

Designing Special Handling mail

Mandatory requirements – Personalized Mail and Postal Code Targeting items only

Category	Size	Length	Width	Thickness	Weight
Standard	Minimum	100 mm (3.9 in.)	70 mm (2.8 in.)	0.18 mm (0.007 in.)	N/A
	Maximum	245 mm (9.6 in.)	156 mm (6.1 in.)	5 mm (0.2 in.)	100 g (3.5 oz.)
Oversize	Minimum	100 mm (3.9 in.)	70 mm (2.8 in.)	0.18 mm (0.007 in.)	N/A
	Maximum (flexible)	380 mm (14.9 in.)	380 mm (14.9 in.)	35 mm (1.4 in.)	1.36 kg (3 lb.)
	Maximum (rigid)	380 mm (14.9 in.)	130 mm (5.1 in.)	35 mm (1.4 in.)	1.36 kg (3 lb.)
Dimensional (Personalized Mail only)	Minimum	100 mm (3.9 in.)	70 mm (2.8 in.)	35 mm (1.4 in.)	N/A
	Maximum	380 mm (14.9 in.)	130 mm (5.1 in.)	60 mm (2.4 in.)	1.36 kg (3 lb.)

Requirements

Shape

Any, including odd shapes.

Material

Minimum paper weight for:

- envelope and self-mailer: 60 gsm (approx. 16 lb.)
- card and postcard: 135 gsm (approx. 50 lb.)

Any paper type may be used for the outer covering of the mail item. The following are examples:

- coated paper
- paper containing:
 - raised or special effect printing
 - background patterns or watermarks
 - bright colours.

Transparent wrapping (recommended thickness):

- Plastic bag – at least 0.05 mm
- Plastic film – at least 0.02 mm
- Oversized items exceeding 380 mm x 130 mm in size should be flexible in order to fit into mail receptacles.

Enclosures

For efficient handling and processing, ensure that enclosures:

- cannot damage other mail or cause injury to postal employees (magnets, for example, must not be so strong that they cause mail items to stick to each other),
- won't tear through their envelope or wrapping during handling and delivery,
- allow efficient mail preparation, such as grouping and containerization,
- do not bear postal indicia or second destination address for another product that is visible on the outside of the mail item.

Note: In order to confirm that an enclosure is an integral part of your unwrapped mail item a “pinch test” must be performed. Place the middle of the item's fold (or spine) in the palm of your hand, between your thumb and fingers. Grasp the item tightly, and shake it back and forth (horizontally) with its open end facing downward.

Addressing

The Delivery Mode Code (DMC) must be included in the address to qualify for the Special Handling option. Requirements are listed in the “Preparing Requirements” section.

Address zone

Personalized Mail

Each item must bear a complete address which includes an individual, company or non-personalized descriptor (e.g., “OCCUPANT”), a street address, municipality, province and a valid postal code.

Whether vertically or horizontally oriented, the complete address must appear inside the following area:

- at least 10 mm (0.4 in.) from all the edges of the mail item
- on the same side as the indicia
- to the right and below the return address when a return address is used
- to the left of the indicia and NOT above it
- at least 10 mm (0.4 in.) from the indicia.
- outside the recommended return address zone when there is no return address

Postal Code Targeting

The destination address cannot include an individual, company or personalized descriptor. Each item must bear a complete non-personalized address which includes a street address, municipality, province and a valid postal code placed on two lines. Whether vertically or horizontally oriented, the complete non-personalized address must appear inside the following area:

- Horizontal – must measure 120 mm (4.7 in.) long (from the bottom right edge) and 45 mm (1.7 in.) high:
 - on the same side as the indicia
 - to the left of the indicia and NOT above it
- Vertical – must measure 45 mm (1.7 in.) long (from the bottom left edge) and 120 mm (4.7 in.) high:
 - At least 10 mm (0.4 in.) from the indicia
 - No return address

On wrapped or unwrapped items

Ensure that the destination address is completely visible and it must appear on or in the transparent wrapper, on the sleeve or on the insert and be located at least 10 mm from all edges.

Magazines

The destination address may be positioned parallel (horizontal address orientation) or perpendicular (vertical address orientation) to the longest edge of the magazine.

Postage zone

The indicia may be placed anywhere on the front of the item provided that it can easily be identified, to the right of the destination address and NOT below it and at least 10 mm (0.4 in.) from the destination address.

Return address zone (Personalized Mail only)

The return address, if present, must be the same orientation as the destination address and clearly visible on or through the wrapper. It may appear on either the front (the address side) or the back of the item.

Non-paper enclosures (examples, list is not exhaustive)

- CDs and DVDs
- coins
- magnets
- foodstuffs/product samples
- pens and pencils
- jewellery
- keys
- plastic cards
- seeds
- video-in-print/digital advertising



Illustrated example – Personalized Mail

1 Postage zone

Measures from the upper right corner 74 mm (2.9 in.) wide (100 mm width for postage meters) by 35 mm (1.4 in.) high. The indicia must be placed on the same side as the destination address (the front).

2 Return address

Return address may be printed either on the front or back of the item. On front: with 35 mm from top and 100 mm (3.4 in.) away from right edge, 74 mm (2.9 in.) (100 mm [3.4 in.] width for postage meters) either on the front or back of the item. On front: with 35 mm (1.4 in.) from top and 100 mm (3.4 in.) away from right edge.

3 Address zone

Address zone is at least 10 mm (0.4 in.) from all edges and 10 mm from the indicia. The destination address must be to the right and below the return address or to the left of the indicia and NOT above it.

Addressing labels and windows must be within the address zone. For the address label, leave 3 mm (0.12 in.) from the top, left, right and below clear of print and dark colours around the address block. For window envelopes, ensure the entire address is visible even if shifting occurs.

Images are for illustration purposes only.

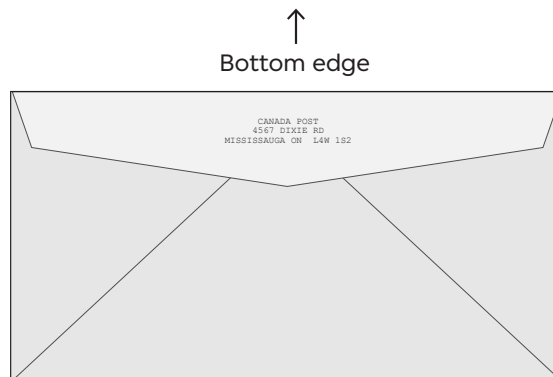
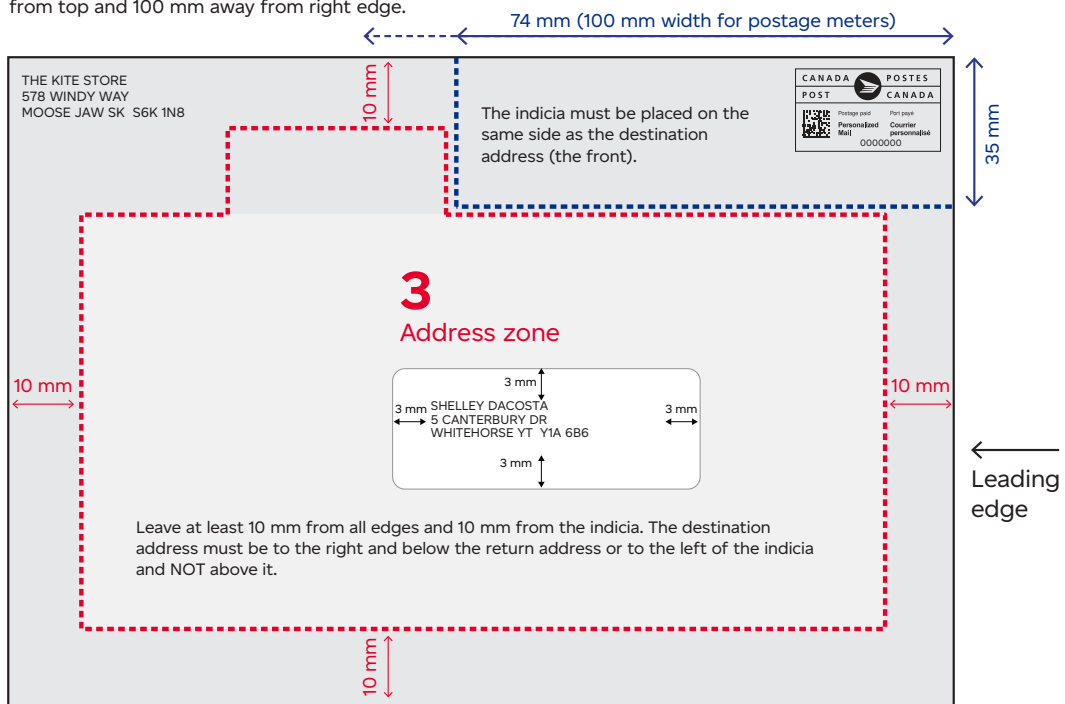
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Return address

Return address may be printed either on the front or back of the item. On front: with 35 mm from top and 100 mm away from right edge.

1

Postage zone



Illustrated example – Postal Code Targeting

1 Postage zone

Measures from the upper right corner 74 mm (2.9 in.) wide by 35 mm (1.4 in.) high. The indicia must be placed on the same side as the destination address (the front).

N/A = Return address

3 Address zone

Address zone is at least 10 mm from all edges and 10 mm from the indicia. The destination address must be to the right and below the return address or to the left of the indicia and NOT above it.

Address zone for horizontal orientation, must be 45 mm from the bottom edge, 120 mm from the leading edge. Leave 10 mm clear from the leading and bottom edges.

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