

ACQUISITION ADMAIL™ SPECIFICATIONS

This Specifications document forms part of the Acquisition Admail Agreement.

Through this service, you get:

- Access to Canada Post's database of 13 million urban Canadian addresses: one of the most extensive lists of residential, business, multi-unit buildings, and residential new mover addresses in Canada.
- Current, accurate and reliable addresses that meet Canada Post's addressing standards and Address Accuracy requirements
- A range of targeting and list-selection services to help you create a mailing list tailored to your business needs
- Removal of addresses found on the Canadian Marketing Association's (CMA) 'Do Not Mail' list
- Ability to exclude addresses of your existing customers from acquisition campaigns
- A choice of 2 options:
 - **Acquisition List** – a flexible address list rental option
 - **Acquisition List Plus** – provides access to special list and Acquisition Admail List Plus postage prices

	Acquisition List	Acquisition List Plus
List Rental	<ul style="list-style-type: none"> • Rent a list with a low minimum quantity - starting at 5,000 address records per order • Get a longer validity period – the list is for one-time use only within six months • Address Standardization and Address Accuracy for the output file – included • Suppression of CMA's 'Do Not Mail' addresses – included • Re-use option available for a fee 	<ul style="list-style-type: none"> • Rent a list with a higher minimum quantity – at least 20,000 address records per order, and access special list price • List is valid for a one-time mailing within 90 days • Address Standardization and Address Accuracy for the output file – included • Suppression of CMA's 'Do Not Mail' addresses – included • Re-use option available for a fee
Targeting	<ul style="list-style-type: none"> • Targeting by Geography – available for a fee • Targeting of residential and business addresses – included • Targeting of multi-unit building addresses – available for a fee • Selecting of movers with new addresses and newly occupied residences – available for a fee • Targeting by property features, demographic and lifestyle – available for a fee • Suppression of other lists you provide – available for a fee 	<ul style="list-style-type: none"> • Targeting by Geography – available for a fee • Targeting of residential and business addresses – included • Targeting of multi-unit building addresses – available for a fee • Selecting of movers with new addresses and newly occupied residences – available for a fee • Targeting by property features, demographic and lifestyle – available for a fee • Suppression of other lists you provide – available for a fee
Delivery	<ul style="list-style-type: none"> • Choose how many addresses you want to use for your mailing • Delivery at applicable postage prices and specifications 	<ul style="list-style-type: none"> • Agree to send at least 20,000 pieces or 80% of the addresses we provide you (whichever is greater), within one order (statement of mailing) within 90 days of receiving the list • Delivery as Addressed Admail™ at Acquisition Admail List postage pricing prices on select categories

Acquisition Admail six-step process



To start.....

You can contact the Data and Targeting Client Services by submitting an online inquiry and you will be contacted back within 24 hours.

- When discussing your list needs, you will be asked information about your order such as: do you have Postal Code^{OM} files or need help identifying target Postal Codes; how many addresses you would like, what types of property features do you wish to target; when you would like to receive the output address list, etc.
- You will require as well:
 - A Commercial Customer number with "ACCOUNT" status and credit in good standing
 - An active Addressed Admail Agreement, we can help you get one if you don't have one.
 - Information about your third-party service provider

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From anywhere... to anyone

Provide your files and receive a quote.
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Send us your targeted list(s) of Postal Codes and Suppression file(s) for an estimate of available addresses...

- You can provide up to 5 Postal Code files and up to 5 Suppression files in the same file format.
- File delivery and pickup will be facilitated using a secure service.

	Postal Code File(s)	Suppression File(s)					
File Format	<ul style="list-style-type: none"> Excel, Comma Separated Value (CSV), Tab delimited, Dbase (DBF), MS Access (MDB), ASCII fixed length (TXT) Character encoding: UTF-8 	<ul style="list-style-type: none"> Excel, Comma Separated Value (CSV), Tab delimited, Dbase (DBF), MS Access (MDB), ASCII fixed length (TXT) Character encoding: UTF-8 					
File Structure	<ul style="list-style-type: none"> No column title One column, non-case sensitive 6-digit postal codes, with or without a space between the FSA and LDU components (Examples: A1B 2C3 or A1B2C3 or a1B 2c3) No header information <p>Example:</p> <table border="1"> <tr><td>R2E1E9</td></tr> <tr><td>R2G1H1</td></tr> <tr><td>R2G1H8</td></tr> <tr><td>R2G1J2</td></tr> <tr><td>R2G1P8</td></tr> </table> <p>Note: If you don't have a Postal Code file, we can help - Using our targeting services, we'll work with you to identify the geographic, demographic and lifestyle/business characteristics of your target prospects, then identify the Postal Codes (delivery routes do not apply and are not accepted) that offer the best match.</p>	R2E1E9	R2G1H1	R2G1H8	R2G1J2	R2G1P8	<ul style="list-style-type: none"> No column titles Single to multiple columns Header information: <ol style="list-style-type: none"> Unparsed address form (#lh/unparsed) Address Muni Prov PC Example: 22 RANCH RD WINNIPEG MB R2G3E1 Unparsed address form with two address lines (#lh/unparsed2) Address1 Address2 Muni Prov PC Example: 18 RANCH RD UNIT 201 WINNIPEG MB R2G3E1 Residential address in parsed form (#lh/civicparsed) Unit Type Unit Number Street Number Street Number Suffix Street Name Street Type Street Direction Municipality Province Postal Code Example: 20 GLOUCESTER ST MONCTON NB E1A4E6 Composite (free) address form - Single column (#lh/freeform) Example: 1671 7E AV LA BAIE QC G7B1T3 <p>Note: The Customer suppression file(s) shall in no event, disclose the identity of any customer, or in any other way disclose personal information, including names.</p>
R2E1E9							
R2G1H1							
R2G1H8							
R2G1J2							
R2G1P8							

Note: For electronic communication where security, privacy and confidentiality are not major concerns, such as transmission of order forms and Postal Code files, regular email will be used between Canada Post and all other parties.

Finalize your order
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To have your order processed...

- The Data and Targeting Client Services will help you finalize the details of your order and you will receive a price estimate.
- As soon as you approve the order/agree to pricing, you will sign the Order Form Agreement along with an Acquisition Admail Supplement to your Addressed Admail Agreement.
- Your authorized third party must also have a signed Acquisition Admail Agreement (and adhere to all terms and conditions).

Note: Your order will be processed only once we have all the signed agreements and the final targeted Postal Code and/or Suppression file(s) from you.

Provide a
sample
of your
creative

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Your
order is
ready

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Provide a creative sample...

- A sample of the mail creative is required before the Acquisition Admail list is delivered to the authorized third-party service provider.
- Electronic sample is preferred.

Note: Your mail piece must meet the applicable requirements and content definition. To confirm your piece complies with the content definition, you can provide a sample for approval to the Commercial Service Network.

Your list is delivered to your authorized third-party service provider...

- The Acquisition Admail list will be ready in a minimum of 3 business days, from the time your order is finalized (5-7 business days if you need help identifying target Postal Codes using our targeting services, or if you provide suppression files).
- Canada Post will deliver 1 output list, in the following format:
 - File Format: .TXT, pipe-delimited
 - Character encoding: UTF-8
 - File Structure
 - Header information (#lh/unparsed)
 - No column title
 - 5 columns (including global addressee column. Note that only one generic descriptor in the addressee column can be used for the output file).

Address line (no unit number):

Global Addressee|Address|Muni|Prov|PC

Example: "ADDRESSEE"|22 RANCH RD|WINNIPEG|MB|R2G3E1

OR

Address line (with unit number):

Global Addressee|Address|Muni|Prov|PC

Example: "ADDRESSEE"|201-18 RANCH RD|WINNIPEG|MB|R2G3E1

- Your file will be available for pickup by your third-party service provider for 10 days (after which the file will be removed).
- For the Acquisition List Plus option, the list is valid for 90 days from the time it is delivered by Canada Post. This means that you have 90 days to mail to this list. The Acquisition List is valid for 6 months.
- With each list rental, Canada Post will provide your authorized service provider with a Statement of Accuracy (with an accuracy rate of at least 95%).

Note: For Acquisition List Plus, your authorized service provider will receive a unique Acquisition Admail Code (valid for only one order), which will provide you with access to special postage when your authorized service provider creates your delivery order in Step 6. The code will be used by your authorized service provider for preparing and submitting your Statement of Mailing (SOM) to Canada Post on your behalf.

List Terms

- For mailing purposes only
- For one-time use only (Re-use option available for a fee)
- Acquisition List – valid for 6 months
- Acquisition List Plus – valid for 90 days
- Must hold a valid Addressed Admail Agreement
- Must provide a sample of the mail piece
- List delivered to an authorized third-party service provider
- Full Terms & Conditions are set out in the Acquisition Admail Agreement, together with the Addressed Admail Agreement

Payment Terms

- The only method of payment available to Customers for List Services (both options) is "ACCOUNT"

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Prepare
& deposit
your mail

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You are ready to mail...

- Here is what you need to do to complete your mailing

	Acquisition List	Acquisition List Plus
Statement of Mailing	<ul style="list-style-type: none"> • All orders should be prepared and submitted using the Electronic Shipping Tools (EST) - both the desktop and online versions. • Orders must be prepared using the applicable Statement of Mailing (SOM). 	<ul style="list-style-type: none"> • All orders must be prepared and submitted using the Electronic Shipping Tools (EST) - either the online or desktop versions (EST 2.0). • Manual orders are not accepted. • Start with an Addressed Admail Statement of Mailing (SOM). • You will note a field for the Acquisition Admail Code. The Code is valid for one-time use only. Note: the Acquisition Admail Code is valid for the Customer Number and Addressed Admail Agreement Number used to rent and pay for the list. • To access Acquisition Admail delivery pricing, you must include the Code received in Step 5, and click on 'Preview'. • An Acquisition Admail Order cannot be combined with other products/services on the same Electronic Statement of Mailing (eSOM).
Address Accuracy	<ul style="list-style-type: none"> • All orders greater than 5,000 pieces must include an Address Accuracy percentage (as per applicable specifications). 	<ul style="list-style-type: none"> • All orders must include the Address Accuracy percentage as provided by Canada Post on the Statement of Accuracy with every list order (note that the Address Accuracy rate of the acquisition list is 95% or higher). • A lower accuracy rate will not be accepted. For the exact percentage, refer to your Statement of Accuracy received with the list rental.
Mail Preparation & Deposit	<ul style="list-style-type: none"> • All items deposited with the order must be prepared as per the applicable specifications. • Mailing to be deposited within 6 months. 	<ul style="list-style-type: none"> • All items deposited with the order must be prepared as per the Addressed Admail Specifications. The following exceptions apply: <ul style="list-style-type: none"> – Available on select categories only, NDG, Dimensional Addressed Admail and O/S over 500 g are not available. See Physical Characteristics section on next page. – Min. Volume – 20,000 pieces (or 80% of addresses rented, whichever is greater) within one Order / Statement of mailing, within 90 days from the date the list is provided by Canada Post. • No phantom pricing available. • Address Correction Service (ACS) not applicable.
Payment	<ul style="list-style-type: none"> • Methods of payment available are governed by those available for applicable mail product selected. 	<ul style="list-style-type: none"> • Methods of payment available for Delivery Services are governed by those available for the Addressed Admail service when using EST: Meter¹, Certified Cheque^{1,2}, Business Cheque^{1,2}, Credit Card^{1,3}, Account⁴ (postal Indicia).

Notes: You must provide a final sample of your mail piece.

The Acquisition Admail service is subject to the Addressed Admail Terms & Conditions, with additional clauses, as set out in the Acquisition Admail Agreement.

Inquire about Letter Mail (full tariff) and publication mail options if your mail piece does not fall under Addressed Admail terms and conditions.

¹ Items weighing over 50 g, must be paid by "ACCOUNT" only. ² Business cheques up to \$1,500, certified cheques over \$1,500. Some restrictions and conditions apply. ³ Restrictions and conditions apply. ⁴ Billing terms of net 15 days to approved account holders, conditions apply.

You're
Done!

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Physical Characteristics

Size and Weight – Machineable category

Short and Long (S/L)					
Machineable Presort (MP) and Machineable Mail (MM)		Length	Width	Thickness	Weight
Envelopes and Self-mailers	MIN	140 mm (5.6 in)	90 mm (3.6 in)	0.18 mm (0.007 in)	3 g (0.11 oz)
	MAX	245 mm (9.6 in)	156 mm (6.1 in)	5 mm (0.2 in)	50 g (1.75 oz)
Cards/Postcards	MIN	140 mm (5.6 in)	90 mm (3.6 in)	0.18 mm (0.007 in)	N/A
	MAX	235 mm (9.2 in)	120 mm (4.7 in)	5 mm (0.2 in)	50 g (1.75 oz)

Oversize (O/S)					
Machineable Mail (MM)		Length	Width	Thickness	Weight
Envelopes and Self-mailers	MIN	140 mm (5.6 in)	90 mm (3.6 in)	0.5 mm (0.02 in)	10 g (0.4 oz)
	MAX	380 mm (14.9 in)	270 mm (10.6 in)	20 mm (0.8 in)	500 g (17.6 oz)

Size and Weight – Non-Machineable category

Letter Carrier Presort (LCP)					
		Length	Width	Thickness	Weight
Short and Long (S/L) up to 100 g	MIN	100 mm (3.9 in)	70 mm (2.8 in)	0.18 mm (0.007 in)	N/A
	MAX	245 mm (9.6 in)	156 mm (6.1 in)	5 mm (0.2 in)	50 g (1.75 oz)
Oversize (O/S) up to 500 g	MIN	100 mm (3.9 in)	70 mm (2.8 in)	0.18 mm (0.007 in)	N/A
	MAX	380 mm (14.9 in)	270 mm (10.6 in)	20 mm (0.8 in)	500 g (17.6 oz)

Note: 1. A Short and Long(S/L) item becomes Oversize (O/S) when it exceeds any one of the maximum dimensions including length, width, thickness, and/or weight.

2. Machineable Addressed Admail items must be rectangular in shape.
3. There is no Oversize (O/S) format available for the Machineable Presort option.
4. A self-mailer is a printed piece folded in such a way that it can be mailed without an envelope.