

Designing Business Reply Mail

What to keep in mind when creating your item

It is important that items submitted meet the content, format and physical characteristics specified.

Domestic Business Reply Mail

Machineable	Size	Length	Width	Thickness	Aspect ratio (L/W)	Weight
Standard envelopes	Min.	140 mm (5.6 in.)	90 mm (3.6 in.)	0.18 mm (0.007 in.)	1.3:1	2 g (0.07 oz.)
	Max.	245 mm (9.6 in.)	156 mm (6.1 in.)	5 mm (0.2 in.)	2.6:1	50 g (1.76 oz.)
Standard cards	Min.	140 mm (5.6 in.)	90 mm (3.6 in.)	0.18 mm (0.007 in.)	1.3:1	N/A
	Max.	235 mm (9.2 in.)	120 mm (4.7 in.)	5 mm (0.2 in.)	2.6:1	50 g (1.76 oz.)

Non-Machineable	Size	Length	Width	Thickness	Aspect ratio (L/W)	Weight
Other (non-standard and oversize) envelopes	Min.	140 mm (5.6 in.)	90 mm (3.6 in.)	0.18 mm (0.007 in.)	N/A	10 g (0.4 oz.)
	Max.	380 mm (14.9 in.)	270 mm (10.6 in.)	20 mm (0.8 in.)	N/A	500 g (17.6 oz.)

Note: You must use leak-proof plastic commercial envelopes that meet our domestic Business Reply Mail service specifications. You require a leak-proof container as part of the response from the recipient when returning duck wings and goose tails by hunters and other “flat” objects (Items must be 20 mm [0.8 in.] or less in thickness and meet applicable requirements for Other [Oversize] Business Reply Mail). For information on mailing liquid and dry patient specimens, refer to [Liquid and dry patient specimens \(human or animal\)](#) in the ABCs of Mailing of the *Canada Postal Guide*.

Physical samples must be submitted to us to ensure the plastic commercial envelopes and intended contents qualify for the domestic Business Reply Mail service. For more information, refer to [Assess your Machineable Standard or Oversize mail items](#).

International Business Reply Mail

Machineable	Size	Length	Width	Thickness	Aspect ratio (L/W)	Weight
Standard envelopes	Min.	140 mm (5.6 in.)	90 mm (3.6 in.)	0.18 mm (0.007 in.)	1.4:1	3 g (0.11 oz.)
	Max.	245 mm (9.6 in.)	156 mm (6.1 in.)	5 mm (0.2 in.)	2.6:1	50 g (1.76 oz.)
Standard cards	Min.	140 mm (5.6 in.)	90 mm (3.6 in.)	0.18 mm (0.007 in.)	1.4:1	N/A
	Max.	235 mm (9.2 in.)	120 mm (4.7 in.)	5 mm (0.2 in.)	2.6:1	50 g (1.76 oz.)

Any International Business Reply Mail item exceeding the size and weight dimensions will be returned as International Letter-post and will be subject to the applicable weight category at the Other Letter-post price.

Domestic and international labels

Labels can be attached only to envelopes and cards. Both labels include the 4-state barcode. Canada Post is responsible for providing the artwork for the overlay labels.

Category	Length	Width
eLabels (with indicia, chevrons, extraction bar, address and barcode)	135 mm (5.3 in.)	72 mm (2.8 in.)
Overlay labels (with address and barcode)	101 mm (4.0 in.)	50 mm (2.0 in.)

1. eLabels – provides you the opportunity to use an electronic channel (i.e., website, email) to facilitate a hardcopy response (i.e., BRM envelope).
2. Overlay labels – provides you the opportunity to efficiently recycle outdated Business Reply Mail envelopes and cards.

Mandatory requirements – Business Reply Mail

Machineability

Shape

Rectangular

Material

Must be paper; items cannot be made or wrapped in plastic.

- Minimum paper weight for:
 - envelope: 75 gsm (approx. 20 lb. bond)
 - card and postcard: min. 160 gsm (approx. 60 lb. cover) but not less than 111 gsm (approx. 40 lb. cover)

Note: Optimal card size of 165 mm x 108 mm (6.5 in. x 4.2 in.); and paper grain direction long.

- Must be sufficiently flexible to bend; items cannot be rigid.

Window envelopes (domestic mailings only)

- Ensure that the entire address remains fully visible through the window, even if the enclosure shifts.
- Ensure that all windows are covered with transparent material.
- Best practices for optimal processing – the transparent material used to cover the window has:
 - enough transparency to allow visibility with a maximum haze of 75%
 - uniform clarity
 - no wrinkles, creases or blemishes
 - a gloss reading (on the side facing out) of 159 gloss units or less.

Enclosures (domestic mailings only)

Coins – provided they are:

- no larger in size or weight than the Canadian 25-cent coin
- firmly attached to the insert with glue or adhesive to prevent any movement
- positioned between 35 mm (1.4 in.) and 85 mm (3.3 in.) up from the bottom edge and 25 mm (1 in.) in from the left and right edges of the envelope; and outside the postage zone.

Any window(s) used in envelopes to make the coins visible must be covered by a transparent material. The final item, including enclosures (or content), must measure 20 mm (0.8 in.) or less in thickness.

Sealing

Envelopes must be closed and sealed with adhesive. To prevent envelopes from sticking together, do not apply surplus adhesive. Envelopes must not contain staples, clasps or other similar devices.

Readability

Printing

The Business Reply Mail Artwork Online tool provides artwork in encapsulated postscript file (EPS, vector outline format) and portable document format (PDF). The artwork is designed to work with Adobe® Creative Suite® and QuarkXPress™ version 4.1 (or later).

To enquire about using alternate software, contact a Customer Service Network (CSN) Representative.

Using QuarkXPress*, Adobe InDesign® and Adobe Photoshop®**:

- The artwork for Business Reply Mail should be printed using the EPS file. The PDF file should only be used for reviewing artwork.
- The artwork should be printed at 100%.
- Positives or negatives should be printed using the highest quality printer settings. Ensure that there are adequate levels of toner or ink before printing positive or negatives. Without adequate levels, the extraction bars, barcode, and address block may be unreadable.

* When printing from QuarkXPress (for Microsoft Windows™ OS) to a non-PostScript printer, select Full Resolution Preview Resolution.

**When opening the EPS file using Photoshop, ensure the resolution is set to 600 dpi (dots per inch), the Mode is set to Grey Scale, the Orientation is set to portrait and the Constrain Proportions box is checked.

Addressing

Must adhere to the addressing guidelines at canadapost.ca/addressing.

Fonts (Canadian standards)

Font type	Font size	Maximum address length	
		Envelope size, #8	Envelope size, #8.5
Courier New	12	22 characters	24 characters
Courier New Bold	10	26 characters	29 characters
Letter Gothic	10	26 characters	29 characters

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™ QuarkXPress is a registered trademark of Quark Software Inc. Microsoft Windows is a registered trademark of Microsoft.

Barcode

The artwork contains a 4-state barcode with the human-readable line located above the barcode. There should be 52 bars in the barcode, consistent in width and spacing. The bars on the barcode should be crisp (no ghost images or blurring). Do not alter the barcode

Ink

Black. Fluorescent inks may not be used on domestic or International Business Reply Mail items.

Crop marks

The artwork contains several crop marks. The crop marks identified by TL, BL, TR and BR represent the corners of the artwork.

- TL = top left
- BL = bottom left
- TR = top right
- BR = bottom right

Artwork

Artwork created with the Business Reply Mail Artwork Online tool contains all the essential elements, in the desired format and bears the appropriate design and physical characteristics of the requested service type. To register for and use the free Business Reply Mail Artwork Online tool, visit canadapost.ca/obc or contact a Canada Post representative.



Illustrated examples

These illustrations are a visual aid to help you produce Business Reply Mail items that meet all the applicable specifications and requirements, while leveraging the areas available for customizing (i.e., Customer-Controlled Area, first line [title], etc.).

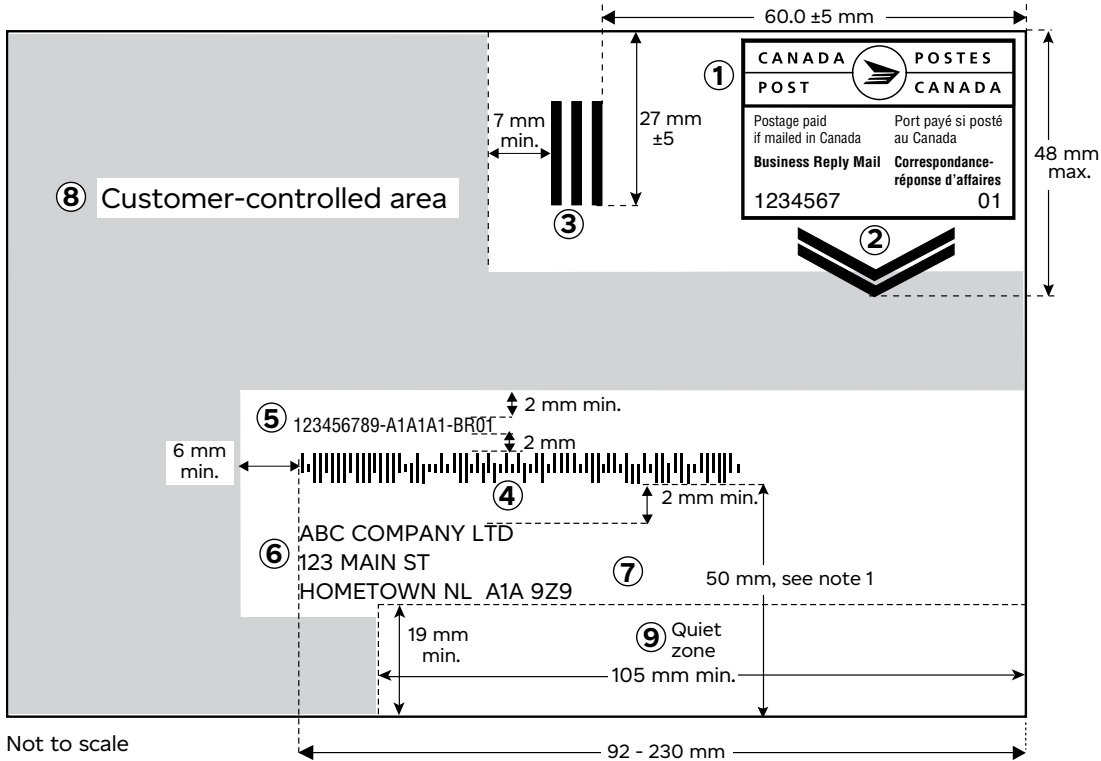
Legend for illustrated examples

- ① **1** **Business Reply Mail indicia** – The domestic Business Reply Mail indicia is the “postage stamp”. It contains the customer number and Customer Surtaxing Code. Do not alter. The international Business Reply Mail indicia is the “postage stamp”. It contains the customer number and has bars in both top/left and bottom/right corners. Do not alter.
- ② **2** **Chevrons** – The chevrons shown below the indicia are the Business Reply Mail service identifier. These chevrons are not to be used on any other Canada Post service. Do not alter them.
- ③ **3** **Three extraction bars** – The three vertical bars to the left of the indicia on the domestic Business Reply Mail card or envelope prompt Canada Post’s mail processing to extract items for special handling. Do not alter them. These three vertical bars are not to be used on international Business Reply Mail. Do not alter them.
- ④ **4** **Business Reply Mail barcode and human-readable line** – The barcode and the human-readable line directly above it contain customer identification information. These elements must be placed together on the Business Reply Mail item. Do not alter them.
- ⑤ **5**
- ⑥ **6** **Business Reply Mail address** – This area is for your company name and the Business Reply Mail address. You can request that the address block be provided in a single or bilingual (bilingual side-by-side text) format. Do not alter either the address or postal code provided by Canada Post for Business Reply Mail mailings. You may only modify the first line (title). Depending on the size of the envelope or card, a second line (title) may be available for customizing.

When customizing the first line (title) or second line (title), customers are not permitted to include addressing information.
- ⑦ **7** **Business Reply Mail Postal Code** – The Business Reply Mail Postal Code may differ from your regular postal code. Do not alter the postal code provided for Business Reply Mail mailings. For customers who have a rural address (e.g., postal code with a “0” [zero]) as the second character, the postal code will remain the same.
- ⑧ **8** **Customer-Controlled Area** – The Customer-Controlled Area can be customized by adding your corporate logo or a special message. Fluorescent inks must not be used. International Business Reply Mail items must include the “BY AIRMAIL/PAR AVION” indicator at the top/left corner.
- ⑨ **9** **Quiet zones** – The areas that must be left clear of printing, images and dark colours:
 - Quiet zone on the front: the area 19 mm (0.7 in.) high by 105 mm (4.1 in.) long measured from the bottom right edge.
 - VES barcode area on the back: the area 15 mm (0.6 in.) high by 140 mm (5.5 in.) long measured from the bottom left edge.
- 10** **“REPLY PAID / RÉPONSE PAYÉE” and “CANADA”** – This designation is printed directly above the human-readable line. This designation is required to meet international mailing requirements. Do not alter.

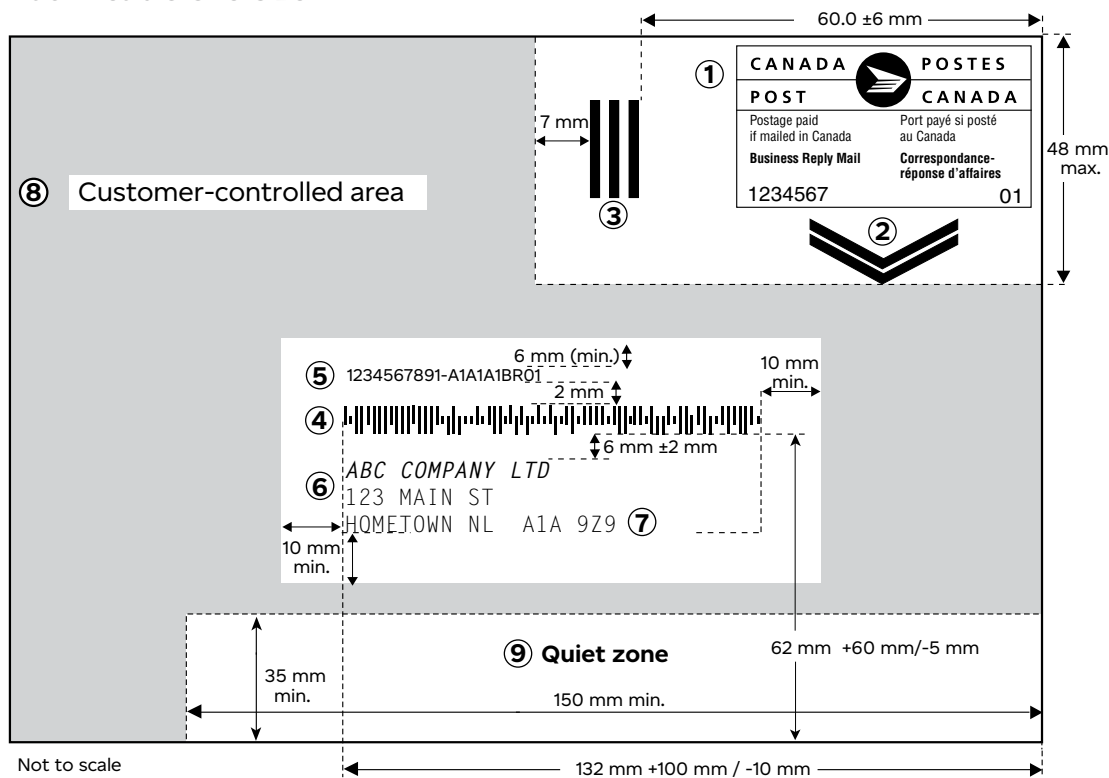
Domestic

Machineable Standard



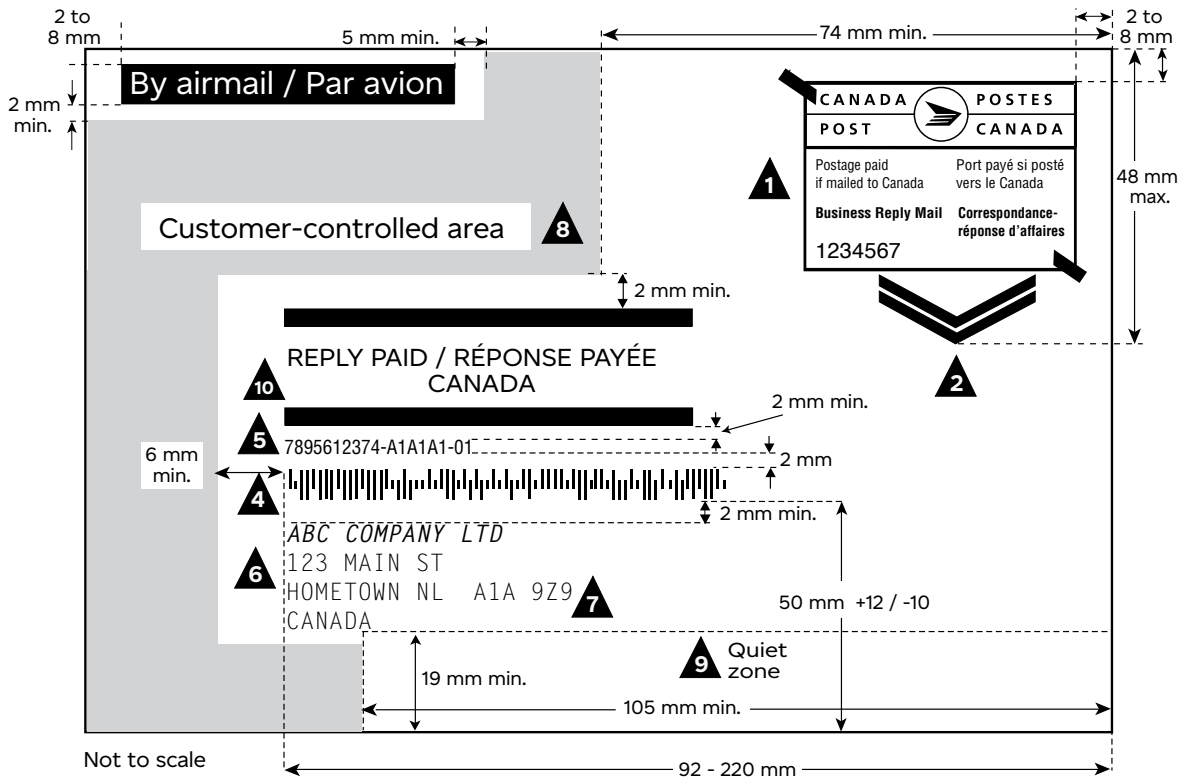
Maximum: 35 mm (1.4 in.) down from the top edge; Minimum: 40 mm (1.6 in.) from the bottom edge.
 Maximum: left edge of barcode or address block, up to 15 mm (0.6 in.) from the left edge of the mail item;
 Minimum: right edge of barcode or address block, up to 15 mm (0.6 in.) from the right edge of the mail item.

Machineable Oversize



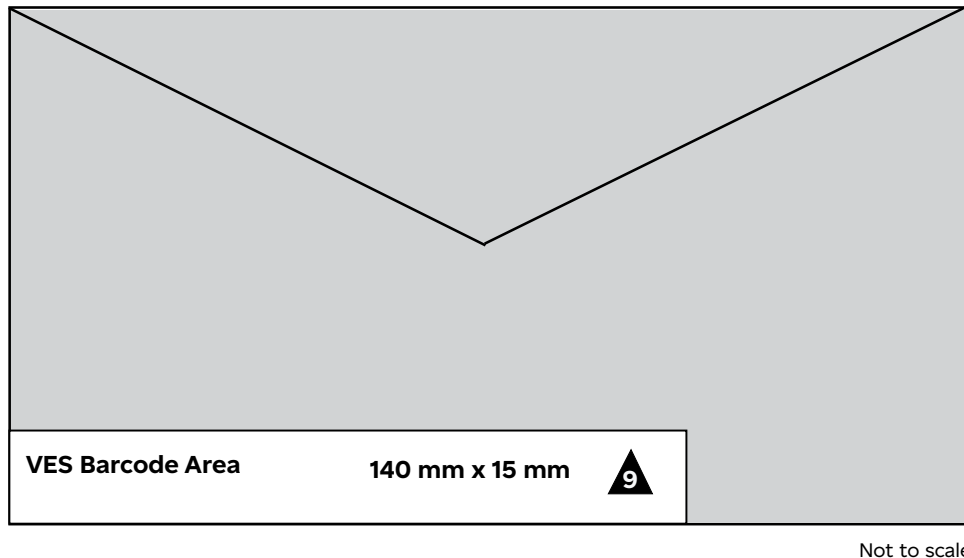
International

Machineable Standard



Domestic and International

Location of the VES barcode



Canada Post will print a fluorescent barcode on the back of machineable domestic and international mail items. This area for this barcode is defined as 140 mm (5.5 in.) long by 15 mm (0.6 in.) high, measured from the bottom left-hand corner. This area must be left clear of printing, images and dark colours.