

SPECIAL  
POSTER INSERT  
produced by  
Graphic Monthly  
Canada in  
partnership with  
Canada Post

# A Printer and Print Buyer's GUIDE TO DIRECT MAIL

Graphic Monthly Canada and Canada Post are pleased to present this special poster containing valuable and timely reference information for you and your customers about one of the most powerful advertising mediums going: direct mail.

Studies have shown the majority of Canadians would prefer to receive advertising by mail (67%) compared to e-mail (18%), over the phone (1%), other (14%).

So this summer, Canada Post is launching a multi-phase Printing Partnership Program to provide printers with practical resources to sell more direct mail.

This poster was originally distributed with the August 2009 issue of Graphic Monthly Canada; be sure to read the feature, "Put It In the Mail," for more information about making money with Canada Post.

- BONUS:**  
Visit [graphicmonthly.ca/canadapost](http://graphicmonthly.ca/canadapost)  
for even more:
- the most useful Canada Post links
  - Direct Mail Campaign Planner
  - Advertising Options and How They Compare
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# A Printer and Print Buyer's GUIDE TO DIRECT MAIL

Today, businesses of all sizes have more options than ever to market and grow their businesses. You have an opportunity to help your customers choose the right mix of advertising activities to meet their business goals.

## Why choose Direct Mail?

Direct Mail is the advertising method of choice for businesses looking for a better return on their advertising investment. It's targeted. It's efficient. It's measurable. Direct Mail is delivered anywhere in Canada with the trusted daily mail—a far less crowded environment—allowing the message to get the attention it deserves.

## With the power of Direct Mail, businesses can:

- Target messages to their best customers and potential prospects.

- Boost awareness of their products and services, helping to drive traffic to a retail location, telephone or website.
- Customize their offers—talk “one-on-one” and create a personal connection with customers.
- Establish and nurture relationships by using the information their customers provide to gain a deeper understanding of their needs.
- Assess their campaign responses—find out not just who responds, but when and how.
- Obtain results that they can measure—right down to the penny.
- Use the data they collect to refine future campaigns, making them more precise and more efficient.



MAP OF CANADA showing allocation of the first character of the postal code

SPONSORED BY: CANADA POST POSTES CANADA

THE PRINTING INDUSTRY AUTHORITY **graphic** MONTHLY CANADA

## GLOSSARY

### DIRECT MAIL

A type of direct marketing that uses the mail to deliver advertising messages and materials to targeted consumers and/or businesses. Examples of Direct Mail items include flyers, postcards, catalogues, newsletters and samples.

### UNADDRESSED ADMAIL

A Direct Mail service used to advertise to targeted neighbourhoods. A customer list is not required, but mail items may bear wording such as “Householder,” “Occupant,” “Resident” or “Boxholder”.

### ADDRESSED ADMAIL

A Direct Mail service used to advertise a uniform promotional message to a personalized customer or prospect list.

### GEOPOST PLUS

A free targeting service that supports Unaddressed Admail campaigns by helping to identify those Canada Post delivery routes that offer the best potential for a particular Direct Mail campaign.

### FORWARD SORTATION AREA (FSA)

The first three characters (alpha-numeric-alpha, e.g. M6J) of the postal code, which represent a specific geographic area.

### DELIVERY OFFICE (DELIVERY INSTALLATION)

The postal facility/location where final mail sortation is performed before items are taken out for delivery.

### ELECTRONIC SHIPPING TOOLS (EST)

A software system, available in desktop and online versions, that allows customers to prepare postal documentation and manage their mailings. EST can help customers save time and money by eliminating manual paperwork.

### ORDER (STATEMENT OF MAILING (SOM))

A document submitted by customers to report the mail items they are about to send. This document is then used for invoicing/accounting purposes.

## PARTNER PROGRAM

In the summer of 2009 Canada Post Corp. (CPC) is launching a Registered Partner Program across Canada.

In Phase One, CPC will be contacting printers who already have mailing capabilities, and also to mail service providers (MSPs) regardless of their mail volumes, inviting them to register in the program for free.

An agreement will be entered into which outlines the commitment/deliverables from Canada Post to its partners and vice-versa; for example, print partners will be able to invoice and service customers for the mailing portion of the job, meaning customers don't need their own account with Canada Post.

CPC will also offer training for sales and marketing personnel from registered printing companies, giving them the information they need to increase volumes with current customers and show perspective customers the benefits of using mail.

There will also be Boot Camp, a training program for operators teaching them how to prepare mail for CPC systems in order to obtain the best postal discounts. Upon completion, companies will receive CPC certification.

Phase Two of the Partnership Program will be introduced in the future. It will provide training for companies that want to add mailing services to their production capabilities, giving customers one-stop convenience.

—Nancy Lowther

## USEFUL SITES

### Market Your Business

Visit the Market Your Business section of [canadapost.ca](http://canadapost.ca) and let us guide you through the Direct Mail process. Find out about the products and solutions we offer, and how they can help your customers achieve their business and marketing objectives.

[www.canadapost.ca/marketyourbusiness](http://www.canadapost.ca/marketyourbusiness)

### Marketing Resources

Take advantage of articles, research, webcasts and more to build your direct marketing knowledge. Strengthen your sales efforts by learning about the value of Direct Mail and how it complements other marketing media. Educate your customers on best practices and how to improve advertising effectiveness.

[www.canadapost.ca/dmresources](http://www.canadapost.ca/dmresources)

### Residential and Business Counts and Maps

Access information on the number of apartments, houses, farms and businesses for delivery routes across Canada.

[www.canadapost.ca/dmcountsandmaps](http://www.canadapost.ca/dmcountsandmaps)

### Rates & Specifications

Link to rates and specifications for direct marketing products.

[www.canadapost.ca/dmratessandspecs](http://www.canadapost.ca/dmratessandspecs)

### Business Solutions

Innovative ideas to help your customers get the most from their marketing investment.

[www.canadapost.ca/dmbusinesssolutions](http://www.canadapost.ca/dmbusinesssolutions)

### Event Calendar

Stay up-to-date on key promotional periods and marketing opportunities for specific industries. Plus, register for our live webinars.

[www.canadapost.ca/dmeventcalendar](http://www.canadapost.ca/dmeventcalendar)

### Research

Learn about current industry trends and how Canadian consumers and businesses feel about Direct Mail.

[www.canadapost.ca/dmresearch](http://www.canadapost.ca/dmresearch)

### Success Stories

Read about how businesses from various industries are using Direct Mail successfully and share their stories with your customers.

[www.canadapost.ca/dmsuccessstories](http://www.canadapost.ca/dmsuccessstories)



Visit [graphicmonthly.ca/canadapost](http://graphicmonthly.ca/canadapost) for even more:

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380 mm

OVERSIZE ENVELOPE/SELF-MAILER MAXIMUM SIZE

270 mm

# Addressed Admail Sizing Template

ACTUAL SIZE (EXCEPT SIDEBAR DIAGRAMS)

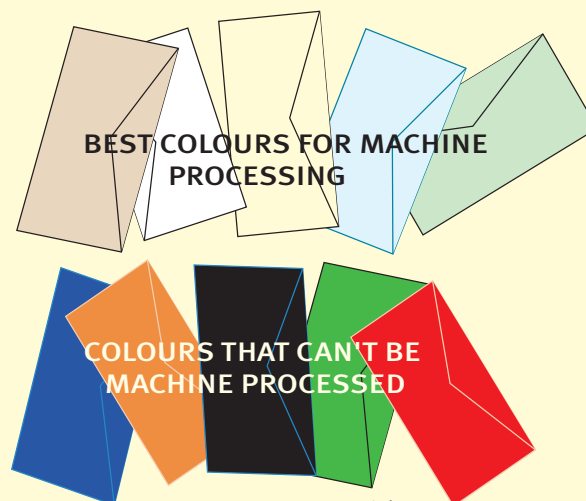
Size and weight requirements depend on which mail preparation option you choose. Use this template for Machineable Addressed Admail—mail with addresses printed so that Canada Post’s machines can read them. You will need 1,000 pieces of promotional mail for delivery in Canada to qualify for Addressed Admail rates.

We recommend you consult [www.canadapost.ca/directmail](http://www.canadapost.ca/directmail) to learn more about other options, rates, and conditions, including specs for CD/DVD mailers. Specifications and guidelines change from time to time, including planned changes in January 2010;

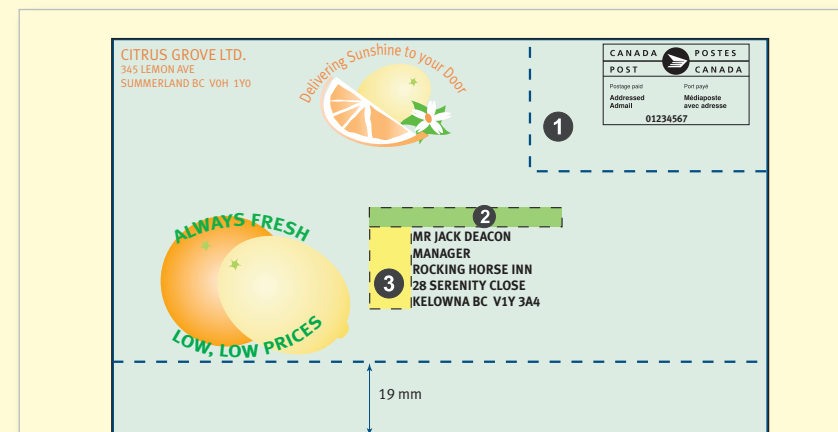
visit the site regularly to access the most current information.

Canada Post uses the expression “Short/Long” (S/L) to describe most standard Addressed Admail sizes other than Oversize (O/S).

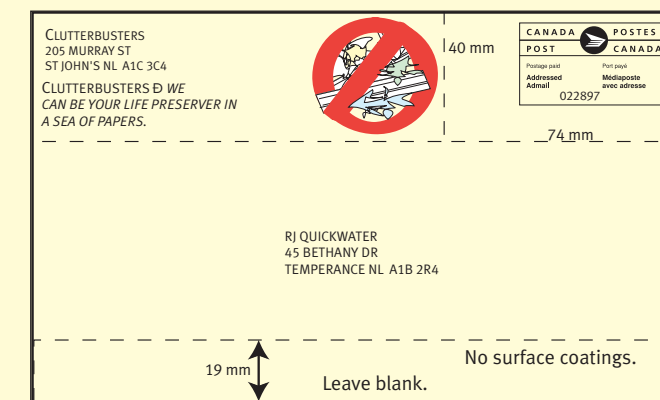
	Short/Long	Oversize
MINIMUM THICKNESS	0.18 mm	5 mm
MAXIMUM THICKNESS	5 mm	20 mm



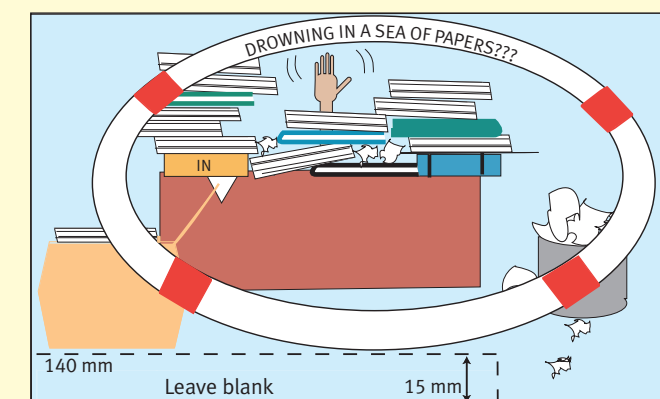
**ACCEPTABLE COLOURS:** Light colours, such as beige, light blue or a similar light shade should be used on envelopes. Dark colours are not suitable.



**S/L FRONT:** Use this guide for placing graphics on the front of “Short/Long” envelopes or self-mailers. Indicated areas must be kept clear, including the 40 mm-deep indicia area (1), the “quiet zones” 6 mm above the address top line (2) and 13 mm on the left side of the address block (3), and the 19 mm-high band across the bottom.



**POSTCARD FRONT:** Place any graphics to the left of the dividing line, and ensure graphics are not in the indicia area and the 19 mm band across the bottom.



**POSTCARD AND S/L BACK:** The specs are the same for the back of postcards and S/L items. Put graphics anywhere on the back except the space 15 mm high and 140 mm wide at the bottom left of the item (used for video encoding).

245 mm

ENVELOPE/SELF-MAILER MAXIMUM SIZE

156 mm

235 mm

POSTCARD MAXIMUM SIZE

120 mm

140 mm

POSTCARD/CARD MINIMUM SIZE  
ENVELOPE/SELF-MAILER MINIMUM SIZE  
OVERSIZE ENVELOPE MINIMUM SIZE

90 mm

19 mm Leave blank for machine coding

35 mm

Leave blank on oversize items unless customer applies barcode

# 5 Steps to Unaddressed Admail Success

Now that your customers understand the potential of Direct Mail and how it can help them meet their business objectives, it's up to you to execute the campaign. Here is a high-level overview of the main steps involved in getting an Unaddressed Admail™ campaign to the door.

## STEP 1 Managing the Costs



# 1

While the number of pieces of Direct Mail will determine the largest portion of the budget, there are also some fixed costs your customers should expect.

**CREATIVE:** Ensure the design and layout meet Canada Post specifications to avoid any unexpected surprises.

**COPY:** Writing for a Direct Mail piece is quite different from everyday communication. Be sure to include a reason for the target to respond and a method to track responses.

**PHOTOGRAPHY/ILLUSTRATIONS:** A picture is worth a thousand words but custom photography work can be expensive. Consider options such as stock photography, stock illustrations or the customer's own digital photography.

Don't forget to include applicable taxes.

### OTHER BUDGET CONSIDERATIONS

In addition to these fixed costs and the print and production costs, there are others your customers need to consider:

### CREATING THE ORDER

There are options for preparing the paperwork required to send a campaign. Depending upon the option selected, additional savings may be available.

- **FULL ELECTRONIC ORDER ENTRY** – Use Canada Post's online Electronic Shipping Tools (EST) to prepare all of the Canada Post paperwork and receive a 1% auto-

mation discount. Also, avoid an additional \$5 processing fee when the campaign is dropped off at Canada Post.

- **PARTIAL ELECTRONIC ORDER ENTRY**– Complete some of the paperwork online and you will avoid the additional \$5 processing fee when the campaign is dropped off at Canada Post (but you will not receive the automation discount).

- **MANUAL ORDER ENTRY**– Do all of the paperwork manually and you will miss out on the automation discount and pay an additional \$5 processing fee when the campaign is dropped off.

*Please note that the discounts above are subject to additional terms and conditions, and are subject to change without notice by Canada Post.*

### MAIL PREPARATION

Before dropping off a campaign at Canada Post, the mail needs to be bundled and put into boxes or containers, according to Canada Post specifications. You can offer this service to your customers as their valued mailing expert!

### TRANSPORTATION TO CANADA POST DELIVERY OFFICE(S)

If the campaign is targeting a large geographic area, you may need to deposit the Unaddressed Admail at multiple delivery offices (installations). You may choose to drop off the total mailing at a single designated Canada Post deposit location and have Canada Post transport the Unaddressed Admail mailing to the various delivery offices. There is a per-piece cost associated with this service.

### CANADA POST VOLUME-BASED CONTRACTS

If your customer plans on sending 100,000 pieces or more of Unaddressed Admail over the next 12-month period, you may want to recommend they investigate the

option of volume-based discounts. Please have your customer call 1-866-282-7169 for more details.

### AND FINALLY...MAILING COSTS

Pricing depends on several variables, including the volume committed and the weight of the piece being sent. To learn more, visit [www.canadapost.ca/dmratesandspecs](http://www.canadapost.ca/dmratesandspecs) to download the Unaddressed Admail Price Sheet.

## STEP 2

### Identifying the Target Delivery Routes

# 2

Seasoned direct marketers may tell you that good targeting drives as much as 60% of a campaign's success. With Unaddressed Admail, you can reach a single delivery route, a local neighbourhood or more than 13 million mailboxes across Canada.

Accurate targeting not only provides potential to increase response rates, but can also lower costs. So how do you get the information you need to target effectively?

To start, Canada Post has a variety of tools and services available to help, such as:

### RESIDENTIAL AND BUSINESS

**COUNTS & MAPS** This online tool is used to find information on the number of houses, apartments, farms and businesses for delivery routes throughout Canada. Also, you can use the maps—Forward Sortation Areas (first 3 characters of a postal code, which represent a geographic area) and Letter Carrier Walks (the area served by a single letter carrier) to visualize the geography of the delivery routes. Learn more at [www.canadapost.ca/dmcountsandmaps](http://www.canadapost.ca/dmcountsandmaps).

**GEOPOST™ PLUS** Another service offered free to support Unaddressed Admail campaigns. GeoPost Plus provides

even more sophisticated targeting options to help identify potentially profitable new markets and increase the effectiveness of advertising messages. For example, you can select and target the best delivery routes based on where they are located, and:

### FOR CONSUMERS

- What they look like (age, income, etc.)
- How much money they spend and what they spend it on
- What type of media they read, listen to or watch

### FOR BUSINESSES

- Key variables such as number of employees and annual revenue

Learn more at

[www.canadapost.ca/geopost](http://www.canadapost.ca/geopost)

## STEP 3 Design and Format



# 3

In the design of the Unaddressed Admail piece, it may be helpful to work through the following list of tips:

- Does the piece stand out from other items?
- Does the colour, shape, headline and image attract the reader's attention?
- Can you read just the headline and get the key message you want the recipient to understand?
- Without reading the copy, is there a strong call to action (reason to respond)?
- Is the offer compelling and up front?
- Does the reader easily know how to respond?
- Is the reader compelled to respond right away?
- Does the type size and spacing make the copy easy to read?
- Have you described the benefits of the product/service?
- Is it easy for readers to imagine how they will feel after they respond?

- Have you avoided the use of jargon or abbreviations that are not commonly known?
- Can the recipient easily identify the sender of the mail?

Size specifications for Unaddressed Admail items allow you to use a variety of shapes to create imaginative mailing pieces that can stand out and get noticed. But there are limitations. As the trusted mailing expert, it is important that you understand Canada Post's specific requirements for Unaddressed Admail.

Size and weight requirements depend on the type of delivery route being targeted. Go online for more information.

## STEP 4

### Getting it Delivered

# 4

There are two simple steps you must take before an Unaddressed Admail campaign can reach the target audience.

- Organize the pieces for delivery into equal-sized bundles and place them in Canada Post-approved containers.
- Prepare the necessary paperwork to ensure Canada Post understands where to deliver.

You need to provide a sample of the piece being sent on or before time of drop-off. If you are testing multiple versions, with different sizes or weights, you need to provide a sample of each.

Create the order electronically and take advantage of automation discounts. The order tells us how, where and when to deliver.

Get quick access to spec charts, timelines and instructions for mail preparation. Be sure to add [www.canadapost.ca/unaddressedadmail](http://www.canadapost.ca/unaddressedadmail) to your list of "favourites" today!

For additional instructions on how to bundle Unaddressed Admail, create your order and details on when and where to drop-off the campaign, visit our website.

## STEP 5 Measuring the Results



# 5

How well an Unaddressed Admail campaign does will depend on a variety of factors, including what is being promoted, who is targeted, the offer (if there is one) and, in some cases your customers' business reputation, the time of year and even the state of the economy.

The key to having one successful Direct Mail campaign after another is to continually learn and make adjustments. Over time, you will be more likely to predict what kind of response to expect from each Direct Mail campaign.

You can advise your customers to consider the following in their analysis:

- Was the overall response rate satisfactory?
- Was it the right time of the month or year?
- Did the Unaddressed Admail piece stand out in the mailbox?
- Was the offer strong and relevant?
- Did you target the right audience?

The answers to these and other questions, combined with the actual return on investment, can help provide insights needed to "fine tune" an Unaddressed Admail campaign, improve results, and become a more valuable marketing resource.

LEARN  
MORE ABOUT  
UNADDRESSED  
ADMAIL

# ON PAPER, NOTHING BEATS DIRECT MAIL



## Make Direct Mail Central to Your Clients' Marketing Mix

Direct mail is a win-win for printers and their clients. For clients, it's a proven vehicle for creating awareness, generating traffic, increasing loyalty and more. And for printers, direct mail continues to be a lucrative and reliable

source of revenue. Let us help you help your clients take fast and full advantage of direct mail. For more information on a diverse range of effective direct marketing products and solutions, please visit us at [canadapost.ca/directmail](http://canadapost.ca/directmail).

[canadapost.ca/directmail](http://canadapost.ca/directmail)



*From anywhere... to anyone*