

# ACQUISITION ADMAIL™ – ACQUISITION LIST PLUS

This Rate Card forms part of the Acquisition Admail™ Agreement.

|                            |                       |
|----------------------------|-----------------------|
| <b>Classification</b>      | Databases             |
| <b>Type</b>                | Residential Addresses |
| <b>List Universe</b>       | 12,956,234            |
| <b>Minimum Order</b>       | 20,000                |
| <b>Base Cost/Thousand</b>  | \$75.00*              |
| <b>Postage Starting At</b> | 30 cents**            |
| <b>Profile Updated</b>     | Monthly               |

\* Prices do not include applicable postage prices, in effect at the time of mailing.

\*\* Charges are on a per-piece basis and may vary. See Delivery Pricing table on page 2 for details.

Acquisition List Plus is a bundled list and delivery service option, providing access to special lists and postage rates to make your prospecting campaigns more cost-effective.

With 13 million addresses available, the Acquisition Admail service provides accurate Canadian residential, apartment suites, and new mover addresses.

List terms:

- For mailing purposes only
- For one-time use only – Inquire for the Re-use option
- Valid for 90 days
- Must hold an Addressed Admail Agreement
- Must provide a sample of the mail piece
- List delivered to an authorized third-party service provider
- Full terms and conditions are set out in the Acquisition Admail Agreement, together with the Addressed Admail Agreement

| Services Available  | Costs    |
|---|----------|
| Address Accuracy report for output file                               | Included |
| Suppression of Canadian Marketing Association 'Do Not Mail' addresses | Included |
| Secure file transmission  | Included |
| Suppression of customer-provided lists                                | \$10/M†  |

† Charges are based on the number of suppression records submitted.

| Provincial Breakdown: |       |           |       |           |       |
|-----------------------|-------|-----------|-------|-----------|-------|
| <b>ON</b>             | 37.4% | <b>QC</b> | 26.9% | <b>BC</b> | 13.2% |
| <b>AB</b>             | 10.0% | <b>MB</b> | 3.1%  | <b>NB</b> | 2.2%  |
| <b>NL</b>             | 1.0%  | <b>NS</b> | 2.8%  | <b>PE</b> | 0.5%  |
| <b>SK</b>             | 2.7%  | <b>NT</b> | 0.1%  | <b>YK</b> | 0.1%  |

## National Data Selects

| Selects             | Costs     |
|---------------------|-----------|
| FSA/LDU             | \$15.00/M |
| Residence type      | \$20.00/M |
| Residence ownership | \$20.00/M |

## Demographic Selects

| Demographic Selects | Costs     |
|---------------------|-----------|
| Age                 | \$20.00/M |
| Household size      | \$20.00/M |
| Household income    | \$20.00/M |
| Marital status      | \$20.00/M |
| Employment status   | \$20.00/M |
| Education level     | \$20.00/M |

## Mover Selects

| Mover Selects          | Costs     |
|------------------------|-----------|
| New Addresses          | \$35.00/M |
| New Occupants          | \$35.00/M |
| 1-month hotline        | \$25.00/M |
| 3-month hotline        | \$20.00/M |
| 6 and 9-month hotlines | \$15.00/M |

## Lifestyle Select

| Lifestyle Select                  | Costs     |
|-----------------------------------|-----------|
| PRIZM C2 (minimum three clusters) | \$40.00/M |

## Property Selects – Ontario

| Property Selects – Ontario | Costs     |
|----------------------------|-----------|
| Dwelling type              | \$20.00/M |
| Reconstruction period      | \$20.00/M |
| Property features          | \$20.00/M |
| Year home was built        | \$20.00/M |
| Home value                 | \$25.00/M |

For more Ontario Property Selects, please see Canada Post's Property Features Data Card.

## ACQUISITION ADMAIL™ – ACQUISITION LIST PLUS... continued

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### Delivery

- An Addressed Admail Agreement is required to access Acquisition Admail List Plus postage prices.
- Minimum volume per order of 20,000 pieces or 80% of list records rented (whichever is greater).  
The mailing must be done within one order (Statement of Mailing) within 90 days of receiving the list.
- The Acquisition Admail List Plus option is available for select categories of Addressed Admail items.  
For detailed postage pricing information, please see below.

| Machineable Category                               | Price per Item                     |  |                               |
|--|------------------------------------|--|-------------------------------|
| Machineable Presort (MP)<br>Short and Long         | Short and Long (S/L)<br>Up to 50 g |  |                               |
| Delivery Mode Direct (DMD)                         | 30¢                                |  |                               |
| Delivery Facility (DF)                             | 32¢                                |  |                               |
| Distribution Centre Facility (DCF)                 | 34¢                                |  |                               |
| Forward Consolidation Point (FCP)                  | 35¢                                |  |                               |
| Residue  | 37¢                                |  |                               |
| Machineable Mail (MM)<br>Short and Long & Oversize | Short and Long (S/L)<br>Up to 30 g | Short and Long (S/L)<br>Over 30 g up to 50 g | Oversize (O/S)<br>Up to 500 g |
|  | 33¢                                | 34¢  | 58¢ + 0.27¢ per g over 50 g   |

| Non-machineable Category                                  | Price per Item                      |                               |
|---|-------------------------------------|-------------------------------|
| Letter Carrier Presort (LCP)<br>Short and Long & Oversize | Short and Long (S/L)<br>Up to 100 g | Oversize (O/S)<br>Up to 500 g |
| Delivery Mode Direct (DMD)                                | 34¢ + 0.2¢ per g over 50 g          | 47¢ + 0.27¢ per g over 50 g   |
| Delivery Facility (DF)                                    | 37¢ + 0.2¢ per g over 50 g          | 53¢ + 0.27¢ per g over 50 g   |
| Distribution Centre Facility (DCF)                        | 39¢ + 0.2¢ per g over 50 g          | 54¢ + 0.27¢ per g over 50 g   |
| Forward Consolidation Point (FCP)                         | 47¢ + 0.2¢ per g over 50 g          | 66¢ + 0.27¢ per g over 50 g   |
| Residue   | 48¢ + 0.2¢ per g over 50 g          | 67¢ + 0.27¢ per g over 50 g   |

Notes: Applicable Addressed Admail Return to Sender prices apply, when option chosen by customer.

Use of the Electronic Shipping Tools (EST) to prepare and submit an order (Statement of Mailing) is mandatory to access Acquisition Admail List Plus prices.

Manually-prepared orders are not accepted.

All prices subject to any applicable fees, charges, surcharges and taxes.

### How to reach us for questions regarding:

Commercial Service Network

Payment and Account Information

Electronic Shipping Tools Information/Registration

Acquisition Admail List

**1-866-757-5480**

**1-800-267-7651 or email [cmg@canadapost.ca](mailto:cmg@canadapost.ca)**

**[canadapost.ca/obc](http://canadapost.ca/obc)**

**1-877-281-4137**