of EST

SOM Only is a version of EST whereby only the *Order* is created—the system does not create container labels, or an *Admail Delivery Slip* and the 1% automation incentive is not applied. In addition, the Mailing Plan details are not provided and there is no integration into Event Manager. The *SOM Only* version of EST restricts the ability to implement future enhancements that provide you with better data.

Effective January 16, 2012, customers that use the SOM Only version of EST to create Orders for Unaddressed Admail will no longer have access to contract prices and the volume inducted using SOM Only will no longer apply to their Annual Volume Commitment.

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Customers who choose to continue using the SOM Only version of EST after January 16, 2012, will not:

- have access to discounted prices based on their Annual Volume Commitment.
- be able to count Unaddressed Admail items deposited with a SOM Only Order towards their Annual Volume Commitment.
- be able to take advantage of the new 10% Seasonality Discount.

REMINDER – Introduction of a 10% Unaddressed Admail Seasonality Discount for Orders Deposited during the Months of January, February, June, July, August and December

On January 16, 2012, Canada Post will begin offering a 10% Seasonality Discount on postage for Unaddressed Admail mailings deposited during the months of **January, February, June, July, August and December**, when Unaddressed Admail volumes are lowest.

The 10% Seasonality Discount, applied to the combined base price and progressive weight price, will be automatically applied to Unaddressed Admail mailings inducted during the qualifying months when using the new Precision Targeter application or EST (excluding SOM Only) to create your *Order*.

Exclusions: **The 10% Seasonality Discount does not apply to SOM Only Orders, manual Statements of Mailing, Transportation Fees or the High Demand Route Premium.**

Unaddressed Admail mailings planned for these months (January, February, June, July, August and December) will automatically benefit from the discount. Otherwise, you may decide to add to your mailing plan or adjust the timing of your mailing to take advantage of the new discount periods.

REMINDER – List of High Demand Routes that will be subject to a Premium

Canada Post delivers Unaddressed Admail to every address in Canada; however some routes are in higher demand than others. The volume on these routes poses a significant challenge for our mail processing network and for the delivery employees, resulting in more costs for preparation, increased delivery time, and heavier weight to be carried by Canada Post employees.

As a result, we will introduce a 1.5 cent Premium per item destined to these routes—High Demand Routes—on April 23, 2012, to better align volume with our operational capacity. High Demand Routes will be defined as routes having more than 7.5 Unaddressed Admail items on average per address, per week. Today, 24% of these routes have more than 10 items per address, per week.

The introduction of a High Demand Route Premium will help protect the effectiveness and relevance of Unaddressed Admail as an advertising medium by reducing the number of promotional messages consumers receive on these routes.

The High Demand Routes will be visible in the new **Precision Targeter** application and EST (except SOM Only) as of January 16, 2012, to assist you in determining if your target areas include High Demand Routes, allowing you to better plan your 2012 Unaddressed Admail campaigns.

List of High Demand Routes

As of July 20, 2011, a list of High Demand Routes is available on the Canada Post website at canadapost.ca/uasupportdocuments. Canada Post will periodically update the list of High

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Demand Routes to account for changes in mail volume and route restructures. The updated list of High Demand Routes will be available to you in July of each year.

REMINDER – Improved Householder Counts and Maps

Canada Post's Householder Counts and Maps can help you target your customers and prospects by providing information on the number of houses, apartments, farms and businesses throughout Canada, along with associated FSA and Letter Carrier Walk maps.

With the technology and capabilities of Precision Targeter, we can now more easily and frequently update existing Householder Counts and Maps. Refer to the Householder Counts and Maps at canadapost.ca/cpc2/addrm/hh/default-e.asp as of January 16, 2012, to view the updated tool, which will also identify High Demand Routes.

REMINDER - Unaddressed Admail Invoice Changes

As a result of these changes, you may see some or all of the following price points on your Unaddressed Admail invoice beginning January 16, 2012:

- Basic Price Per Item Fee - based on your Annual Volume Commitment level
- Premium Price Per Item Fee – based on:
 - Annual Volume Commitment level
 - Size of mail piece (Oversize vs. Standard)
 - Business Points of Call
 - Specified Delivery Start Date
 - Samples
- Transportation Fee
- **NEW!** 10% Seasonality Discount - applicable to combined base and progressive weight prices
- 1% Automation Incentive

Note: After the introduction of the High Demand Route Premium on April 23, 2012, the 1.5 cent per item Premium will also appear on applicable Unaddressed Admail invoices.

REMINDER - Increasing the Quantity of Flexipack Pouches from 50 to 100 Per Pack

Flexipack pouches for Unaddressed Admail are designed to offer you an alternate container option for small Unaddressed Admail mailings destined to low density areas or rural delivery facilities.

These one-time-use pouches, made of flexible recycled plastic, will be offered in packs of 100 Flexipack pouches. You can purchase packs of 100 Flexipack pouches for Unaddressed Admail in either size online at canadapost.ca/obc:

- Small at \$16.44 per pack of 100 pouches; and
 - Large at \$31.39 per pack of 100 pouches.
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REMINDER - Amendment to the Requirements for Unaddressed Admail Co-Op Mailings

Co-op mailings are items designed or published primarily for advertising purposes and featuring two or more offers from different advertisers printed on a single sheet, card or coupon booklet, or mailed in a sealed bag, wrapper or envelope that prevents separation.

The requirements for Unaddressed Admail Co-op Mailings will be redefined as follows:

- When two or more companies are participating in a co-op mailing, **the owner of the mailing must advertise on a minimum of 10% of the space visible on the outside of item.** Other participants are not subject to minimum space requirements.
- When items are enclosed in an opaque wrapper (opaque bag or envelope), the minimum advertising space of 10% applies to the wrapper itself. When items are enclosed in a clear wrapper (such as a poly wrapper), the minimum advertising space of 10% applies to the items visible from the outside of the wrapper, unless otherwise printed on the wrapper itself.
- To be an advertiser, customers must make a descriptive representation for the purpose of directly promoting the sale of a product or service to the recipient. Offers include, but are not limited to, discount, coupons or special offer on a product or service. Customers cannot simply print their name on the item and be considered an advertiser.

REMINDER - Clarifying the Exemptions to the Unaddressed Admail Consumers' Choice Program for Municipal Electoral Candidates

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 current list of **exemptions** to the Consumers' Choice Program includes materials from: Elections Canada and the Provincial Chief Electoral Officers, House of Commons, Municipal Electoral mailings (which include Municipal Election Officials and Deputy Returning Officer) and community newspapers.

Clarification: Municipal Electoral Candidates sending promotional materials using the Unaddressed Admail service are **not exempt** from the Consumers' Choice Program. Canada Post will continue to respect consumer's wishes to not receive unaddressed materials from Electoral Candidates.

REMINDER - Published Unaddressed Admail Cut-Off Times

Induction locations and cut-off times for all services except Unaddressed Admail were published several years ago. The "*Induction Locations and Cut-off Times*" document, available online at canadapost.ca/uasupportdocuments, has been updated to include Unaddressed Admail to make it more convenient for you to access the information from a single source. You may find it easier to determine cut-off times when depositing at a Receipt Verification Unit (RVU) versus at a Delivery Installation responsible for local delivery.

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REMINDER - Mechanically-Applied Single Plastic Strapping Allowed on Standard Unaddressed Admail Items

Discussions with Unaddressed Admail customers identified an opportunity to align Canada Post's mail preparation requirements to the capabilities of the printing and packaging (bundling) industry. Specifically, equipment used by these industries allows for mechanically-applied single-strapped bundles of Standard size (30.50 cm x 15.24 cm [12 in x 6 in]) Unaddressed Admail items that will adhere to our mail preparation requirements.

As a result of your feedback and further investigation, you may now use mechanically-applied single plastic banding as a bundling option, providing the strapping can successfully prevent bundles of Standard Unaddressed Admail from becoming loose and breaking open during handling or while in transit.

Note: Double-strapping is still required when using elastic bands, string or manually-applied plastic straps.

REMINDER - Ensure All Containers, Pallets and Monotainers are Labeled Correctly

Correct labelling ensures mail is directed to the correct Delivery Installation or Work Centre within a Canada Post facility. Ensure all containers, pallets and monotainers are labelled. For complete details, refer to the applicable *Mail Preparation and Presortation* guide at canadapost.ca/mailpreparation.

ALL SERVICES

Coming Soon! New Payment Options for Customers with Commercial Accounts using Postal Boxes

With this convenient centralized billing payment option, you will:

- Save time and better manage your Postal Box rentals
- Pay your Postal Box rental fees through your Canada Post billing account
- Conveniently setup and renew Postal Boxes without having to travel to each Post Office where the boxes are held
- Avoid potential interruption of service from missing your renewal
- View details of all Postal Box rentals on your Canada Post commercial invoice

Visit canadapost.ca/postalboxes for more information about the changes or to find out if you qualify.



Think recycling!



Pensez recyclage!



RECYCLED
Paper made from recycled material
Papier fait à partir de matériaux recyclés
FSC® C016931

Addressed Admail™ Short and Long

Send more—without spending more.
Switch to Machineable Presort!

SAVE up to 3¢* per
piece on your
mailing

With the Machineable Presort mail preparation option
you get more for your marketing spend.

It's true. When you switch to the Machineable Presort option for Addressed Admail™ you can save up to 3¢* per piece on your mailing—leaving more money in your budget for other things, like expanding your direct mail campaigns to more customers.

Designing, preparing and depositing your Machineable Presort Addressed Admail items is easy. Just follow these **three simple steps:**

1. Design your mail items for machine processing

Refer to the *Machineable Postal Standards* guide at canadapost.ca/postalstandards to ensure that our automated equipment can read and process your mail.

2. Prepare and presort your mail

Use Canada Post-approved presortation software and follow the requirements set out in our *Machineable Presort – Mail Preparation and Presortation Guide* at canadapost.ca/mailpreparation.

3. Deposit your mail

Deposit your mail at one of Canada Post's 21 mechanized plants identified in the *Induction Locations and Cut-off Times* document at canadapost.ca/cutofftimes.

Switch to the Machineable Presort mail preparation option today and start realizing the savings.

Have questions?

Please contact the Canada Post Commercial Service Network at 1.866.757.5480.

*Based on 2012 prices and average mail densities.

For more information on Machineable Presort, please visit canadapost.ca/mp.
™ Trademark of Canada Post Corporation.



From anywhere... to anyone

Médiaposte avec adresse^{MC} – envois courts et longs

Envoyez plus de courrier, sans dépenser plus.
Passez au tri préliminaire du courrier
mécanisable!

ÉCONOMISER
jusqu'à 3 ¢*
par article sur
votre envoi

Le tri préliminaire du courrier mécanisable est une option de préparation du courrier qui vous permet de retirer le maximum de vos dépenses en marketing.

C'est vrai. En choisissant l'option de tri préliminaire du courrier mécanisable pour le service Médiaposte avec adresse^{MC}, vous pouvez économiser jusqu'à 3 ¢* par article sur votre envoi, ce qui vous permet de consacrer plus d'argent à d'autres choses, comme le développement de vos campagnes de publipostage pour atteindre davantage de clients.

Rien de plus facile que de concevoir, de préparer et de déposer vos articles Médiaposte avec adresse avec option de tri préliminaire du courrier mécanisable. Il vous suffit de suivre ces **trois étapes simples**:

1. Concevez vos articles de courrier aux fins de traitement mécanisé

Consultez le guide *Normes postales – Courrier mécanisable* à l'adresse postescanada.ca/normespostales pour vérifier que notre équipement automatisé peut lire et traiter votre courrier.

2. Préparez et prétriez votre courrier

Utilisez un logiciel de tri préliminaire approuvé par Postes Canada et respectez les exigences indiquées dans notre *Guide de préparation et de tri préliminaire du courrier – Courrier mécanisable*, à l'adresse postescanada.ca/preparationcourrier.

3. Déposez votre courrier

Déposez votre courrier à l'un des 21 établissements mécanisés de Postes Canada. La liste de ces établissements se trouve dans le document *Emplacements pour le dépôt et heures limites*, à l'adresse postescanada.ca/heureslimites.

Passez dès aujourd'hui à l'option de tri préliminaire mécanisable pour la préparation de votre courrier, et commencez à réaliser des économies.

Vous avez des questions?

Veillez communiquer avec le Réseau du service aux entreprises de Postes Canada au 1.866.757.5480.

* Chiffre établi en fonction des tarifs de 2012 et des densités moyennes de courrier.

Pour obtenir de plus amples renseignements sur le tri préliminaire du courrier mécanisable, veuillez consulter le site postescanada.ca/tpm.

^{MC} Marque de commerce de la Société canadienne des postes.



De partout... jusqu'à vous

Precision Targeter Application for the Unaddressed Admail™ service

Unaddressed Admail in five easy steps

The Precision Targeter application will offer enhanced targeting capabilities, pricing visibility and a simple-to-use order entry system that streamlines the entire process.

STEP 1: Describe your mailing

The Precision Targeter application will prompt you for details about your mailing, including a description of your mail piece, your campaign dates and budgeting requirements (i.e. cost or number of pieces). The more details you provide, the more accurate the estimate.

STEP 2: Rank by demographics

Select up to three of seven demographic categories to define your target audience. For example, choose marital status, age and education level.

STEP 3: Define your delivery area

There are many ways to define your delivery area(s), including proximity to your business (e.g. radius, drive time and distance) or choose by municipality or FSA (i.e. first three letters of Postal Code^{OM}). The interactive maps can also be used to help customize your delivery area and create your targeting analysis.

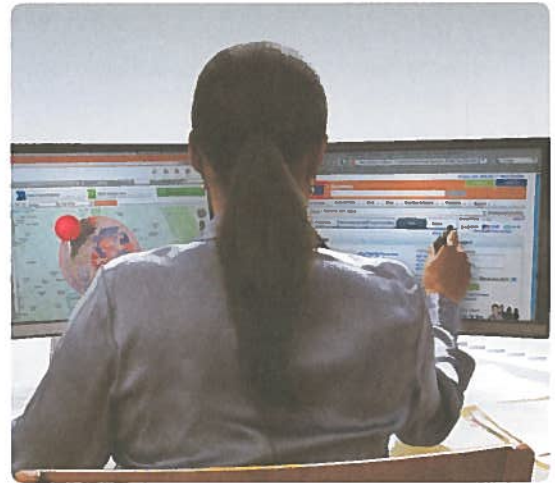
STEP 4: Review your mailing

View a summary of your mailing. Download, email or save your targeting analysis on a secure Canada Post website for up to 13 months. You can even export your targeting analysis for import into Canada Post's Electronic Shipping Tools or send it to your mail service provider.

STEP 5: Place your Order

When you're ready to place your order, select "Order Now". The application will guide you through the steps required to prepare your mail and it will create all of the documentation needed for you to bring your mailing in for delivery.

To learn more, please contact your Canada Post representative or visit canadapost.ca/precisiontargeter.



You will save time planning your next Unaddressed Admail campaign with the Precision Targeter application

- Targeting
- Pricing visibility
- Ordering

...all with one easy-to-use online application

- ▶ **Reach new customers**
- ▶ **Simplify Unaddressed Admail ordering**
- ▶ **Save time and effort**
- ▶ **Simplify budget planning**

Unaddressed Admail™ is a trademark of Canada Post Corporation.
Postal Code^{OM} is an official mark of Canada Post Corporation.
Printed in Canada.

Precision Targeter Application for the Unaddressed Admail™ service



Coming January 2012

Find your best prospects in minutes with a free new campaign-planning application

Acquiring clients is essential to the success of any business—and the Unaddressed Admail™ service is one of the most effective, practical and cost-effective ways to do it. As of January 2012, the service will be even easier to use with the Canada Post Precision Targeter application.

Here's a sneak preview!

A guided experience to help you get the most out of your campaigns

Execute your Unaddressed Admail campaigns quickly and easily with the Precision Targeter application, an intuitive and innovative online application that takes you from targeting to ordering in five easy steps.

Do everything from targeting to ordering from one simple application

With the Precision Targeter application you can seamlessly plan and prepare your Unaddressed Admail campaign in one place. The application provides everything you need—from targeting your customers to placing your Unaddressed Admail order.

Enjoy free and instant access

Available for free, the Precision Targeter application combines advanced technology and a user-friendly interface to help you get the most from your Unaddressed Admail campaigns.

Find your best customers anywhere in Canada

Locate your best prospects by selecting geographic and demographic criteria that best match the profile

of your current customers. View results instantly in map and tabular formats.

Take control of your budget

Plan your campaign based on your budget or the total number of mail pieces you've already printed—whichever works for you. As you change the target area or the number of mail pieces, you can view how it affects the estimated mailing cost.

Save it or send it. It's your choice.

Save your customized targeting analysis for budgeting purposes, for future reference or to send to your mail service provider.

The Precision Targeter application offers a visual and intuitive map-centric interface that enables you to select and modify your desired mailing areas using maps.