



THE SMALL PUBLISHER'S GUIDE TO MAILING YOUR PUBLICATION

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the people who work on
small magazines. Please pass
it along to someone who can
put it to good use!

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This guide has been carefully researched and is believed to be accurate at the time of writing. However, it is intended to be informative and not definitive. Official Canada Post and Canadian Heritage documentation of course prevails. All transactions are subject to the terms and conditions of the relevant Agreements and are subject to change with or without notice as the case may be.

Prices throughout this publication are for 2004. Current Publications Mail prices can be found at www.canadapost.ca/customer_guides

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Folio: Communications with Canada Post

FOREWORD

Reaching Your Readers Using Publications Mail

Despite the proliferation of electronic communications, more printed publications are created and distributed every year. New technologies have lowered the barrier to starting up new periodicals. The conventional publication—ink on paper—remains a resilient and efficient format for serving a community of interest whether the subject matter is cultural, political, ethnic, local, regional, spiritual, literary, commercial or whatever.

This guide will help magazines, newspapers and newsletters make use of Canada Post for delivery of your publication. Intentionally written from the perspective of a small magazine publisher, the content will also be of interest to a wide range of publishers, circulators, printers, mailing houses and other suppliers who use Publications Mail. For instance, for small magazines that operate entirely on volunteer staffing where the only folks who get paid are the printer and Canada Post, this guide can help prepare your publication's mailing. The same information can be useful to newspapers that mail copies. Additionally, with increasing scrutiny as to what's acceptable to be mailed at Publications Mail rates, the section on enclosures will help publications of all sizes.

This guide was created for several reasons:

- Canada Post and magazine publishers have been working more closely than ever to try to remove unnecessary costs from the mailing of publications in order to keep postage rates as affordable as possible. This multi-year undertaking has resulted in the necessary implementation of a user-pay approach of some higher fees for publications that are not properly prepared. This guide helps you understand what you need to do to avoid unnecessary costs.
- As noted above, there are more publications being launched. There are other methods for distributing periodicals, such as leaving copies

in stores for pickup or inserting copies in newspapers in targeted neighbourhoods. But research shows the most efficient way to build readership is to deliver your publication to a reader who wants to receive it—and Canada Post does that well.

- One of the federal government's measures to promote Canadian content is the Publications Assistance Program (PAP) also known as the postal subsidy, administered by Canadian Heritage. In 2004, there were significant changes to PAP with access broadened to encourage the development of more ethnic, aboriginal and minority official language publications, as well as request circulation. At the same time, the PAP formula has changed from a specified postage rate for all copies to a new approach where PAP is paid as a percentage of the Publications Mail costs—meaning all publications have a business incentive to wisely manage mailing practices.

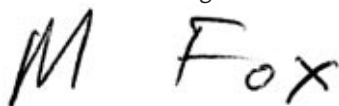
The creation and distribution of this guide has been made possible by the active participation and support of Canada Post and the federal Department of Canadian Heritage. Both organizations have their official documentation—which, of course, is the last word. But the senior executives of both organizations also appreciate the need for plainly explained, easy-to-grasp deciphering of what often appear to be complex rules and procedures. The leadership of Canada Post and Canadian Heritage are to be commended for their support of Canadian periodicals. We see and appreciate the letter carriers and mail couriers in our daily routines, but there are many others behind the scenes who we also thank for ensuring our publications reach our readers.

As chair of the Postal Committee of the Canadian Magazine Publishers Association, I've been deeply immersed in the nitty-gritty of Publications Mail for several years. Based on my discussions with

publishers across Canada, I think this guide will go a long way in improving the use of Publications Mail. Full credit for the excellent writing goes to the guide's author, Judith Parker, who is a constant champion of small magazines.

Finally, I would like to acknowledge my employer, Rogers Media, which has allowed me the time and flexibility to represent the publishing industry on behalf of all publications as the industry and Canada Post negotiate and plan the continuing evolution of Publications Mail.

Feedback on this guide is welcome.



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Introduction

This guide was put together in order to make using **Canada Post's Publications Mail™** as easy and straightforward as possible for overworked and understaffed small magazine staff and volunteers. It is intended to be an aid, written with magazines in mind, from the point of view of a publisher.

In order to make it as helpful as possible, some information has been left out, to devote space to the points that most of you will need to know. There are features of Publications Mail that the vast majority of small magazine publishers won't ever need, and I've yet to meet anyone who wanted to know more about postal rules and regulations than they absolutely needed to know.

So, I encourage you to read the official **Publications Mail Customer Guide**. It's online at: www.canadapost.ca/business/offerings/publications_mail/pdf/pubmail_custguide-e.pdf.

There is a second purpose to this guide. It will cover information related to the **Department of Canadian Heritage's Publications Assistance Program (PAP)**. PAP exists to reduce the cost of mailing Canadian magazines to paid subscribers in Canada. Part IV of this guide will explain more about it and tell you who to talk with to apply.

Mailing your publication is a detailed business, but thankfully there are many great resources out there: Canada Post and Department of Canadian Heritage guides and staff, industry associations, and your fellow publishers. I hope you'll find this guide a useful addition!

Happy reading,



Judith Parker



Am I already using Publications Mail?

Some of you might be new to your magazine, or just aren't sure if you are using Publications Mail. Here are some clues to help you find out:

1. Look inside your magazine (or on the envelopes you use to mail them). Magazines with Publications Mail (PM) have to publish their PM Agreement Number. Keep in mind though, that just because you have a Publications Mail Agreement Number listed in the magazine, it doesn't necessarily mean you've been using it.
2. Do you have your printer or a mailing house (a.k.a. lettershop) mail your magazine? Phone them and ask what service they use to mail your magazine.
3. Look through your postage receipts, see if there are Statements of Mailing (SOM) attached, and read them to see what type of mailing it was. Look for the SOMs that show a total quantity that seems to plausibly correspond to the number of subscribers you have.
4. Call Canada Post and ask them whether you've used Publications Mail.

SIDEBAR GUIDE:

Throughout this guide, there are sidebars that give you more information:



Common questions, and their answers



Definitions to help you understand the guide (Don't forget to see the glossary at the back as well!)



Beware! These items might unnecessarily cost you money or prevent you from using Publications Mail efficiently.



A mix of helpful tidbits to aid you to use Publications Mail as easily as possible

PART I

Getting Publications Mail

Who should read this section?

If you are not using Publications Mail and want to, you should read this section on what this product is, and how to get it.

You also must read Part II: Content and Enclosures, which outlines the content requirements for your magazine. Later, you'll want to check out Part III: How to use Publications Mail.

If you already have Publications Mail, you may wish to skip this section (or just read it for the pleasure of my prose). Part II is useful, and Part III will give you the most benefit.



The Purpose of Publications Mail

Canada Post provides many different services. Each of these services is really the same general service—delivering things to addresses—but specialized depending on what is being delivered.

Canada Post has several services that they refer to as “**incentive priced**,” which means that by taking steps to make Canada Post’s job easier, they won’t charge you as much. If you qualify to use one of these services, you can send all kinds of things to addresses at a discount over Lettermail (the most basic mail they offer). Publications Mail is one of these services—the one for periodicals.

What Qualifies as Publications Mail?

Publications Mail is specifically designed for periodical publishers (that’s us magazine publishers, plus newspapers and newsletters) to reach their audiences of individual readers, bulk subscription holders and newsstands.

To be eligible for Publications Mail, magazines must be:

- published **at least twice per year**
- produced for the purpose of public dissemination of news and information
- mailed in **Canada** and addressed **for delivery in Canada**, to a subscriber, non-subscriber or newsstand.

At first glance this requirement seems to include everyone—but it doesn’t. Canada Post doesn’t want you sending out magazines willy-nilly under Publications Mail. You can’t mail and address a copy to “householder” or “occupant” or “whoever gets to the mailbox first.” If you want to do that, you can’t use Publications Mail—try the folks at Unaddressed Admail instead.

If I were to ask you what a piece of Publications Mail is, you’d probably say “a copy of a magazine.” But, actually, a piece (or item) of Publications Mail can be

- a host publication mailed all by itself, or
- a host publication with enclosures, or
- a bunch of copies of one host publication sent together as a Bundle of Unaddressed Copies.

In addition to these specifications, Canada Post has restrictions on what can qualify as a “host publication” based on content. There are also rules about enclosures. Before you apply for Publications

Mail, you should make sure your magazine would fit these requirements. They are covered in Part II.

How it works: a brief overview

1 To access Publications Mail rates, you must **first apply for a Publications Mail (PM) Agreement Number**, and then use that number for mailing your magazine, in place of the stamp you would put on other mail, like letters.

2 You must **organize your mailings** for Canada Post by presorting and/or preparing them. There are three methods (sometimes called service options) to choose from: National Distribution Guide (NDG), Letter Carrier Presort (LCP) and Machineable Mail.

More information on how to prepare your magazine for mailing using all these methods is covered in Part III. We will also learn how to decide which method is best for your magazine.

3 You fill out an order, called a **Statement of Mailing (SOM)**, detailing how many copies you are mailing, how much they weigh and how they are presorted. This is how your postage is calculated. You fill out the Statement of Mailing and submit it electronically. (You can submit it manually, but only for NDG presortation, and there is a small fee.)

4 **Drop off your magazines**, labelled and presorted correctly using the guides provided by Canada Post. You take them to a designated postal depot—not necessarily to your local post office—along with a sample magazine and two copies of the order (SOM). You can pay when you drop your magazine off, or apply for credit with Canada Post.



A “**host publication**”

is a newspaper, magazine or newsletter that is mailed as the primary Publications Mail item under a valid Publications Mail Agreement Number. Translation: **It’s the magazine that has a Publications Mail Contract.** Some publishers may bundle their magazine with another title and mail them together, so Canada Post uses the terminology “host publication” to determine **which magazine is paying for the mailing.** In this guide, whenever we refer to “your magazine” we mean what Canada Post would call your “host publication.”

Note: Magazines produced in more than one language are considered separate “host publications” unless they are bound together under one cover.

That's the basic process. Keep in mind that for many magazines, the process is a lot closer to this:

1. You apply for and receive a Publications Mail Agreement Number.
2. When you are ready to mail your subscribers their copy, you provide the labels or mailing list for your magazine to your printer or lettershop, either electronically or physically.
3. They presort according to one of the more common methods, NDG or LCP, and apply mailing labels to your magazine. They bundle them, put them in containers or bags, label the containers, fill out your order (SOM) and drop the mailing at Canada Post.

You pay them to do this, and never know more about how it is done than you did before you started reading this guide.



Presortation Density:

As you'll see later on, presorting your magazine means grouping copies together into bundles that can be sent directly to the postal station nearest to those subscribers. A magazine's sortation density depends on how geographically concentrated its subscriber base is. The higher the concentration is, the higher the presortation density.

For LCP, you actually pay less postage on high sortation bundles. The more copies that you can group together, ready to send to the local postal stations, the less sorting Canada Post has to do, the cheaper your LCP mailing is, and the faster it gets to its destination.

How Publications Mail is Priced

Postage

As you can see from the price chart included in the Folio, Publications Mail postage is calculated on two things:

Weight: Each service option has a base weight (up to 100g for Machineable and NDG, and up to 200g for LCP). Additional grams mean additional postage.

Service Option: Machineable, LCP, NDG. Each method has a different price that corresponds to the base weight, called a base price. For LCP, presortation density level also affects price—the higher the density, the lower the cost.

Additional services:

Other Publications Mail charges include: surcharges for incorrect mail preparation or presortation (see page 24), undeliverable return service (see page 10), some enclosures (see page 14) and Bundles of Unaddressed Copies. See page 25.

Costs and Benefits: Should you use Publications Mail?

Two great reasons to use Publications Mail:

1. **It's much cheaper.** If you do not use Publications Mail, you can only mail your magazine to your subscribers using Lettermail or a Parcel Service. It is substantially more expensive to use these other mail services.

e.g. In 2004, the cost to mail a 200g magazine

Lettermail: \$1.60

Cost to mail a 200g magazine **Publications Mail**, using the NDG method: $\$0.51 + \$0.0024 \text{ per gram over } 100\text{g}$ (0.0024×100) = **\$0.75**

You save over 50% on postage. On a mailing of 500 copies, that's \$425 saved.

2. Only Publications Mail is eligible to receive the **Publications Assistance Program (PAP)** subsidy from the Department of Canadian Heritage, which can further reduce your mailing costs, if you qualify.

You have to decide if your magazine has the capacity to use Publications Mail. Like all "incentive-priced" mail services, Publications Mail:

1. Has a **minimum volume requirement** (i.e. you must mail at least 50 copies per mailing to access the most basic Publications Mail service option, NDG National); and
2. Asks you to do preliminary work **preparing and presorting your magazine**, in order to reduce costs at Canada Post—that's why you get a deal on the postage.

We know you will save money on postage. You must decide if the postage savings are large enough to offset the cost of:

- paying for your mailing to be prepared, or
- devoting time, patience and labour power to doing it yourself.

Each publisher will have to do some basic math to determine which is best, since each magazine's postage will be different, and only the publisher can decide how best to use their time.

LETTERSHOP OR DIY?

To help you decide, here are some questions to ask yourself:

1. How much, roughly, will my Publications Mail postage be? What are the savings over Lettermail?
2. It takes roughly one half-day to presort 500 magazines for NDG. A lettershop will charge anywhere from \$130–\$270 for this service. Would it be better to pay a lettershop for this service and use your time for other things?
3. How frequently does the magazine come out? If it has a fairly high frequency, you will spend a lot

How to apply

Applying for Publications Mail is very simple.

1 Make sure you are eligible. Before you apply, you should make sure you are eligible, by reading through this guide (especially Section II) and through the official *Publications Mail Customer Guide* (which is available online at: www.canadapost.ca/business/offerings/publications_mail/can/default-e.asp, under “Key Support Documents” on the left.) I’m sure this doesn’t happen too often, but it is possible to go through the application process, get your Agreement Number, presort your mailing and drop it off at the postal depot, only to have them tell you that your magazine doesn’t meet the basic criteria.

2 If you don’t already have one, get a Canada Post Customer Number. It’s your billing and account number. You can use your Customer Number for all your dealings with Canada Post, including Business Reply Mail (great for subscription insert cards in the magazine) and Addressed Admail (for direct mail and renewal notices over 1,000 pieces).

3 Get a Publications Mail Agreement Number. It’s the number they use to identify your magazine through this service.

Call the Canada Post Business Sales Centre at 1-800-260-7678 to get the necessary forms. After you fill them out and send them back to Canada Post, it should only take 2-3 days to get your Publications Mail Agreement Number. However, you would be wise to call them again in a few days or a week to ensure that your application is moving forward, and hasn’t hit a snag along the way.



On the Canada Post website, each mail product will have **Key Support Documents** listed on the service’s home page. Clicking through to the Key Support Document page will give a list of all the relevant guides, amendments to guides, requirements, specifications, pricing—just about everything they can tell you about that service. They are a great resource.

more time presorting mailings than you would with a journal that only publishes twice a year.

Finally, get some help. Ask other publishers what they do. You won’t know how dense your sortation will be until you do it the first time, so find another magazine of a similar size and geographic scope and ask them to share a typical Statement of Mailing with you. Get lots of quotes from lettershops. And keep in mind that this isn’t a million dollar decision, and it’s reversible. Don’t sweat it. You can always change your mind with the next issue.

Service standards: what to expect

If you deposit your mail properly prepared and presorted, having scheduled the deposit in advance, you can expect the following to be generally true:

- **Local:** will be delivered within 3 business days
- **Within a province:** 4–5 business days
- **National:** 4–15 business days

How is this calculated? The number of days for delivery excludes the day you deposit your mailing, weekends and statutory holidays. These estimates don’t apply to “Northern Regions” or “Remote Centres,” which have been specifically defined by Canada Post, nor to redirected magazines.



What is a lettershop?

A lettershop, also called a “mailing house” or “mail service provider” (MSP) is a company that provides a variety of services to prepare mailings. All lettershops will sort and prepare your mailing and deliver

it to Canada Post. Most will also fold and insert items into envelopes, laser address information onto letters, merge data from various lists and purge duplicates, prepare data to make mailing labels or to be inkjetted onto envelopes

or magazines, check for Address Accuracy, polybag items, among other services. For your magazine mailings, your printer might be able to recommend a lettershop, or ask your fellow small magazine publishers for recommendations.



If you are **unable** to use Publications Mail, remember that anything over 500g must be mailed as a parcel, not as Lettermail—and that's much more expensive. Keep your postage costs in mind as you create your magazine.



Catch bad addresses before they cost you!

1. Remind your subscribers to let you know when they are moving, using a small ad in the magazine, or on polybags or envelopes.
2. Watch your data entry, and/or use address software to automatically correct poorly entered addresses.
3. Send an acknowledgment letter with a new order, welcoming them as a subscriber and asking them to double-check their name and address. Don't forget to include a couple of methods for them to quickly and easily send you corrections.

You can get faster service, if you have a frequency of 20 times or more per year and it's a high density mailing. It's for magazines that have time-sensitive information—that's presumably why they come out so frequently. This service is called "Time-committed Publications Mail." If you want to find out more about this, check the *Publications Mail Customer Guide*.

UNDELIVERABLE RETURN SERVICE

Another benefit of Publications Mail is Undeliverable Return service. Canada Post will forward you the address block information (a.k.a. mailing label) if a piece of Publications Mail:

- Does not have a complete and valid address
- Is addressed to a non-existent address
- Is addressed to someone who has moved and left no forwarding address
- Is addressed to someone who has moved and whose Change of Address Notification (COAN) has expired
- Can't be delivered for another reason, or because it can't be delivered by law

The Undeliverable label will be sent to you at the address you provide in the "Detailed Identifying Information." (We'll cover what that means in Part III.)

There is a small fee for this service, but it's much cheaper than mailing whole magazines for months until you figure out no one is receiving them! The fee is listed on the pricing information sheet in the Folio section.

What happens if you can't use Publications Mail?

There are several reasons you might not be able to use Publications Mail. Here are a few of the most common:

1. Your magazine has ineligible content in it.
2. Your magazine is too big in weight or size (height, width) to meet the physical specifications.
3. Your magazine mailings are too small to meet the minimum volume requirements. (Although you could mail with phantom pricing—see page 20.)
4. You only publish once a year

If this happens, your only option is to use Lettermail, Small Packet or Parcel mail. You can find out about all these, and more, from the Canada Post website, or by calling 1-866-757-5480.

Contact information:

Canada Post Business Sales Centre 1-800-260-7678

Call these folks if you need to apply for a new mail product, such as Publications Mail, or if you need to get a Canada Post Customer Number.

Commercial Service Network—Publications Mail

1-866-757-5485

Call these folks if you need help with your Publications Mail service or presortation, to find out about getting pre-approval on enclosures, and anything else regarding using Publications Mail.

Website: www.canadapost.ca

There is all kinds of useful information here, including answers to many of the questions that may be on your mind. Just follow the links for Publications Mail—or any other service.



PART II

Content and Enclosures

Who should read this section?

If you are planning to get a Publications Mail Agreement Number, you'll need to know if your magazine's content qualifies for this service, so definitely read this section.

If you already have a Publications Mail Agreement Number that you've been using happily, you will want to read this section any time you are thinking of changing the content dramatically, or for any changes in size, format or frequency.

If you are thinking of putting an enclosure with your magazine—inside or outside, polybagged, loose, or glued or bound in—you should check in this section to make sure it is allowed.

Introduction

This section will tell you what you can (and can't) send via Publications Mail. It affects the eligibility of your magazine and it can affect what types of content you decide to put in your magazine. It will definitely help you figure out what enclosures you can include and what cannot snuggle up with your magazine in a polybag if you want to use Publications Mail.



Prohibited items

Beyond those things that cannot be mailed Publications Mail, Canada Post won't mail, using any service, items that are prohibited or dangerous (scorching editorials excepted). Most small magazines don't send explosives or alcoholic beverages with their magazines, but I can imagine one or two with content that is "obscene, indecent, immoral or scurrilous." Seriously, I doubt it affects any small magazine publishers, but if you are concerned, you can read a list of the prohibited items in the Canada Postal Guide and the Canada Post Corporations Act.



See that last one?

NO INVOICES. You cannot send an invoice via Publications Mail, even with an issue.

Content that can't be sent using Publications Mail

(neither as a magazine, part of a magazine or as an enclosure)

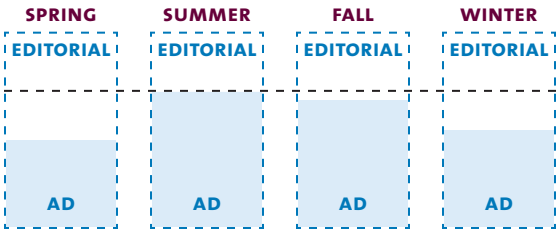
- Canada Post designed Publications Mail for magazines, like yours, as well as newspapers and newsletters. Sometimes it's hard to tell what qualifies as a magazine, and what doesn't.
- In the official *Publications Mail Customer Guide*, they provide a handy list of things that don't count as Publications Mail items. That means you can't mail them as Publications Mail—even when they are enclosed with your magazine. There are some exceptions to the list below, so read the section below on Enclosures for the whole story.
- Handbooks, manuals, or any amendments or revisions to them, replacement pages, etc.
 - Catalogues
 - Business, commercial, technical, stock or price listings
 - Directories—street, phone, or any kind
 - Transcripts of proceedings or by-laws
 - Minutes of meetings (NB—you can send these as an enclosure, but not as a "host publication")
 - Financial reports (the kind that come out with a regular frequency, e.g. annual, quarterly)
 - Books (booklets related to the editorial content of the host publication are okay.)
 - Surveys not related to the editorial or ad content of the host publication
 - Invoices, proxies or ballots

Some of these items can be sent with your magazine as "co-packaged" Addressed Admail, or Lettermail, but you'll have to pay separately for them. Read the section on Enclosures (below) for more info on co-packaging or check with the folks at Canada Post.

Maximum Advertising Content

There is a maximum allowable advertising content. Canada Post, like the rest of us, makes a differentiation between magazines and catalogues/flyers. Guess which one Publications Mail is for?

So, a Publications Mail piece (i.e. a host publication, or the publication and all enclosures, inside and out) "must be produced with less than 70% space devoted to advertising in more than 50% of the issues in any 12 month-period." Got that? If you publish monthly, at least seven of the 12 issues must have at least 30% editorial content. Of course, advertising and editorial must be distinguishable from one another.



A sample advertising/editorial ratio for a quarterly magazine

Enclosures

Many magazines have advertisers insert flyers in their magazine, or place them with the magazine in a polybag. In fact, when most people think of enclosures, they think of advertising flyers.

But there are lots of enclosures you might want to mail with your magazine: a reader survey, a renewal notice, or a promotion for gift subscriptions.

Most enclosures are treated as if they are a part of your magazine, and priced with it. Others you can enclose with your magazine, but you must pay additional postage.

Just like your magazine, your enclosures have to be able to make it safely through the machinery and helpful hands at Canada Post. They've provided some rules to make sure that they do.

General Acceptance Criteria for Enclosures

- 1** You can't enclose one of the items specifically excluded from Publications Mail, listed in the last section ("Content that can't be sent using Publications Mail").
- 2** Individual enclosures, or all enclosures together, can't interfere with the mailing of your magazine. Your magazine should still be able to be sorted and transported and be subjected to all of the things that normally need to happen to get your subscribers their copies.
- 3** Enclosures won't become separated from the host publication. If the enclosure falls out, Canada Post won't deliver it. You can test to see if the enclosure will fall out using the following scientific method: hold the magazine by the spine with your thumb and forefinger and give it a shake.
- 4** No enclosure can be personalized with more than the name of the person it is for. You cannot put an address on it. The only exception is renewal notices—for the subscriber's own sub or for a gift. For example, if you use an enclosure to promote a special holiday gift offer, it must also include a request for renewal if you want to individually address it. Anything else can result in a surcharge. Sometimes you may need to put your addressing information on a separate insert in a polybag, because the space where you normally label the magazine is obscured by another large enclosure. This is permissible because it is not a promotional piece.
- 5** You cannot enclose another magazine—free or paid—with your magazine. Two exceptions are "Ride-along" publications (see sidebar) and co-packaged host publications which are paid on a separate order.
- 6** No scents or liquids (yuck) can escape from your magazine. Make sure to package enclosures with that in mind.

WHAT CAN YOU ENCLOSE WITH YOUR MAGAZINE?

Some items are specifically allowed to be enclosed:

- Renewal notices for your magazine.
- Surveys relating to the editorial or advertising content of the host publication.
- Advertising brochures, which may include price sheets (another exception!)
- Business Reply Mail cards or envelopes
- Source guides or buyer's guides that are special editions/issues of the host publication
- Back issues of your magazine
- Minutes of meetings
- Booklets relating to the editorial or advertising content of the host publication.
- Samples, Promotional and Novelty items (see below)

The above list isn't exhaustive by any means. It's just a list of things Canada Post will definitely let you mail. They realized there was some confusion as to what qualifies so they provided a list of common items that publishers have asked about. For example, Buyer's Guides often contain a lot of

listings, or may be considered directories. As we saw above, listings and directories aren't eligible content for Publications Mail, but Buyer's Guide editions of your magazine are.

Generally, advertising or editorial enclosures are acceptable unless they are publications in their own right, or for special purposes—like catalogues or manuals.

Remember—the total size and weight of your magazine and all its enclosures must not exceed the limits specified. The chart on page 15 will tell you all the physical specifications your mailing must adhere to.

PRICING ENCLOSURES

Some enclosures are paid for as a part of your Publications mailing. Some are charged separately. Here's a quick and dirty look at which is which.

Enclosures that are priced with your magazine

There are two kinds of enclosures that are, for the purpose of pricing, considered extensions of your magazine: (1) **ride-along publications** and (2) **advertising and editorial enclosures**. We already



5: the rule that's not

a rule. You can carry one "ride-along" complimentary, promotional copy of another title or the same title (i.e. a newspaper, magazine or newsletter that your customer has NOT requested) per mailing up to six times per calendar year. The intention must be to build subscription levels for the carried title. You'll have to pay postage for the additional weight, just as if it were a part of your magazine. Undeliverable return service won't work for the ride-along, though.

looked at Ride-Alongs (see Sidebar, page 13), so we'll just cover the latter here.

If your advertising or editorial enclosure is **composed of paper** or "other material with the general characteristics of paper" you can enclose it with your magazine and not pay additional postage—except for the cost of any additional weight it may add.

Although this isn't stated explicitly, **this category includes circulation marketing materials as well.** We know already you can send renewal notices, but you can also send other circulation promotions as enclosures. Just remember that aside from renewal notices, you can't have the address of the recipient on the piece.

To determine if the enclosure will be considered advertising or editorial content (remember that strange ratio we met in the advertising section, above) Canada Post has decided that if you have received compensation of any kind for including the enclosure, 100% of the enclosure is considered advertising content. If not, the actual editorial and advertising space in the enclosure will be used.

Enclosures that are priced separately

There are a lot of things you might want to include with your magazine that are **not made of paper.** Welcome to the world of **samples, promotional and novelty items.** You can mail these things with your magazine, but you pay for their postage separately, as if they were not enclosures. Some definitions to keep in mind:

Sample: a trial or trial-sized item intended to indicate the nature of the product

Promotional or novelty items: a non-personalized item used to promote a brand name or use of a product or service.

For example, you might send a CD sampler to your readers, as a promotion with a record label that is an advertiser in your magazine.

Samples, promotional and novelty items can be sent as long as they meet the acceptance criteria (outlined above). Most importantly, they must not interfere with normal handling of the mail piece. Usually, flat items are fine, but bulky ones could be a problem.

You will be charged separately, and the pricing is included on the Publications Mail Price Sheet. There are two price points: for single samples/promos/novelties and for multiple samples/promos/novelties, i.e. two or more samples for the same product line or brand name on the same backing or packaged together.

Samples/promos/novelties **do not affect your advertising/editorial ratio.** Since you pay separately for their postage, they are not considered part of your magazine, and are not therefore counted as part of the calculation.

Pre-approval: You really should run your sample/promo/novelty plan by a Publications Mail person from Canada Post before you enclose hundreds of them. Otherwise, you may just have acquired 3,000 shampoo samples for your personal use. Try not to get the attached magazines wet in the shower.

Beyond Enclosures

Perhaps you have something you'd like to mail with your magazine that doesn't fit into the definitions of enclosures as outlined above. You still might be able to mail it by "Co-Packaging" it with your magazine. Essentially, this just means that you can send it with your magazine, but it is really a piece of separately paid for Lettermail or Addressed Admail. There is no minimum volume required for the co-packaged item.

You can also enclose a separate publication this way, if it doesn't qualify as a ride-along (see above), as a Co-Packaged Publications Mail piece.

For more information on Co-Packaging, read the **Publications Mail Customer Guide** and/or contact a Canada Post representative.

Size and Weight

Each Publications Mail piece (your magazine, your magazine and enclosures, or Bundles of Unaddressed Copies of your magazine) must fit within the following size and weight parameters. (See facing page.)



You **cannot** fulfill an order or **SEND A PREMIUM** ("Free gift with your subscription") as a sample or promotional item.

	Individually Addressed Copies (including all enclosures and wrapping)			Bundles of Unaddressed Copies	Samples, Promotional and Novelty Items
	Presorted	Machineable			
	LCP or NDG	Short and Long (S/L)	Oversize (O/S)		
SIZE					
Maximum					Will not adversely affect ease of handling
Length	600 mm (23.62")	245 mm (9.65")	380 mm (14.96")	600 mm (23.62")	
Width	600 mm (23.62")	156 mm (5.91")	270 mm (10.63")	600 mm (23.62")	
Thickness	200 mm (7.87")	5 mm (0.197")	20 mm (0.787")	600 mm (23.62")	
Minimum					
Length	140 mm (5.51")	140 mm (5.51")	140 mm (5.51")	140 mm (5.51")	
Width	90 mm (3.54")	90 mm (3.54")	90 mm (3.54")	90 mm (3.54")	
Thickness	0.18 mm (0.0071")	0.18 mm (0.0071")	0.5 mm (0.0197")	0.36 mm (0.014")	
Maximum					
Bundle Height	200 mm (7.87")	100 mm (3.94")	200 mm (7.87")		
WEIGHT					
Maximum Weight Per Piece	1.36 kg (3lbs)	50 g (1.75oz)	750 g (26.5oz)	25 kg (55lbs)	100 g (3.5oz)
Minimum Weight Per Piece	– –	3 g (0.11oz)	10 g (0.35oz)	– –	– –



PART III

Using Publications Mail

Who should read this section?

This section is handy for **new staff or volunteers at an existing magazine** who will be in charge of getting magazines to readers, or for **new titles that have received their PM Agreement Number** and are ready to roll.

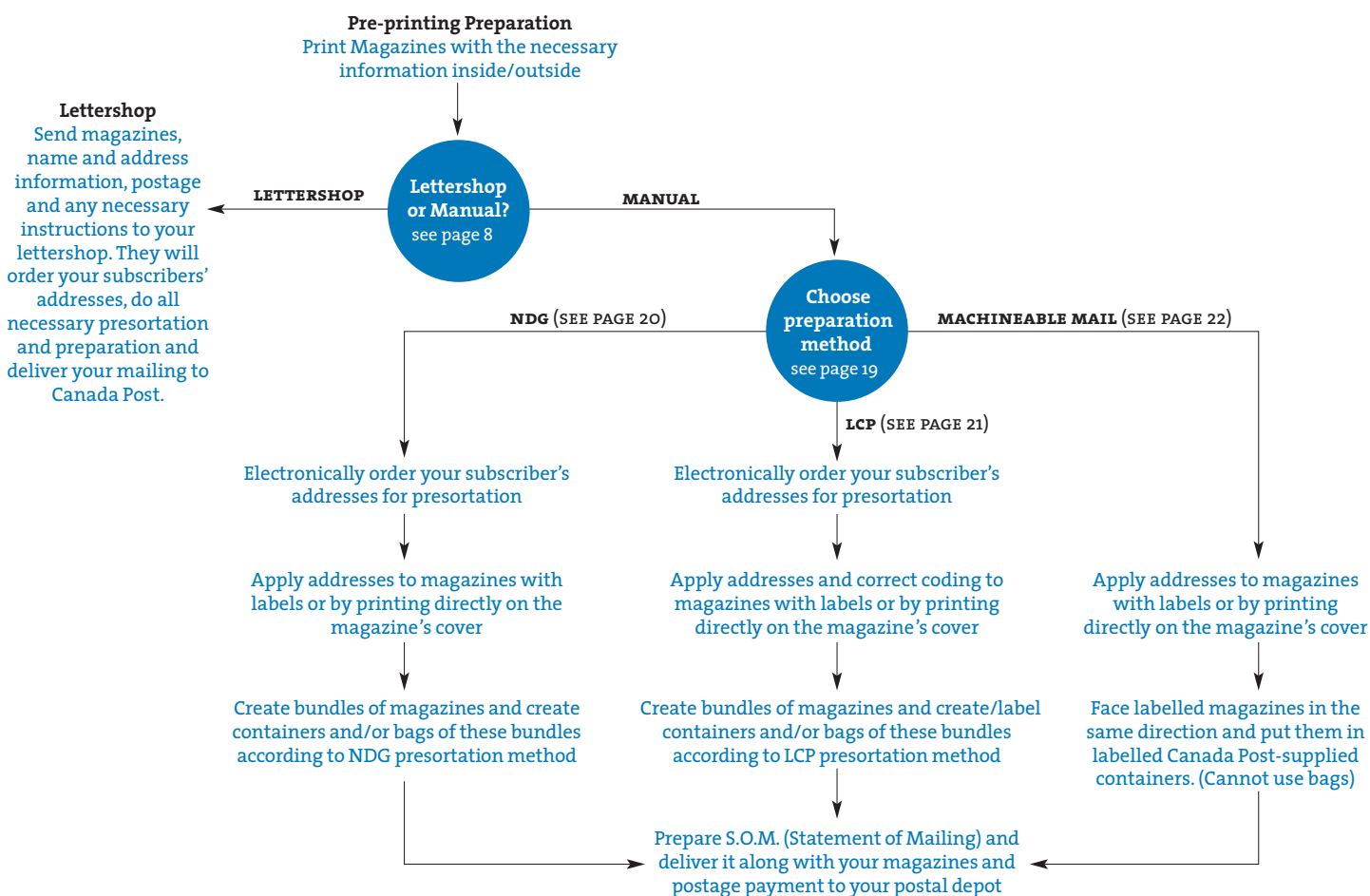
In this section, we will tell you how to use Publications Mail. It assumes you've already got a Publications Mail Agreement Number, as we covered that process in Part I.

Introduction

As mentioned in Part I, Publications Mail is an “incentive priced” mail service. This means you save money. The reason you save money is you do some of the work to mail your magazine before you hand it over to the folks at Canada Post.

This section is an overview of all the pre-mailing work you have to do. The steps that most publishers do themselves are covered in detail, and the work that is usually outsourced is explained more briefly, with information on where to get more help if you want to do it yourself.

We’ll also look at some other uses of Publications Mail, and some other mail services that magazines take advantage of.



The Wonderful World of Mail Preparation and Presortation

To get your magazine to your subscribers, you must address each copy correctly and then group magazines that are going to the same parts of the country together, using one of the methods of mail presortation Canada Post accepts. Above is a diagram of the steps that need to be taken.

Pre-printing preparation

Before you even print your magazine there are steps you must take. Some of them, such as getting a Canada Post customer account and a Publications Mail Agreement Number, we covered in Parts I & II.

Indicating you've paid postage

In order for Canada Post to know that your magazine should be mailed at the Publications Mail rate, you have to indicate it on each piece you mail—it's like putting a stamp on a regular letter. That way everyone who handles your magazine—from the sorters in the postal plant to the letter carrier who brings it to the door—knows that the postage has been paid.

There are one or two numbers you need to know about:

- All magazines sent by Publications Mail have a **Publications Mail Agreement Number**, assigned to your magazine by Canada Post. It's the one that starts with "400 ____" and is 8 digits long—e.g. 40012345. (You probably also have a Canada Post Customer Number and a variety of other account numbers, such as for Business Reply Mail etc., but this is the one that identifies your magazine to Canada Post. And if your organization publishes two magazines, you'll have the same "400 ____" number for both, but the titles will be listed separately on the Agreement Form Supplement.)
- Each PAP registered* magazine also has a unique **Registration Number**, assigned to your magazine by Canadian Heritage, to keep track of the postal subsidy. This number is 5 digits long, but may start with a zero, so it may be used as a 4-digit number.

(*PAP is Publications Assistance Program, administered by the Department of Canadian Heritage. Part IV will cover some basic information on this program.)

To indicate Publications Mail, you must display two kinds of information on each piece of Publications Mail: the Basic Identifying Information (for unwrapped or clear-wrapped copies), and the Detailed Identifying Information.

BASIC IDENTIFYING INFORMATION

If you are mailing your magazine unwrapped or in a clear polybag, you need to put this abbreviated information on it. In a minimum of 6 point font, you must print your Publications Mail Agreement number (and your PAP Registration Number, if you have one) in one of the following formats:

Publications Mail Agreement 40012345
or **PM40012345**

If you are a PAP Registrant:

Publications Mail Agreement 40012345

Registration 12345

or **PM40012345 R12345**

(Use your own numbers, and not "40012345" or "12345," which I made up!)

Where it must be displayed

It must be either on:

1. The cover—front, back or spine (if perfect bound) of your magazine; or
2. The address label
3. As part of the postal indicia—if you choose to use one (see sidebar).

The people handling your magazine need to be able to read this information, so make sure it:

- contrasts with the background and is clearly visible on or through a clear wrapper
- isn't covered up (by some advertising insert or renewal notice or anything else) if you are poly-bagging your magazine with some other things.



Beware! These Basic and Detailed Identifying Information requirements are for Canada Post. If you are registered for PAP, you must put other pieces of information **in addition** to the ones described here. We'll cover that in Part IV.

DETAILED IDENTIFYING INFORMATION

You need to have the following information—substituting your own numbers and address—printed in a colour that contrasts with the background so it can be easily read.

Publications Mail Agreement #40012345

Registration #12345 [again, if you don't have PAP, you don't need this]

RETURN UNDELIVERABLE CANADIAN ADDRESSES TO

CIRCULATION DEPT

123 YOURADDRESS ST

YOURTOWN, ON z9z 9z9

Where it must be displayed

If your magazine is unwrapped or in a clear polybag, it must have the Detailed Identifying Information printed in one of the following locations:

- On one of the first five pages or last five pages of your magazine, or



Mailing Indicia

If you prefer, you can use a Publications Mail indicia in place of the Basic Identifying Information, usually on wrapped copies—envelopes or polybags. It must be at least 19mm by 36mm and no larger than 39mm by 73mm. It must be clearly legible against the background it appears on. You should get approval on the artwork for your indicia before you print it. Artwork is available online at <http://www.canadapost.ca/tools/pg/indicia/default-e.asp>. The Agreement Number goes inside the box, and if you are registered, your PAP number right below.

CANADA		POSTES
POST		CANADA
Postage paid		Port payé
Publications Mail		Poste-publications
400#####		
#####		

- In the masthead or first table of contents page of your magazine, or
- On a clearly identifiable card securely inserted in your magazine, or
- On a card with the delivery address visible through the polybag, or
- On the outside of the host publication to replace the Basic Identifying Information

If you choose a location for the Detailed info that is clearly visible without opening the magazine or the wrapper it's inside, you can skip the "Basic Identifying Information" altogether. And you don't have to print the Detailed info inside the magazine.

If you use an opaque wrap for your magazine (like an envelope) you must put the Detailed version on the outside of the opaque wrap, instead of the Basic Identifying Information, so it can be read without opening the wrap (or having X-ray vision). In this case, you don't have to print the Basic Identifying Information at all.

Using a Lettershop

So, imagine the latest issue of your magazine is at the printer. You have two options.

1. You have it delivered to you, so you can prepare your mailing for Canada Post.
2. Ask the printer to deliver it to a lettershop to prepare and drop your mailing at Canada Post. Sometimes your printer will have a recommended lettershop, or you can find your own.

Even if you choose to use a lettershop, read through the descriptions of each of the methods below. Your lettershop will use one of these methods, and it will be valuable to know something about each one as you request and compare quotes, and pay invoices.



Can't decide which to do? Check out **Lettershop or DIY** on page 8, and read the descriptions of the service options below.

Choose a service option

There are three Service Options you can use to prepare your magazines for Canada Post. Each method has advantages and disadvantages. The Service Option determines the amount of work that goes into the mailing preparation and presortation, as well as the price of the postage you will be charged per piece.

The three methods are:

1. NDG—National Distribution Guide

NDG is designed for publications with low volumes, or whose mailing is concentrated regionally. (That's us! Small magazines! Yay!)

NDG prices are based on the geographic scope of your mailing. There are three base price levels:

National—for most magazine mailings

Regional—at least half of the mailing must be destined for rural (non-letter carrier) offices in the same or adjacent province as it is mailed.

Local Rural—for magazines deposited and delivered at the same rural post office.

Base Weight: 100g. (This means that at over 100g, you must pay postage for additional weight.)

The minimum volume for NDG National is 50 pieces per mailing with phantom pricing for smaller mailings (see sidebar, next page). There is no minimum volume for mailings that include Local Rural or Regional pieces.

Many small magazines use this method. It can be completed entirely by hand, requires no special software and the minimum volume is low.

2. LCP—Letter Carrier Presort

LCP is a presortation method for magazines with some areas of higher density. This means that you have some subscribers who live close enough to allow you to group their magazines together and label them with the actual letter carrier's route number.

Within LCP there are four price levels, each corresponding to a density level. The higher the presort level, the cheaper the price, since you are bypassing more steps that Canada Post would otherwise have to do to get your magazines to your subscribers. Within a single mailing, you will have magazines sorted to different levels, and they will be priced accordingly.

Base Weight: 200g. (After 200g, you must pay postage for additional weight.)

The minimum volume for LCP is 1,000 pieces. If your mailing is less than 1,000 pieces, you will have to pay a "phantom price" for the difference.

Quite a few small magazines use this method, because the postage is cheaper and the base weight is higher, meaning you can mail a heavier magazine for less than either NDG or Machineable Mail. Special Presortation Software is required to use LCP.



Presortation: It's a confusing term. If this is "pre-sortation, what's sortation? Canada Post calls it "presortation" because it is the sortation that gets done before they receive the mail. Officially, presortation is "the process of sequencing, grouping, containerizing the mail and labelling the containers to allow Canada Post to bypass various processing steps and facilities within its mail distribution network."

Preparation: Not to be confused with presortation. Preparing your mail just means facing your mail in the same direction and placing it in correctly labelled containers for delivery to Canada Post. Different methods have different requirements for the work you must do:

For Machineable Mail:

Presortation **No**
Preparation **Yes**

For LCP:

Presortation **Yes**
Preparation **Yes**

For NDG:

Presortation **Yes**
Preparation **Yes**



So what's Rural?

Regional and Local Rural NDG are delivered only through post offices without Letter Carrier delivery. Usually they can be identified by a zero (0) as the second character of the postal code, but not always. The table of all postal codes categorized as rural is available on the Canada Post website at: http://www.canadapost.com/business/offerings/publications_mail/can/about_fsas-e.asp. It is updated monthly. These price levels are used mainly by community newspapers. Most small magazines qualify only for NDG National since they don't deposit their mailings at rural post offices.



Phantom pricing:

If you don't have the minimum number of pieces to qualify for a service option, you must pay the postage for the minimum volume. So, if you have 30 magazines each weighing 220 grams, you can use NDG National presortation. You will pay the postage for the 30 magazines: **51¢ each, plus 0.24¢ per gram over 100g (0.24¢ x 120g = 28¢ + 51¢ = 79¢).**

Then you pay the base price of 51¢ each for 20 phantom magazines, to reach the minimum 50 volume requirement. For LCP sortation, the base price is the lowest postage rate, Delivery Mode Direct. For Machineable Mail, there is only one price, 49¢, in 2004.

3. Machineable

Machineable allows you to avoid presortation altogether—a process that can be pretty labour-intensive! However, you should get a 200-piece sample of your mail pre-approved to verify that it is machineable. This can take 7–10 days, so you should plan in advance. Once you've had it certified the first time, you won't have to have it approved each time you mail an issue, unless you change the way the mail appears.

There is only one base price for Machineable. The weight base is 100g.

The minimum volume for Machineable is 1,000 pieces. If your Machineable mailing is less than 1,000 pieces, you will have to pay a “phantom price” for the difference.

Very few magazines use this method, mainly because LCP is cheaper, but Machineable has the advantage of not requiring presortation.

Which service option should I use?

If your mailing is **way under 1,000 pieces**, you should use NDG.

If your mailing is **just under 1,000 copies**, LCP may be cheaper than NDG, because the base weight and postage are both lower, even if you are paying phantom pricing for a few copies.

If your mailing is **over 1,000 pieces**, you should probably choose LCP. With LCP, the higher your sortation density is, the cheaper the postage will be per piece.

If your mailing is **over 1,000 pieces and has an extremely low sortation density** (i.e. your subscribers are really spread out), Machineable Mail might be a good option.

To determine what your sortation density is, you can run your mailing list through Presortation Software. Or just try doing LCP for one issue, and then another service option (NDG or Machineable Mail) the next, and compare postage costs. By the way, you can't mix LCP and NDG in the same mailing, so choose one or the other. But you can combine Machineable with either LCP or NDG—if you really want to—as long as you remember there is a minimum volume for each option

Prices throughout this publication are for 2004. Current Publications Mail prices can be found at www.canadapost.ca/customer_guides

Service option #1: NDG

1. Electronically order your subscribers' addresses for presortation

You can print out subscriber labels in any order you like, but if you order them alpha-numerically (e.g. AoA 1L2, AoA 1L6, AoA 1X2, A3C 1L2) before you print them out, it will help you enormously in the coming steps.

You can also use special Presortation Software to presort your mail and indicate right on the mailing labels into which bundle and bag each magazine should be grouped (see the sample label on page 21). This makes the work of presortation much easier.

2. Apply address labels to magazines or print addresses directly on magazines (see page 23 for important information on addressing standards).

3. Presort Magazines

If you are doing the NDG presortation yourself, you will need:

- The Publications Mail Preparation and Presortation Guide

www.canadapost.ca/business/tools/pg/preparation/mpp4-oo-e.asp

- The National Presortation Schematic, or NPS.

Don't forget to use the latest edition. It is updated monthly.

www.canadapost.ca/business/offerings/nps/can/default-e.asp

Canada Post bags and/or containers for grouping your bundles and depositing them at the postal station.

The basic steps for NDG presortation are:

a) Get the guides and bags or containers from Canada Post

You get a nasty-looking but comprehensive book from Canada Post called the National Presortation Schematic (NPS) that lists every single FSA (the first three characters in a postal code) and each code's corresponding postal stations and facilities.

b) Create bundles of at least six magazines

Using this guide you group together addresses in bundles of 6 pieces or more (the maximum bundle size is 8" high). Needless to say, it won't be so easy as, say, putting all the postal codes starting with K1B with all the K1C ones. You will find that K1B goes with K1G, K1H, and K1X. K1C get bundled with K1E and K1W. Naturally.

ONF9751B

CANADA POST CORPORATION / SOCIÉTÉ CANADIENNE DES POSTES

NATIONAL PRESORTATION SCHEMATIC / SCHEMA DE TRI PRELIMINAIRE NATIONAL

VALID FOR MAILINGS DEPOSITED FROM FEBRUARY 13, 2004 TO MARCH 11, 2004

VALIDÉ POUR LES ENVOIS EXPÉDIÉS DU 13 FÉVRIER 2004 AU 11 MARS 2004

PAGE: A36

FSA RTA	MAKE-UP LEVEL 1 CONFECTION NIVEAU 1	MAKE-UP LEVEL 2 CONFECTION NIVEAU 2	MAKE-UP LEVEL 3 CONFECTION NIVEAU 3	MAKE-UP LEVEL 4 CONFECTION NIVEAU 4
P7A-\ P7B 2W0 THUNDER BAY ON STN P P7B P7G-/		P7B 5W0 THUNDER BAY ON	P0T 9Z0 THUNDER BAY ON DCF	P0T 9Z0 THUNDER BAY ON FWD
P7C-\ P7C 3Y0 THUNDER BAY ON STN F P7E P7J P7K-/				
P0T				
P8N P8N 1C0 DRYDEN ON STN MAIN			P0V 9Z0 DRYDEN ON DCF	
P8T P8T 1A0 SIOUX LOOKOUT ON STN MAIN (+) ADDITION / (+) AJOUTER	(-****) DELETION / (-****) SUPPRIMER		(*) TRANSFER - CHANGE / (*) TRANSFERER - CHANGEMENT	

A sample entry
for the National
Presortation Schematic

If you don't have six pieces for the highest density sortation level, you use the guide to find other postal codes going to the next delivery level—so it gets sent to the facility that feeds the highest level of sortation.

c) Create bags or containers of bundles

Once you've created all the bundles you can, you take the bundles and put them in bags or containers according to the NPS guide. (Small bags must have at least 4 bundles or have a minimum weight of 3.5kg, large bags must have at least 6 bundles or weigh 7kg.)

NDG Presortation is not that hard to learn, but it isn't for the faint of heart. It's no surprise that larger magazines use mail Presortation Software to place the mail in the right sequence and add bundle and bag indicators on the mailing label.

If you don't know how to correctly do the sorting into bundles and bags, Canada Post has created a great on-line tutorial. It's available at: www.canadapost.ca/business/ndg/default-e.asp

The tutorial takes you through a small sample presortation, and really makes the theory, described in the *Mail Preparation and Presortation Guide*, much clearer.

4. Prepare and deliver SOM with your presorted magazines and a sample copy

Finally, prepare your order (called the Statement of Mailing, or SOM) and take it and your magazines to the postal depot and make postage payment (unless you have approved credit). Make sure to provide a sample copy just like the ones in the

mailing so Canada Post can check it for mailability.

For a complete list of the requirements you have to meet to use NDG presortation, see the *Canada Post Publications Mail Customer Guide*.

Service option #2: LCP (Letter Carrier Presort)

LCP presortation requires that you place a "Delivery Mode Code" (DMC) on each magazine, which tells Canada Post information they need for delivery in an urban area. These codes are provided by Canada Post and updated monthly to reflect changes to the delivery information. To ensure that you are using the latest information, the DMC also contains a character called the Audit Code (a.k.a "tape code") which changes each month. You cannot use DMC codes after they've expired, **so make sure you have a firm maildate before creating labels.**

Bundle #	Bag #	DMC	Audit Code
57/4		35	(C)
Judith Parker 456 Main Street Toronto ON M6T 1X1			

Here's a sample mailing label, with the DMC code in the top right corner. Above the name is the bundle and bag code. In this case, the magazine sorted into the 57th bundle, which was then assigned to the fourth mailbag.



Address Accuracy: Read this if you are mailing over 5,000 pieces

If you are mailing more than 5,000 pieces at once, you will need to verify the accuracy of the addresses you are using. In order to avoid paying a penalty for bad addressing, 95% of your addresses must be determined as valid. If you do not meet this threshold, you will be charged 5¢ per piece for the percentage with bad addresses.

To determine if an address is valid, you must compare it to the most current version of Canada Post's address data. You can do this by processing your database through Address Validation software, approved by Canada Post. You can buy this software (but it's expensive), or you can ask a lettershop to do this, for a fee. Some software will correct the wrong addresses for you automatically.

Address Validation software will provide you with a Statement of Accuracy (SOA) that reports the percentage of accurate addresses, which you fill in on your Statement of Mailing. You should retain your SOAs in case Canada Post chooses to audit your address accuracy. You must produce a new SOA at least once a year.

In order to put the right codes on each magazine, you must use Presortation Software approved by Canada Post. This software is not cheap, so it's unlikely you are going to buy it for your magazine. Your fulfillment software or fulfillment house may have it. Certainly, a lettershop or mailing data service provider will have this kind of software, and will use it as part of preparing your mailing for you.

In addition to assigning the right DMC, Presortation Software helps cut back on the work of bundling mail and bagging your magazines to the different levels of consolidation. It will tell you exactly which addresses go together in a bundle, and which bundles get grouped together in a container. In fact, it will print all this information on the mailing labels for you, so you just sequence them and the presortation is done. If you've ever done a hand sorting, you'll be amazed at how much easier it is.

If you can't afford to get a lettershop to do the complete mail preparation and presortation for you, you might be able to find a lettershop who will do the electronic part of the presort for you for a smaller fee.

1. Run your list through Mail Presortation Software

The software will assign DMC and bundle and bag codes to each piece. Your fulfillment software or fulfillment house may have this software. If not, a lettershop will.

2. Apply address labels to magazines or Print addresses directly on magazines

(See page 22 for important information on addressing standards.) You must include the DMC code on the label in the correct place. For more information on the correct placement of the DMC, see the *Mail Preparation and Presortation Guide*.

3. Presort Magazines

If you are doing the LCP presortation yourself, you will need:

- A current version of Canada Post-approved Presortation software.
- Canada Post bags and/or containers for grouping your bundles and depositing them at the postal station.

The basic steps for LCP presortation are:

a) Bundle magazines with the same DMC together For magazines without enough density to be

assigned a DMC, the Presortation software assigns the mailing list to all levels.

b) Create bags or containers of bundles

Once the software has created all the proper presortation groupings, you take the bundles and put them in containers or bags, according to the minimum fills Canada Post requires for each bag or container.

c) Prepare and deliver SOM with your presort- ed magazines and a sample copy

Prepare your order (called the Statement of Mailing, or SOM) and deliver it and your magazines to the postal depot and make postage payment (if you don't have approved credit). Make sure to provide a sample copy just like the ones in the mailing so that Canada Post can check it for mailability.

For a complete list of the requirements you have to meet to use LCP presortation, see the Canada Post Publications Mail Customer Guide. If you don't want to "do this at home", a letter shop is your best bet for LCP mailings.

Service option #3: Machineable mail

If you've chosen Machineable Publications Mail, you can skip presortation completely. To prepare your mailing using Machineable requirements you will need:

- The Publications Mail Preparation and Presortation Guide
- Canada Post containers for your mail

The steps for preparing Machineable Mail are:

1 Apply address labels to magazines or Print addresses directly on magazines

In addition to the addressing guidelines below, it is particularly important to ensure that the pieces are uniformly addressed, to ensure machine readability.

2 Organize Magazines

- a) Face your labelled magazines in the same direction
- b) Place magazines in Canada Post supplied-containers. (No bags, please!) These containers must be properly labelled.

3 Prepare and deliver SOM and a sample copy

Prepare your order (called the Statement of Mailing, or SOM) and deliver it and your

magazines to the postal plant and make postage payment. Make sure to provide a sample copy just like the ones in the mailing so that Canada Post can check it for mailability.

Machineable Mail should be approved before you can send it out, a process that can take 7–10 days. To get your mail approved for Machineable Mail, call the Commercial Service Network—Publications Mail folks at 1-866-757-5485. They will ask you to send a 200-piece sample that they will put through their readability-checking machine. Because of this, very few small magazines use this method. However, once you have had a mailing approved the first time, you won't have to have it approved each time you mail an issue unless you change the way the mail appears.

For a complete list of the requirements you have to meet to use Machineable Mail, see the *Canada Post Publications Mail Customer Guide*.

Addressing Requirements

Like any piece of mail, the chances of your magazine getting to its destination are greatly increased by having a clear address visible and legible on the outside.

Canada Post has all sorts of rules about how addresses *should be* written. (For instance, you are supposed to write 123 16th St W and not 123 W 16th St—Who would have guessed it?) We will not cover correct addressing here—but you can get the *Canadian Addressing Guide* from the Canada Post website (www.canadapost.ca/business/offerings/address_management/can/addressing_guide-e.asp).

If you use LCP, there are rules about DMC code placement, which are covered in the *Mail Preparation and Presortation Guide*.

Label/Address Placement

Whether you laser the address onto an address block on your cover, or apply labels separately or address the envelope, the address should be in the same place on each copy.

If you **address the magazine directly** (either with labels or ink) the address should be easy to read if you hold the magazine by any edge.

If you **put your magazine in a clear wrap** (a.k.a.

polybag) the address can be on the magazine, the wrapper, or on an insert inside it, as long as it can be read and isn't being blocked (or blocking Basic Identifying Information we covered in the sections above!)

If you **put your magazine in an opaque wrap** (e.g. envelope) the address can go anywhere on the outside of the wrap where it will be easily read—along with your Detailed Identifying Information.

Depositing mail

When you deposit your mail, you will need to have your Statement of Mailing filled out, and have it ready along with a sample of your mail piece. If you are mailing for the first time, or if you have some unusual enclosures, you should have the sample approved by Canada Post before you do your presort in case your magazine or one of the enclosures doesn't meet the eligibility or size and weight requirements.

If you are doing a mailing of more than 10,000 pieces, you must call and schedule the deposit at least five days in advance. Showing up with that much mail unannounced is akin to crashing a dinner party with everyone in your address book in tow. A little notice will ensure that Canada Post has enough pop and chips for everyone.

You can't usually drop off Publications Mail at the postal outlet around the corner from your office. You must normally use one of the postal stations approved for such mailings, called "Receipt Verification Units" (RVU) in larger centres. A list of these locations is available from Canada Post. Most likely, when you get your Publications Mail Agreement Number, they will tell you where the best place is to deposit your mailings. You must deposit your mailing to the same location each time you mail. If you want to change locations, you should make arrangements with Canada Post first.

Statement of Mailing (SOM)

When you drop off your mailing, you must have placed an order, called a Statement of Mailing. This is done electronically (electronic Statement of Mailing, or EST), but if you are using NDG sortation, you can fill out a manual Statement of Mailing for a small fee (\$5.00).



tip Keep in mind that if you choose to have a lettershop prepare your magazine mailing for you, they will make the necessary arrangements, fill out your Statement of Mailing for you, and lug the containers and bags to the postal depot.



Wrap up tightly! No matter what kind of wrapper you choose, the contents of the wrapper cannot slip more than 40mm inside it. In other words, your wrapper should be big enough to accommodate your magazine and any enclosures, but not so big the contents can move more than 40mm in any direction.



Careful: Machineable or LCP mailings on a manual SOM will be repriced to NDG National in addition to the \$5.00 processing fee. The Statement of Mailing contains all the information Canada Post needs to set your mailing in motion.



Check with your mail house.

Their mistake = your cost.

Many of the mistakes listed here relate to detailed requirements for bundling, bagging and delivering your mail to Canada Post. This guide hasn't covered the nitty-gritty of these steps. You can find out about them in the Publications Mail Preparation and Presortation Guide (<http://www.canadapost.ca/business/tools/pg/preparation/mpp4-00-e.asp>).

Unless you do your own NDG or LCP presortation, most of these mistakes are for your lettershop to worry about. However, it's your Canada Post Customer Account that will be charged, so you should know what costs your lettershop might mistakenly incur on your account.

Information you have to provide:

- **Type of mailing:** Publications Mail
- **Customer Information:** things like your company name, Canada Post Customer Number, Publications Mail Agreement Number, your address, name of the publication, date of publication, etc.
- **Mailing Information:** the number of pieces you are depositing to each level of presortation, the weight per copy, etc.

It's a good idea to always put a reference of your own in the "Customer Reference" field. For instance, if you are mailing your Spring 2004 issue, put "Spro4issue" or something. That way, when you get your account statement, you will be able to quickly find your issue mailing among the other charges to your Canada Post Customer Account number (such as renewal mailings, business reply postage).

The EST will calculate the postage for you, and if you are a PAP registrant, it will also calculate the subsidy. If you are under the minimum volume requirements, it will calculate the phantom pricing for you as well. What's more, the EST gives you the chance to preview your mailing costs—so if you are uncertain if LCP or NDG would be cheaper, you can test it out.

To access the EST, you have to get a password and userID from Canada Post. Then you just go to the Canada Post On-line Business Centre at: <https://obc.canadapost.ca>.

Payment

You can pay for your mailing at the time of deposit by cheque or credit card. This means making sure you've got a positive balance in your Canada Post Customer Account, bringing a cheque with you when you deposit your mail, or using a credit card. Net 15 day terms are available if you have approved credit.

Extra Handling Costs

Some mistakes in preparing and/or presorting your magazine mailing are so big that you will have to go back and fix them before you can deposit your mail. They will call you if you have to rework your mailing.

Some mistakes can be rectified at Canada Post,

but because of the extra handling needed to fix them, you will be charged surcharges to cover the Extra Handling costs.

There are three levels of mistakes like this. Canada Post has provided a list of some of the most common ones at each level, but it's not exhaustive.

Piece level

These are mistakes that happen on each piece of Publications Mail—a single magazine with or without enclosures, or a Bundle of Unaddressed Copies.

Cost: \$50.00 per mailing plus 3¢ per piece for all items where

- the address label is misplaced or formatted incorrectly;
- the overhang on a polybag is more than 40mm, causing slippage problems;
- the basic or detailed identifying information for the publication is incomplete or misplaced;
- presorted bundles are not properly strapped or too thick;
- the mail pieces are not faced properly within the containers;
- enclosures are not securely inserted in an unwrapped host publication.
- Bundles of Unaddressed Copies do not have DIRECT BUNDLE TO THIS ADDRESS notation on or near the address label;
- the Publications Mail Item does not bear the endorsement "Postage paid for enclosed Lettermail (or Addressed Admail or Publications Mail)", visible on or through the wrapper when co-packaging items; or
- Items are acceptable as Publications Mail enclosures but contain an Addressed Admail or Lettermail postal indicia (unless co-packaged).

Container level.

These are mistakes made at the stage of collecting your bundles into bags or containers.

A surcharge of \$50.00 per affected container, including any bag, hard-sided container, monotainer or pallet, where:

- the container label is missing or incorrect;
- the container is not properly prepared, secured or maximum weight/height restrictions are not met; or
- the minimum fill requirement is not met for bags or hard-sided containers.

Mailing level.

A surcharge of \$50.00 for a mailing, where:

- a representative sample mail piece is not provided.

Each level of surcharge is applied only once per mailing. So if you have incorrectly formatted labels AND have enclosures that fall out, you will be charged at “Piece Level” once for both infractions.



What are Supplementary Mailings?

When each new issue is printed, publishers mail it to the subscribers they currently have on file. That’s the “main” issue mailing. If the magazine has a low frequency, it can sometimes be 4–5 months before a new issue is ready to be served to customers. Some publishers choose to do a second or third mailing in between issues, so new subscribers or late renewals don’t have to wait so long before they get an issue. These extra mailings are called “supplementary mailings” or “supps.”

Other ways to use Publications Mail

SUPPLEMENTARY MAILINGS

Publications Mail is designed mainly to carry the full issue of your magazine in one mailing. You can prepare and mail supplementary mailings, but you must keep in mind that you will have to prepare and/or presort those mailings, and each mailing must meet the minimum volume requirements.

For instance, you may have a main mailing of 1500 pieces sent out LCP, but if you’ve just done a direct mail and want to send a supp to 200 new subscribers (yay!) it will have to be sent out NDG.

BUNDLES OF UNADDRESSED COPIES

In addition to sending individual copies to individual subscribers, you can also send a group of magazines to a single address using Publications Mail. This is great for sending magazines to a specialty retailer, or if there is a conference or association who wishes to receive multi-copies for distribution.

In other words, a “Bundle of Unaddressed Copies” isn’t really un-addressed at all. It just means that the whole bundle has a single delivery address. Maybe it should be called a “multi-copy delivery bundle” or something like that.

It’s easy to send bundles. The important thing to remember is to label them clearly. If you don’t, your

Bundle of Unaddressed Copies will be mistaken for a bundle of individual subscriber copies, such as those you create using NDG or LCP presortation. The postal folks will then break it apart, thinking each magazine in the bundle has a mailing label, making it harder for your bundles of copies to get to their final destination.

To label a bundle to one address, just put clearly on the outer top copy or on the bundle wrapping, “DIRECT BUNDLE TO THIS ADDRESS” to ensure it is not mistaken for a presorted bundle and opened. This should appear on the label with the address—or near enough to the address label that it is easy to see the destination. You also should make sure that the Detailed Identifying Information is on the outside of the bundle if it’s opaque-wrapped. If it’s polywrapped, then only the Basic Identifying Information must be visible through the wrapper (with the Detailed inside each copy).

Bundles can be up to 25kg in weight, so you can send quite a few magazines in a single bundle, as long as it is not too hard to handle and stays in one piece. They must be securely wrapped (e.g. shrink-wrapped) or double-tied (e.g. one strap across the width and another across the length.) You don’t need to do any presortation for your Bundles of Unaddressed Copies. Just make sure you separate them out when you deposit your mail at Canada Post to help differentiate them from LCP and NDG bundles of individually addressed copies.

Other Mail Services you might use

There are lots of other reasons you might use Canada Post. Below are some common services that small publishers use. Remember, each one of these can be charged to or noted on your Canada Post Customer Account, so it’s good to be familiar with them, in case you see a charge for one of these services on a Statement of Account or Invoice, next to a Publications Mail entry.

LETTERMAIL™

This is the basic kind of mail that Canada Post handles. You might use it for:

- Mailings of magazines that don’t meet the Publications Mail minimum volume (see sidebar, “Watch your weight”)



Different Services for Different Content

Remember, Canada Post differentiates between different services according to content. To figure out what kind of mail service you should use, start by figuring out what the mailing is for. Lettermail is for pretty much everything, but depending on the content, purpose and size of your mailing, Canada Post might have a service that will be cheaper.



*Watch your weight

Unlike Publications Mail, which can take items up to 1360g, Lettermail is only for items under 500g. If your magazine is heavier than this, it will have to be mailed as a parcel, which could be expensive. Remember to keep your postage costs in mind as you decide how much content to put in a single issue!

- Invoices
- Small mailings of renewal notices (under 1,000 pieces)

Like any Lettermail, you can use a postage stamp on each piece you are mailing to pay for the postage. However, as a business, and armed with your Canada Post Customer Number, there are other options:

Postage Meter

Most of you are familiar with metering, in which the postage is stored in the machine, and as it is applied to each mail piece, the amount stored is reduced.

Postal Indicia

You can use an indicia on your Lettermail mailing, just like you can on Publications Mail. Instead of using your Publications Mail Agreement Number, the Lettermail indicia contains your Canada Post Customer Number. If you choose this option, you must fill out a Statement of Mailing, and deposit your mailing at an RVU.

What's the indicia advantage? Payments made using a Postal Indicia will go through your Canada Post Customer Account. So, the payment comes out of the money in your account, or you might qualify for credit.

Your Lettermail mailings will start to appear on your Customer Account, and will demonstrate to Canada Post that you mail a lot more than they think you do. And the more you mail, the more important you are as a customer. (And the more mail small magazines as a category generate, the more important we are as a market.)

INTERNATIONAL LETTER-POST™

Publications Mail does not go to destinations outside Canada. Instead, you can use International Incentive Letter-post which is like regular Lettermail, but you pay less postage in exchange for a guaranteed minimum volume.

To use International Incentive Letter-post, you must deposit at least 100 copies per mailing. If you want to find out more about International Letter-post, you should talk to Canada Post. Call them at 1-866-757-5480.

ADDRESSED ADMAIL™

This is a mail service specifically for advertising and promotion. You might use it to acquire new subscribers, such as with direct mail, or for sending renewal notices or other offers to your current subscribers. You can also use it to solicit donations, since that's considered promotional. You can't use it for market research, though. You must mail 1,000 pieces minimum and prepare and presort your mailing. For more information on Addressed Admail, check out: www.canadapost.ca/business/offerings/addressed_admail/can/default-e.asp or call Canada Post at 1-866-757-5480.

BUSINESS REPLY MAIL™ (BRM)

Business Reply Mail allows your customer to send you an order, a donation, a renewal, a payment—or almost anything—and they don't have to pay the postage for it. Instead, you send them a reply device (e.g. an envelope or an insert card, etc.) with Business Reply artwork on it, including your Canada Post Account Number. You are only charged postage for each reply device they send to you—unlike stamps, which you must pay for in advance, whether or not the customer sends you a reply.

The background of the page is a blurred image of a clipboard. A yellow clipboard is visible, with a silver pen resting on it. A document is attached to the clipboard, showing some text and a red stamp. The overall color scheme is warm, with yellows and oranges.

PART IV

Publications Assistance Program

Who should read this section?

If you are not currently a Publications Assistance Program (PAP) registrant, and would like to find out about becoming one, this guide will help you find out more.

If you currently use PAP, but aren't sure exactly how the program works, you might find this guide useful.

Please remember that this guide is intended as aid only, and it is by no means thorough or definitive. It should be read alongside information from the program itself.

In addition, this guide concentrates on information for general and special interest small magazine publishers. Ethnocultural, aboriginal and minority language publishers should be doubly sure to check with the program's sponsors.

Introduction

The Publications Assistance Program (PAP), sometimes mistakenly called “Postal” Assistance Program, is a program of the Department of Canadian Heritage (DCH). It supports the mailing cost of eligible publications.

PAP is a fund provided by DCH (and partly matched by Canada Post) that many magazines access to help them afford to mail publications across the country.

Purpose of the program

I think DCH says it best:

“By offsetting the cost of reaching readers so that the subscription costs are the same anywhere in this vast country, Canadians can overcome geographic distances and communicate their ideas, opinions and art through print. The PAP, and its predecessor programs, has been helping Canadians do this since before Confederation. The program helps to build capacity in the Canadian publishing industry, while also fostering geographic, cultural and linguistic communities through the support of local, ethnic, aboriginal and minority language publications. The program also negotiates a reduced postal rate for inter-library loans, making library books more accessible to Canadian readers.”—from the PAP website (www.canadianheritage.gc.ca/progs/ac-ca/progs/pap/index_e.cfm).

Not bad, eh?

PAP is for magazines, and community newspapers, as well as publications serving ethno-cultural, aboriginal and minority official language communities. There are different eligibility criteria for each of these groups. This guide will cover magazines only, but the general information will be helpful for anyone interested in the program. The specific differences for each group are well-covered on the program’s website.

Contacting the program

Canada Post is a partner in the program, through their portion of the contribution to the postal subsidy, and as the provider of the service that is being subsidized: distribution of magazines.

Canada Post does not, however, run the program. For all inquiries regarding PAP, you should talk to

the Department of Canadian Heritage. They can be reached at 1-800-641-9221. They also have a website: www.canadianheritage.gc.ca/pap, which has all the application forms and application information.

How it works

PAP only subsidizes postage for Publications Mail. That is, **you must mail magazines via Canada Post’s Publications Mail service** in order to receive a subsidy.

When you enter your Canada Post Statement of Mailing (SOM), you indicate on the SOM which parts of your mailing are eligible for PAP. The subsidy will automatically be calculated and subtracted from the total postage cost owed. You pay for the remaining portion, and Canada Post requests the subsidy from the Department of Canadian Heritage. It gets deposited directly into your Canada Post Customer Account.

The amount of the subsidy is based on a percentage of your mailing costs. If you mail fewer than 5,000 paid copies, PAP covers 71.98% of the postage cost. There are declining percentages as mailing volumes increase. It’s 66.89% for 10,000 copies, 64.33% at 25,000 copies, and declines to 61.12% if you mail 1.2 million copies. The full scale is available at www.canadianheritage.gc.ca/progs/ac-ca/progs/pap/newfundingformula_e.cfm

For request copies that qualify, the PAP subsidy is 33.33% of the postage cost.

Application Process

You must first get your Canada Post Customer Number and Publications Mail Agreement Number.

Then you will need a copy of the *PAP Applicant’s Guide* and the correct application forms for your publication. Again, all these are available from

the program's website at www.canadianheritage.gc.ca/pap.

The application form is straightforward. It asks for information on your business, (to verify it is Canadian-owned and -controlled), the Canadian-content levels of your magazine, your circulation and distribution numbers.

An applicant must submit a completed and signed original application form (included in the *Applicant's Guide*) together with:

- your organization's articles of incorporation (for new PAP applicants only);
- the 6 latest issues (if less than six, the total number of issues) for the period covered in the application form;
- a sample of all current subscription forms used for new and renewing clients. In the case of magazines published by associations or organizations, copies of the subscription and/or membership renewal forms for members and non-members; and
- depending on your circulation size: current audited or reviewed financial statements or circulation statements (see page 30).

Sometimes additional information or documents may be required to determine eligibility. They will let you know what other information you need to send them. Don't send original documents. Keep copies of everything for your records, including a copy of your completed application form.

Send the completed application form and supporting documents to:

Publications Assistance Program
Department of Canadian Heritage
15 Eddy Street, 15-4-F
Gatineau, QC K1A 0M5

Once you have submitted your completed application form and all the required supporting documents, it will take four months to process your application.

You will then be issued a PAP Registration Number. You must indicate this when you mail your magazines, on your Statement of Mailing (SOM), whether manual or electronic. You should make sure to tell your lettershop to include this on your SOM, if they fill it out on your behalf. It's a good idea to double check the first time you use it, since they won't be used to it yet, and won't be nearly as excited about your reduced postage costs as you are!

Every three years, you will be required to completely re-apply for the program, to ensure you are still eligible. Each year in between, you will be notified to complete an attestation form, declaring your continued eligibility, circulation size, and other information DCH needs to collect.

PAP Eligibility

Requirements for publishers:

You must be a Canadian publisher, which means that the publishing company is at least 50% Canadian-owned and must be Canadian-controlled. There are specific definitions of "Canadian Corporation" and "Canadian-owned and -controlled" in the definitions listed near the end of the application guide, or online at: www.canadian-heritage.gc.ca/progs/ac-ca/progs/pap/demande-apply/papguide/annex1_e.cfm.

In addition, the publisher must have been in business for one full year.

Magazines must:

- 1 Be edited, designed, assembled, printed and published in Canada.
2. Have completed one full, uninterrupted year of publishing, and have completed one financial year prior to application.



"Bona fide"

subscriber refers to those individuals who have knowingly paid or undertaken to pay for issues of a magazine or non-daily newspaper to be delivered over a specified period of time.

So, as long as payment for an individual addressee is made, of \$1 per copy or \$12 per year, the subscription is considered to be "bona fide".

Some examples of this include:

- I subscribe to *Geist* magazine for myself.
- My father buys me a

gift subscription to *Broken Pencil* magazine, without me requesting it.

■ My workplace subscribes me, and all the people in my department, to *Take One* magazine. They have paid, but I did not request the subscription, and didn't know I was going to receive it until the first issue arrives.

■ I buy season tickets to the opera. As part of the package, I receive a subscription to *Opera Canada*, paid for by the opera company. It has been paid for as part of the package I have bought, but not

directly by me. The opera company provides an opt-out clause, and of course, *Opera Canada* is available to non-ticket buyers.

■ I contribute a poem to *Descant*. As part of my payment, they send me a subscription to the magazine. They have told me in advance that I can choose to receive \$12 more in payment for my poem instead of getting the subscription.

■ A supporter of *Green Teacher* magazine buys subscriptions for all the students in a high school English class.



Association

Magazines

Because PAP's purpose is to help the sharing of Canadian information and viewpoints with other Canadians, you can't receive a subsidy for magazines that are solely for a private audience, such as an association membership. However, if your association magazine is of interest and available to the general public, you are still eligible, with the following additional requirements:

- If you publish an association magazine, it must be available for subscription to non-members of the association.
- The cost of the subscription must be indicated separately from the membership price on the association membership form.
- The subscription price must be same for members and non-members.
- Members can opt out of the subscription.
- It should be clearly indicated when people sign up that the membership is a side benefit to subscribing to the association magazine, rather than having the magazine as a side benefit of joining an association.

3. Have at least 5% and not more than 70% advertising content. That includes all inserts and enclosures, but charitable, public service and house ads are not counted.
4. Contain an average of 80% Canadian-authored content.
5. Publish at least 2 issues per year, but not more than 56.

*This does not mean that you can't sell magazine for less than these prices. It just means that for the purposes of PAP, magazines sold for less won't be considered paid.

Circulation requirements

For Paid Circulation Magazines:

An eligible publication must have at least 50% of its total circulation consisting of paid circulation to "bona fide" subscribers, single-copy sales and newsstand sales.

To be considered paid, a copy must be sold at a subscription price of at least \$12 per year or \$1 per copy (i.e. if you publish a quarterly journal, \$4 per year). Single copies sold at retailers or directly to individuals must be sold for at least \$1 per copy.*

You must clearly indicate subscription and cover prices in your masthead or on your cover.

All registrants will be expected to prove that they meet the circulation requirements. The type of verification depends on your total annual paid circulation:

- less than 15,000 copies mailed per year: the publisher must provide one of the following:
 - 1) a completed PAP Statement of Income and Expenses Form; or
 - 2) a financial statement clearly showing subscription revenues and postal expenses may be accepted at the discretion of the Program;
 - 3) a full audit, if available, will take precedence.
- 15,000 to 75,000 copies mailed per year: the publisher must provide one of the following circulation report:
 - 1) a full audit, if available, by the CCAB, ABC, ODC or CCNA;
 - 2) if no audit is available, either a financial statement or a PAP Statement of Income and Expenses Form; or
 - 3) a financial statement signed by an accountant

Ineligible publications

Magazines are not eligible for PAP postal subsidy if they are:

- 1** Produced or published under contract by a non-Canadian entity on behalf of a Canadian client, or produced or published under contract by a Canadian entity for a non-Canadian client.
- 2** Published for the purpose of promoting the interest of the principal business of the person who publishes or at whose direction the magazine is published, where the principal business is other than magazine publishing.
- 3** Published directly or indirectly by groups or associations such as fraternal, trade, professional or other associations, trade unions, credit unions, co-operatives, religious, community, recreational, or business organizations, and which primarily report on the activities of the group or organization, or which primarily promote the interests of the group or organization, or its members. (See section on Association magazines.)
- 4** Distributed to Canadians from any location outside Canada.
- 5** Whose editorial content is primarily reproduced or repeated from current or previous issues of the same publication or of other publications.
- 6** In loose-leaf format.
- 7** Published directly or indirectly by any government or its agencies.
- 8** Primarily or a combination of newsletters (including all commercial newsletters), comic books, daily newspapers, directories, guides, financial reports, catalogues, magalogues, schedules, calendars, timetables or publications that primarily contain listings.
- 9** Primarily controlled circulation publications, with the exception of verified request circulation; or
- 10** That, in the view of the Department of Canadian Heritage, contain material considered to be hate propaganda, sexual exploitation, excessive or gratuitous violence, denigrating to an identifiable group or in any other way offensive.

or auditor may also be accepted at the discretion of the program.

■ over 75,000 copies mailed per year: the publisher must provide a circulation statement issued by the Canadian Community Newspapers Association (CCNA) or its equivalent, or the Canadian Circulations Audit Board (CCAB), the Audit Bureau of Circulation (ABC), or the Office de la distribution certifiée (ODC).

In addition to the annual attestation mentioned above, paid circulation magazines should be aware that you might be selected for a full audit of your circulation. DCH does this randomly to reduce their risk, and make sure the tax money they are spending isn't being misused. If you are chosen, they will pay for the audit.

For Request Circulation Magazines:

An eligible magazine must have at least 50% of its total circulation consisting of request circulation. Request circulation are copies of a magazine that are individually addressed to recipients who have provided a signed, written request, or a verified telephone request for the publication, i.e. they have asked for and received the magazine, but didn't have to pay for it. Request circulation must be verified by audit. For request copies that qualify, the PAP subsidy is 33.33% of the postage cost.

Once you have registered for PAP

PAP REGISTRATION NUMBER

You will be given a registration number from the Department of Canadian Heritage. As mentioned in Part III, you need to put this in your Basic Identifying Information and in the Detailed Identifying Information, for Canada Post to know you are registered.

In addition, DCH needs you to put the words “**PAP**

Registration No. _____” either in the **masthead** of the magazine or on the **back cover**, substituting the blank with your registration number.

ACKNOWLEDGEMENT

You must recognize the financial help you are receiving through the PAP, by printing prominently in your magazine (in the masthead, for instance):

“We acknowledge the financial support of the Government of Canada through the Publications Assistance Program towards our mailing costs.”

You must also include the Canada Wordmark, see here. It's available for download at: www.canadian-heritage.gc.ca/logos/.

Canada

KEEPING PAP IN THE LOOP

You must let the Department of Canadian Heritage know, in writing, if a change occurs in any of the following:

- legal ownership;
- sale of publication to a new owner(s);
- name of publisher or title of publication; and
- eligibility criteria.

If you don't use your PAP number for 18 consecutive months, they will deactivate your account, and you will have to reapply in full.

RECORD KEEPING

In addition to keeping good subscription records so that your circulation can be audited if necessary, you should also keep samples of all issues of mailings, **including inserts and outserts** and any related material. DCH may need them as well for verification purposes.



PAP requires you to have your registration number on the masthead or the back cover, which is different from Canada Post requirements, so you may have to print it in more than one place to meet both sets of rules.

Glossary/Index

Don't forget to check the official Canada Post Publications Mail Customer Guide for additional terms you may need.

An asterisk (*) after a page reference denotes significant entries or sections devoted to the topic



Address Accuracy

A program of Canada Post to improve delivery by encouraging customers to accurately address mail. For Publications Mail, you must validate mailings of more than 5,000 pieces. The standard for Address Accuracy is 95%.

See pgs: **9 (sidebar), 22 (sidebar)*, Folio**

Association Magazine

For the purposes of PAP: Published directly or indirectly by groups or associations such as fraternal, trade, professional or other associations, trade unions, credit unions, co-operatives, religious, community, recreational, or business organizations, and which primarily report on the activities of the group or organization, or which primarily promote the interests of the group or organization, or its members.

See pgs: **29, 30 (sidebar)***



Bags

Canada Post provides special bags in which to deposit your mail. There are two sizes, small and large, which require a minimum fill of 4 bundles (or 3.5 kg) and 6 bundles (or 7 kg) of magazines, respectively. Bags require correct labelling. Because they hold less mail, small magazines usually deposit their mail in bags. For more information on bags, see the Mail Preparation and Presortation Guide. See pgs: **8, 17, 20–24**

Basic Identifying Information

This is a shortened version of the Detailed Identifying Information that Canada Post requires on each unwrapped or clear-wrapped magazine. It consists of an abbreviation for Publications Mail (PM), your Publications Mail Agreement Number, and if you have one, your PAP Registration Number. For information on where it must appear. See pgs: **18–19*, 23, 24, 31**

Bona fide subscribers

For the purposes of PAP: Refers to those individuals who have knowingly paid or undertaken to pay for issues of a magazine or non-daily newspaper to be delivered over a specified period of time. See pgs: **29 (sidebar)*, 30**

Bundle of Unaddressed Copies

Two or more copies of the same host publication (and any enclosures) wrapped or tied together in a bundle for delivery to a news dealer or other bulk receiver at a single address.

See pgs: **7, 8, 14, 15, 24, 25***

Bundles

Except when referring to Bundle of Unaddressed Copies, a bundle is a group of at least 6 magazines that are to be directed to the same Canada Post facility or consolidation point. You create bundles according to one of two presortation methods: LCP or NDG. When you deposit your mail, the bundles are sent intact to the Canada Post facility or consolidation points indicated, and are then broken apart for delivery to the addressee.

See pgs: **8, 15, 17, 20–22, 24**



Canada Post Customer Number

This is your billing and account number with Canada Post. You must have one to access any business services at Canada Post. You might have several other numbers for other products, including your Publications Mail Agreement Number. See pgs: **9–10, 17–18, 24–26, 28, Folio**

Containers

Canada Post provides special containers to deposit your mail. There are two sizes of containers, Flats Tubs (for Oversized mail) and Lettertainers (for Short and Long mail). If only one container is going to a particular destination, it must be at least 70% full unless it is for Residue. If there are several to one place, they must all be 95% full except for the last one.

See pgs: **8, 17, 19–24**

Co-packaging

The inclusion of an item of Addressed Admail or Lettermail or a separate host publication with the host publication within a Publications Mail piece. Co-packaged items are priced separately and entered on separate orders (Statements of Mailing). For more information, see the *Publications Mail Customer Guide*.

See pgs: **12, 14*, 24**

D**Delivery Mode Code**

This is a special code for all LCP presorted mail. It is used to deliver urban mail. You can only assign DMCs to mail through the use of postal presortation software approved by Canada Post. Fulfillment houses and lettershops will have access to this software, which is expensive to buy. See pg: **21***

Detailed Identifying Information

This is your Publications Mail Agreement Number, PAP Registration Number (if you have one), and Undeliverable return address. You must print it on each piece of Publications Mail. See pgs: **10, 18–19*, 23*–25, 31**

E**Eligibility**

There are separate eligibility requirements for Publications Mail and the Publications Assistance Program. For Publications Mail, see **7, 9, 10, 12, 13, 15, 23**. For PAP, see **28–31**.

Enclosures

Inserted or outserted editorial and/or advertising printed matter or promotional material, which is included with the host publication. See pgs: **7, 8, 10, 12–15, 23–25, 29**

EST

Electronic version of the Statement of Mailing (SOM). See pgs: **23–24**

F**Frequency**

You must publish at least 2 times per year to use Publications Mail. If you mail more than 20 times per year, you might qualify for Time-Committed Publications Mail. See pgs: **8, 10–12, 25**

Fulfill an order

This is the act of sending an item requested to a customer, whether they paid for it or not. It is to be distinguished from samples or promotional items, which are not requested and are not normally sold at retail. See pg: **14**

Fulfillment

The process of sending orders to customers. In the case of magazines, it is the process of tracking subscribers and their accounts (including renewals and invoices) and sending magazines to them. See pg: **22**

H**Host Publication**

A newspaper, magazine or newsletter that is mailed as the primary Publications Mail item under a valid Publications Mail Agreement Number and is paying for the mailing. The “host” is to be distinguished from any other publication that might be mailed with it in the same polybag. See pgs: **7 (sidebar)*, 12, 13, 19, 24**

L**Label**

There are many kinds of labels you will need for Publications Mail. For information on labelling your magazine with subscribers’ names and addresses, see page **23***, **8–10, 13, 17–20, 22, 24**. For correct labelling of Bundles of Unaddressed Copies, see page **25**. If you are preparing your mailing for deposit yourself, you can get detailed information on the correct labelling of your presorted mailing in the *Publications Mail Preparation and Presortation Guide*, available at www.canadapost.ca. See also pgs: **19, 22, 24**.

LCP

Letter Carrier Presort (LCP) is one of the three methods you can use to organize (prepare) your mail for deposit at Canada Post. It uses computer software to mail according to Delivery Mode Codes first, and then by the National Presortation Schematic when DMC bundles are not possible. See pgs: **7, 8, 15, 17, 19, 21–22*, 23–25**

Lettermail

Regular mail, the kind you use to send everything from birthday cards to phone bills. See pgs: **7, 8, 10, 12, 14, 24, 25–26***

Lettershop

Also called a mailing house or service provider (MSP), a lettershop is a business that prepares mail for deposit at Canada Post. They usually provide a wide range of related services.

See pgs: **5, 8–9*, 17, 19*, 22–24, 29**

Local Rural

Local Rural is a price category of NDG presortation. It can only be accessed if you deposit your mail at a rural post office and your mailing consists of copies destined for delivery at that rural post office. (It is best suited, therefore, for community publications with limited geographical distribution.) There is no minimum volume for Local Rural mailings, and you can include NDG National pieces with your mailing. See pgs: **19, 20***



Machinable mail

One of the three available methods to organize (prepare) your mail for deposit at Canada Post. It recommends that you send 200 samples in advance for testing for machine readability.

See pgs: **7, 8, 15, 17, 19, 20, 22–23***

Minimum volume requirement

The minimum number of copies you must mail at one time to qualify for a particular Publications Mail service option (Machinable Mail, LCP or NDG). Other services, such as Addressed Admail have minimum volume requirements. See pgs: **8, 10, 14, 19–20*, 24, 25** (see also “Phantom price”)



National

National is a price category of NDG. It is for copies mailed anywhere in Canada, and has a minimum volume of 50 copies per mailing. See pgs: **19–20**

National Presortation Schematic (NPS)

The book that outlines how to presort mail by hand to the correct facilities and consolidation points. See pgs: **20–21**

NDG Presort

NDG (National Distribution Guide) Presort is one of the three methods for preparing your mail for deposit at Canada Post. It is the only method that can be done by hand with just the NPS guide, and it has the lowest minimum volume. Because of this, many small magazines use it.

See pgs: **7, 15, 17, 20–21***

Novelty item

Non-personalized items used to promote a brand name, a product or service. (A Sample, Promotional or Novelty item may be an actual product provided that it is intended as a trial to be used, displayed or worn by the reader of the publication.) See pgs: **13–15**



Outsert

An outsert is a paper enclosure that goes on the outside of a magazine, rather than inside. It can be bound to the outside of the magazine, or just inside the same polybag or envelope as the magazine. Also called a wrapper or overcover. See pgs: **23, 31**



Phantom price

The price that is applied to the difference between the actual volume and the minimum volume required in a mailing. For instance if you are mailing 990 copies LCP, you are 10 copies short of the minimum volume. You will be charged the base price for LCP for 10 copies more than you are actually mailing. The base price for LCP is the DMD rate, and for NDG it is the National rate.

See pgs: **10, 19, 20*, 24, Folio**

Piece (or item) of Publications Mail

- (1) a host publication mailed all by itself, or
- (2) a host publication with enclosures, or
- (3) a bunch of host publications sent together as a Bundle of Unaddressed Copies.

See pgs: **7*, 12, 14–15, 24**

PM Agreement Number

This is the 8-digit number beginning with “400” that is assigned to you when you get your Publications Mail Agreement (sometimes called a Publications Mail contract). Each publisher has one single Publications Mail Agreement so they will use the same Publications Mail Agreement Number for all their titles.

See pgs: **5, 7–9, 11, 16, 18, 24, 26, 28**

Polybag

A plastic wrap or bag for your magazine or magazine and inserts. See pgs: **9–13, 18, 19, 23, 24**

Premium

A free gift for your subscribers for ordering a new or renewal subscription. See pg: **14**

Preparation

Facing your mail in the same direction and placing it in correctly labelled containers for delivery to Canada Post. All Publications Mail must be prepared. See pgs: **8, 17, 19*, 20–24**

Presortation

The process of sequencing, grouping, containerizing the mail and labelling the containers to allow Canada Post to bypass various processing steps and facilities within its mail distribution network. You must presort mail that is using the LCP or NDG method. See pgs: **8, 17, 19*, 20–24**

Presortation Density

This is how geographically concentrated your subscribers are. This is important for presortation (NDG and LCP). The denser your presortation is, the easier it will be to make bundles at the highest level, level #1. For LCP, higher presortation densities mean cheaper postage.

See pgs: **8*, 10, 19–22**

Promotional item

Non-personalized items used to promote a brand name, a product or service. (A Sample, Promotional or Novelty item may be an actual product provided that it is intended as a trial to be used, displayed or worn by the reader of the publication.) See pgs: **13–15**

Publications Assistance Program (PAP)

A program run by the Department of Canadian Heritage to subsidize the postage costs of certain kinds of Canadian periodicals delivered to Canadian subscribers and newsstands. Only magazines mailed using Publications Mail can receive this subsidy. See pgs: **5, 8, 18, 24, 27–31**

**Receipt Verification Units**

The places Canada Post will accept Publications Mail deposits in larger centres. See pg: **23**

Regional

Regional is a price category of NDG sortation. It can only be accessed if at least half of your mailing is destined for rural post offices in the same or the adjacent province (i.e. 50% of your mailing must be either qualify in the Local Rural or Regional NDG price categories). There is no minimum volume for Regional NDG mailings. You can include NDG National copies with a Regional mailing. See pgs: **19, 20***

Ride-Along Publication

An enclosure of a complimentary, promotional copy of any title or the same title (which has not been requested) allowed up to six times per year with the intention of building subscription levels for the ride-along publication. See pgs: **13*, 14**

**Sample**

Trial or trial-sized items or specimens intended to indicate the nature of the product. (A Sample, Promotional or Novelty item may be an actual product provided that it is intended as a trial to be used, displayed or worn by the reader of the publication.) See pgs: **13–15**

Service Option

There are 3 service options for Publications Mail: NDG, LCP and Machineable. Each option has different requirements for volume, presorting and preparation, and different pricing. See pgs: **7, 8, 17, 19*–22**

Statement of Mailing (SOM)

Your order for postal services. It contains all the information Canada Post needs to process your mailing. See pgs: **5, 7, 17, 21, 22, 23–24*, 28, 29 Folio**

Supplementary (or Supplemental) Mailings

Additional mailings of the current issue of your magazine, sent to late renewals and new subscribers so they receive an issue fairly soon after they order, rather than waiting for the next issue. Supplementary Mailings also use up issues you've already paid for, rather than starting new subscriptions with future issues. See pg: **25**

Surcharges

If your mailing isn't prepared properly, Canada Post will charge extra handling fees as outlined in the *Publications Mail Customer Guide*.

See pgs: **8, 24***



Time-committed Publications Mail

A special service available to magazines with 20 issues or more per year, which provides a faster delivery time. To use this service, you must take additional steps with your mail preparation.

To find out more, read the *Publications Mail Customer Guide*, the *Mail Preparation and Presortation Guide* or talk to Canada Post.

See pg: **10**



Unaddressed Admail

A mail service for large mailings that will be delivered to households without knowing or putting the name of the addressee on the mailing label. These types of mailings often use postal code data about the neighbourhoods to choose the area to target, rather than a list of names. For more information, see the *Unaddressed Admail Customer Guide*. See pg: **7**

Undeliverable Mail

is undeliverable if it:

- Does not have a complete and valid address
- Is addressed to a non-existent address
- Is addressed to someone who has moved and left no forwarding address
- Is addressed to someone who has moved and whose Change of Address Notification (COAN) has expired
- Can't be delivered for another reason, or because it can't be delivered by law

Publications Mail will return the name and address information to you if they find undeliverable magazines in your mailing. There is a small fee for this. See pgs: **8, 10*, 13, 18, Folio**

Prices throughout this publication are for 2004.
Current Publication Mail prices can be found
at www.canadapost.ca/customer_guides

Communications from Canada Post

Who should read this section?

In addition to those who are using or planning to use Publications Mail, if you are responsible for bookkeeping at your magazine, you should read this section.

Canada Post will send you many statements and invoices when you do business with them. Depending on the mail services you use, each month, you might receive an invoice for that mailing, a bundle of Undeliverables with a packing slip, an invoice for

the Undeliverables, a number of bundles of Business Reply Mail (containing renewals and invoices returned from your subscribers), an invoice for those BRM items, and a Statement of Account summarizing all these transactions. At the front end, this all starts off with a Statement of Mailing to capture your order. The following is a quick look at some common types of documentation to get you started.

Statement of Mailing

The most important piece of Canada Post documentation is your Statement of Mailing. Luckily, it's also the most straightforward. It is the summary of your issue mailing. Make sure you keep a copy. If you submit electronically (EST) you should keep the third printout copy for your records. It will be useful for:

- figuring out how many copies of your magazine you mailed, or as a back up for other systems you have for keeping track of this.
- many grant applications ask you to include recent SOMs, so they can see how many copies you've mailed out.
- checking your postage invoices (see below)

- if you are a PAP registrant, you can find out how much your subsidy is, and since many of us small publisher types only track the publisher's portion of the postage, your SOM will tell you how much the whole mailing actually cost
- finding your Canada Post Customer Number or Publications Mail Agreement Number
- checking to see if you are using the cheapest and most efficient sortation method
- your auditor and/or bookkeeper might use them to verify postage costs.

Your Canada Post Customer Number

Statement of Mailing ID

Your Publications Mail Agreement Number

Prices throughout this publication are for 2004. Current Publications Mail prices can be found at www.canadapost.ca/customer_guides

Canada Post Publications Mail / Postes-publications Statement of Mailing / Déclaration de dépôt

Mailed by / Customer Number / Expédié par / N° du client: 00000000

Mailed on behalf of / Expédié au nom de: (0001509516) YOUR MAGAZINE TITLE

DMC CVM: Q CIF ACMA: No

Cogkaid in PM pc: Conditionnement commun de la Poste-publications: No

Address Accuracy / Exactitude des adresses: %

Item	Units	Small Bags / Petits sacs	Large Bags / Grand sacs	Hard Subject / Petites rigoles
1	2	3	4	5
Publication Title / Titre de la publication: YOUR MAGAZINE TITLE				
Issue Date / Date de parution: 2004/07/01				

Service Description / Description du service	Pieces / Pièces	PAP Price / Prix PAP	Weight / Poids	Price / Piece (\$)	Price / Kg (\$)	Total Cost (\$)
Pub Mail LCP Del. Mode Direct	42	Yes	123.00 g	0.215	0.000	\$14.70
Pub Mail LCP Delivery Facility	1,440	Yes	123.94 g	0.245	0.000	\$356.00
Publications Mail LCP - DCP	291	Yes	123.00 g	0.251	0.000	\$115.31
Publications Mail LCP - PCP	602	Yes	124.67 g	0.417	0.000	\$463.75
Publications Mail LCP Residue	39	Yes	130.89 g	0.417	0.000	\$36.52

TOTAL: 2,494 2,494 308.26 kg \$1,284.31

The Customer warrants that this mailing does not contain dangerous goods and otherwise complies with the terms and conditions as agreed to.

Le client garantit que cet envoi ne contient pas de marchandises dangereuses et qu'il est conforme aux conditions acceptées.

Authorized Customer Signature / Signature autorisée du client: X

(including, if applicable, PAP authorization as agreed to / y compris, le cas échéant, l'autorisation au PAP)

OCR LOC %: FSM MTOOP %:

Apply Appiquer: ☐ Yes/Oui ☐ No/Non

Accepted and verified by / Accepté et vérifié par: Initials / Initiales / N° de l'employé:

Cheque No. / N° du chèque: CPC GST # No SCP TPS 110321435 CPC PST # No SCP TYP 100639348

Cheque Amount / Montant du chèque:

This is a Statement of Mailing (SOM) from 2004. It is for a magazine that chose the LCP presortation method.

Since this title is under 200g and presorted LCP, there are no additional charges for weight.

- Since this mailing was under 5,000 pieces, there was no need to test for Address Accuracy, and therefore, there couldn't be penalty charges for not meeting requirements.
- This mailing was sorted LCP and met the 1,000 copy minimum. Therefore there was no phantom price added.
- Subtotal before taxes and PAP subsidy.
- GST. If you get PAP, it doesn't cover GST, and the publisher must pay the 7% tax on pre-PAP total.
- Total due before PAP subsidy.
- PAP subsidy.
- Amount due from publisher: \$1,284.31 - \$864.00 = \$420.31, of which \$84.02 is GST and \$779.98 postage. Remember, if you have a PAP subsidy, it doesn't cover the GST. The tax you pay will not be 7% of the amount you owe, but of the total before the subsidy. Don't forget to enter the correct amount of GST paid in your accounting books.

When you use your Canada Post Customer Number, be it for Publications Mail or for other mail products (Business Reply Mail, Addressed Admail, etc.), Canada Post will send you an invoice in the mail. These are usually sent on a weekly basis.

The invoice will cover all the activities that were charged to your account in the last week. Check each invoice. Sometimes there are penalty fees or charges on your account, because your issue mailing didn't meet the requirements outlined above.

It's also a good idea to make sure you recognize each charge on your account. Even if rare, accidents can happen.

And since many of you will keep a balance in your account for things like Business Reply Mail, you may end up paying for penalty fees you don't understand, and repeat your mistake—or worse, paying for a pizza parlour in Winnipeg to mail their latest specials!



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Customer No. N° du Client
 0000000000

Invoice

9393750342

Date

21/06/2004

007848 0000 000011 1705
YOUR MAGAZINE TITLE
ATTN: YOUR NAME
123 YOURADDRESS ST.
YOURTOWN, ON L9Z 9E9

PLEASE RETAIN THIS COPY FOR YOUR RECORDS

Document Date Reference Number Date de l'événement N° de référence	Service Reference Description du Service	Contract # Contrat #	Number of Pieces Nombre de Pièces	Weight / Price Poids / article g	Price / Piece Taux / article \$	Weight Price Taux poids \$	Net Amount Montant net \$
18/06/2004							
#44597016	Pub Mail LCP Del. Mode Direct	0040007056	42	121.00	0.35000	-	54.70
C003677272	Pub Mail LCP Delivery Facility		1680	121.04	0.40000	-	576.00
	Publications Mail LCP - PCP		291	127.00	0.41000	-	119.31
	Publications Mail LCP - PCP		682	124.47	0.68000	-	463.76
	Publications Mail LCP Residue		39	130.49	0.69000	-	26.52
	Sub Total						1200.29
	GST/HST						84.52
	PST						0.00
	Total						1284.81
	Subsidy	2496					864.00
	THIS MAGAZINE						
	PAP Registration Number		5936				
	Issue Date of Publication		01/07/2004				

Messages

	Sub Total	Issue Total	
	GST	TPG	1200.29
	HST	TPM	84.52
	PST	TVP	0.00
	Total Amount	Montant total	1284.81
	Subsidy	Subvention	864.00
	Net Amount	Montant net	\$ 420.81
	Due Date	Date d'échéance	06/07/2004

PLEASE DETACH AND SEND WITH PAYMENTS

Credit terms:
Net due in 15 days from date of invoice. Late payment fees at 18% per annum will be charged on any invoices paid after due date.

Customer No. N° du client
0000000000

Invoice No. N° de facture
9393750342

Invoice Date Date de la facture
21/06/2004

Invoice Due Date Date d'échéance
06/07/2004

Invoice Amount Montant de la facture
\$420.81

Amount Paid Montant Payé
\$

Customer No. N° du client
0000000000

Invoice No. N° de facture
9393750342

Invoice Date Date de la facture
21/06/2004

Invoice Due Date Date d'échéance
06/07/2004

Invoice Amount Montant de la facture
\$420.81

Canada Post
Business Reply


FORATION
2ND
BR
L7

0093397503420000042031 005

1705 CORV 0000 000011

↑ This is the invoice for the mailing shown on the Statement of Mailing on the previous page.

Prices throughout this publication are for 2004.
Current Publications Mail prices can be found
at www.canadapost.ca/customer_guides



OTTAWA ONTARIO
1701 BROADVIEW DRIVE
OTTAWA ON K1A 1L7

OTTAWA ONTARIO
1701 BROADVIEW DRIVE
OTTAWA ON K1A 1L7

Page 1/1

Invoice / Transaction Record

9340257309

Invoice Number

Date
05/07/2004

05/07/2004

Business Reply

Customer No. "N" du Client
888888

Service Reference Référence du service
Business Reply

Your Canada Post Customer Number

030108 00001 00001 00001 00001

YOUR MAGAZINE TITLE

ATTN: YOUR NAME

123 YOURADDRESS ST.

YOURTOWN, ON Z9Z 9Z9

Invoice Number

8

12

PLEASE RETAIN THIS COPY FOR YOUR RECORDS

Date	SPOT / Order Number	SPOT Address	Description	Number of Pages	Rate	GST/HST	PST	Net Charges
DUMMYYEAR	Numero de CNA / commande	Courier de reposte d'affaire	Description	Nombre de pages	Taux \$	Taux de la TPS/STP	Taux de la PTP	Prix nets \$
11/05/2004	0517842549	401 83200000 001 00001 000	0000 Mailpiece up to 35g	0	0.42	0	0	1.00
11/06/2004	0517840446	401 83200000 001 00001 000	0000 Mailpiece up to 35g	4	0.42	0	0	1.68
02/06/2004	0517840441	401 83200000 001 00001 000	0000 Mailpiece up to 35g	0	0.42	0	0	1.10
01/06/2004	0517840440	401 83200000 001 00001 000	0000 Mailpiece up to 35g	4	0.42	0	0	1.68
04/06/2004	0517840707	401 83200000 001 00001 000	0000 Mailpiece up to 35g	1	0.42	0	0	1.04
07/06/2004	0517840604	401 83200000 001 00001 000	0000 Mailpiece up to 35g	2	0.42	0	0	1.44
08/06/2004	0517841111	401 83200000 001 00001 000	0000 Mailpiece up to 35g	4	0.42	0	0	1.68
09/06/2004	0517841110	401 83200000 001 00001 000	0000 Mailpiece up to 35g	2	0.42	0	0	1.14
10/06/2004	0517842552	401 83200000 001 00001 000	0000 Mailpiece up to 35g	0	0.42	0	0	1.04
11/06/2004	0517842550	401 83200000 001 00001 000	0000 Mailpiece up to 35g	1	0.42	0	0	0.42
14/06/2004	0517842593	401 83200000 001 00001 000	0000 Mailpiece up to 35g	1	0.42	0	0	0.42
15/06/2004	0517842670	401 83200000 001 00001 000	0000 Mailpiece up to 35g	0	0.42	0	0	0.42
17/06/2004	0517842639	401 83200000 001 00001 000	0000 Mailpiece up to 35g	0	0.42	0	0	1.24
19/06/2004	0518070318	401 83200000 001 00001 000	0000 Mailpiece up to 35g	1	0.42	0	0	1.04
22/06/2004	0518102544	401 83200000 001 00001 000	0000 Mailpiece up to 35g	1	0.42	0	0	0.42
23/06/2004	0518110444	401 83200000 001 00001 000	0000 Mailpiece up to 35g	1	0.42	0	0	0.42
28/06/2004	0518231051	401 83200000 001 00001 000	0000 Mailpiece up to 35g	2	0.42	0	0	1.14
Sub-Total			Net Due.....					24.68

Messages

<p>1 - Export</p> <p>2 - GST taxable</p> <p>3 - HST Taxable</p> <p>4 - PST Taxable</p> <p>5 - Dom. Rate</p>	<p>Tax status codes</p> <p>Sub-Total</p> <p>GST</p> <p>HST</p> <p>PST</p> <p>Net Amount</p>	<p>Gross Rate</p> <p>TPS</p> <p>YH</p> <p>Tax</p> <p>Montant Net</p>	<p>36.48</p> <p>1.95</p> <p>0.00</p> <p>0.00</p> <p>38.51</p>
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Invoice due date Date d'échéance **20/07/2004**

PLEASE DETACH AND SEND WITH PAYMENT

Credit term:

Net Due in 15 Days from date of invoice.

Interest at 18% per annum will be charged on any invoice paid after due date.

Customer No. "N" du Client
888888

Invoice No. "N" de facture
9340257309

Invoice Date Date de la facture
05/07/2004

Invoice Due Date Date d'échéance
20/07/2004

Invoice Amount Montant de la facture
\$28.51

Remit Payment to:

CANADA POST CORPORATION
PAYMENT PROCESSING
2701 BROADVIEW DR
OTTAWA ON K1A 1L7

Amount Paid Montant Payé

\$

3332 00001 00001 00001 00001

See reverse for payment instructions

0000000100951600934025730900000002651 001

← This is an invoice for Business Reply Mail items received by the magazine, perhaps renewals or insert cards. The amount owing is clearly shown (8). This invoice is only for one product: Business Reply mail. Other invoices may have multiple products, e.g. a Publications mailing and two Addressed Admailings.

NB: Business Reply Mail and Publications Mail
Undeliverable items will arrive with a packing slip
itemizing how many there are, and listing the cost
for each. Use it to check for accuracy, but wait for the
invoice to arrive to pay for the service.

← This Statement of Account contains the SOM and Invoice from the previous pages, as the encircled numbers indicate. The unmarked items are other invoices or transactions that went through the account in this particular month.

Prices throughout this publication are for 2004. Current Publications Mail prices can be found at www.canadapost.ca/customer_guides

Statement of Account

Each month, you will receive a Statement of Account from Canada Post. It will list all the cleared invoices (paid transactions) and then "open" invoices (i.e. unpaid items).

It's clear that the staff at Canada Post who designed the invoices and Statement of Account notices are well-educated, because at first glance it appears you need a degree to decipher them! I encourage you, though, to get your head around a few pieces of information they give you.

Things you need to pay appear as positive numbers. This includes the total postage you incur in any mailing, plus any penalty fees or adjustments you might owe.

Negative numbers indicate payments you made, or that were made into your account. This includes PAP subsidy payments if you receive them, as well as credits to your account from errors or adjustments to your postage cost estimates.

At the bottom of each statement is the total, which if positive, indicates you owe money, or that there are payments waiting to be processed. If it is negative, there is money in your Canada Post Customer Account, which you can use for a future magazine mailing, or for other things, like Business Reply postage.

If you wish, you can look up missing invoices online at the Canada Post Online Business Centre, www.canadapost.ca/obc. For any further questions you can call the Credit Management department. Their number is on the Statement of Account.

Since the Statement of Account can be detailed, it's best to keep everything Canada Post sends you so you can cross-reference.

You should check your Statement of Account each month against the invoices you have received to make sure they reconcile.

Publications Mail™ Prices

This price sheet forms part of the Agreement for Publications Mail.

	Price per piece		
Machineable*	Up to 100 g	Over 100 g up to 500 g	Over 500 g
	49¢	49¢ + 0.24¢ per g over 100 g	145¢ + 0.27¢ per g over 500 g
LCP (Letter Carrier Presort)*	Up to 200 g	Over 200 g up to 500 g	Over 500 g
Delivery Mode Direct	35¢	35¢ + 0.24¢ per g over 200 g	107¢ + 0.27¢ per g over 500 g
Delivery Facility	40¢	40¢ + 0.24¢ per g over 200 g	112¢ + 0.27¢ per g over 500 g
DCF (Distribution Centre Facility)	41¢	41¢ + 0.24¢ per g over 200 g	113¢ + 0.27¢ per g over 500 g
Residue (including Forward Consolidation Point)	68¢	68¢ + 0.24¢ per g over 200 g	140¢ + 0.27¢ per g over 500 g
NDG	Up to 100 g	Over 100 g up to 500 g	Over 500 g
National	51¢	51¢ + 0.24¢ per g over 100 g	147¢ + 0.27¢ per g over 500 g
Regional	31¢	31¢ + 0.21¢ per g over 100 g	115¢ + 0.24¢ per g over 500 g
Local Rural	21¢	21¢ + 0.15¢ per g over 100 g	81¢ + 0.18¢ per g over 500 g
Bundles of Unaddressed Copies	Up to 25 kg		
	\$1.45 per bundle + \$2.90 per kg		
Undeliverable Publications Mail	Price per address block		
	90¢		
Samples, Promotional and Novelty Items	Single	Multiple	
Up to 10 g	4¢	6¢	
Over 10 g up to 50 g	6¢	11¢	
Over 50 g up to 75 g	10¢	16¢	
Over 75 g up to 100 g	12¢	20¢	
Processing Fee	Price per manual Order (Statement of Mailing)		
	\$5.00		

* Manual Orders containing LCP and/or Machineable pieces will be subject to NDG National prices in addition to the manual Order processing fee.

Other charges may apply plus applicable taxes. Please refer to the Agreement for details.

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Prices throughout this publication are for 2004. Current Publications Mail prices can be found at www.canadapost.ca/customer_guides

Effective January 12, 2004

Publications Mail™ Price Discounts*

This price sheet forms part of the Agreement for Publications Mail.

Annual Volume Commitment	Discount Level
Over 3 million up to 10 million pieces	3%
Over 10 million up to 20 million pieces	4%
Over 20 million up to 30 million pieces	5%
Over 30 million up to 50 million pieces	6%
Over 50 million pieces	10%

* Some terms and conditions apply

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Effective January 17, 2005



Publications Mail™ Prices

This price sheet forms part of the Agreement for Publications Mail.

		Price per Item	
Machineable*	Up to 100 g	Over 100 g up to 500 g	Over 500 g
	51¢	51¢ + 0.25¢ per g over 100 g	151¢ + 0.30¢ per g over 500 g
LCP (Letter Carrier Presort)*	Up to 200 g	Over 200 g up to 500 g	Over 500 g
Delivery Mode Direct	36¢	36¢ + 0.26¢ per g over 200 g	114¢ + 0.30¢ per g over 500 g
Delivery Facility	42¢	42¢ + 0.26¢ per g over 200 g	120¢ + 0.30¢ per g over 500 g
DCF (Distribution Centre Facility)	43¢	43¢ + 0.26¢ per g over 200 g	121¢ + 0.30¢ per g over 500 g
Residue (including Forward Consolidation Point)	71¢	71¢ + 0.26¢ per g over 200 g	149¢ + 0.30¢ per g over 500 g
NDG	Up to 100 g	Over 100 g up to 500 g	Over 500 g
National	52¢	52¢ + 0.25¢ per g over 100 g	152¢ + 0.30¢ per g over 500 g
Regional	32¢	32¢ + 0.23¢ per g over 100 g	124¢ + 0.27¢ per g over 500 g
Local Rural	22¢	22¢ + 0.17¢ per g over 100 g	90¢ + 0.20¢ per g over 500 g
Bundles of Unaddressed Copies	Up to 25 kg		
	\$1.50 per bundle + \$3.10 per kg		
Undeliverable Publications Mail	Price per address block		
	90¢		
Samples, Promotional and Novelty Items	Single	Multiple	
Up to 10 g	5¢	8¢	
Over 10 g up to 50 g	8¢	13¢	
Over 50 g up to 75 g	12¢	18¢	
Over 75 g up to 100 g	15¢	23¢	
Processing Fee	Price per manual Order (Statement of Mailing)		
	\$5.00		

* Manual Orders containing LCP and/or Machineable Items will be subject to applicable NDG National prices in addition to the manual Order processing fee.

All prices are subject to any applicable discounts, fees, charges, surcharges and taxes. Please refer to the Agreement for details.

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Publications Mail™ Price Discounts*

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Annual Volume Commitment	Discount Level
Over 3 million up to 5 million pieces	2%
Over 5 million up to 10 million pieces	3%
Over 10 million up to 25 million pieces	5%
Over 25 million up to 45 million pieces	7%
Over 45 million pieces	9%

* Some terms and conditions apply

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This plain-language guide will help small publishers like you understand:

- 1) how to use Canada Post Publications Mail, and**
- 2) how Canadian Heritage's Publications Assistance Program works.**

Learn how to apply for both, how to determine which service options are right for your magazine, what pitfalls to avoid—plus tricks and tips to save you money.

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