

# Designing Neighbourhood Mail

## Mandatory requirements

Category	Size	Length	Width	Thickness*	Weight
Standard and Oversize	Min.	70 cm <sup>2</sup> (10.85 in. <sup>2</sup> ) area	70 cm <sup>2</sup> (10.85 in. <sup>2</sup> ) area	0.18 mm (0.007 in.)	N/A
Standard	Max.	30.50 cm (12 in.)	15.24 cm (6 in.)	2.54 cm (1 in.)**	500 g (17.64 oz.)**
Oversize	Max.	30.50 cm (12 in.)**	28.00 cm (11 in.)	2.54 cm (1 in.)**	500 g (17.64 oz.)**

\* The thickness of a Neighbourhood Mail item must be measured at the thickest area of the item.

\*\* The dimensions for non-letter carrier routes are: No minimum dimension requirements. The maximum dimensions are length 35.56 cm (14 in.), width 28.00 cm (11 in.), thickness 3.81 cm (1.5 in.) and weight 1,000 g (35.3 oz.).

## Format

### Customer identification

Canada Post requires the customer's name, which can include the advertiser, the owner of the agreement, an authorized user, the mailed on behalf of or the mailed by to be visible on the outside of the mail item.

### No destination address

Items must be unaddressed but may bear wording, such as "HOUSEHOLDER", "OCCUPANT", "RESIDENT", "BUSINESS OWNER", "MARKETING MANAGER", "PURCHASING MANAGER" or "BOXHOLDER" without a destination address.

**Note:** There are no postal indicia for the Neighbourhood Mail service. Postal indicia markings are not acceptable on Neighbourhood Mail items with the **exception of the Business Reply Mail indicia and/or the "Basic Identifying Information" for Publications Mail items** mailed as Neighbourhood Mail.

### Co-op mailings

A co-op mailing is promotional content from two or more organizations, typically printed as booklets, cards or enclosed in an envelope.

Co-op mailings are not:

- Catalogues
- Directories
- Newsletters
- Calendars
- Community newspapers

The inclusion of the mailer/sender identification (customer name and/or logo) is not considered promotional content. Canada Post reserves the right to refuse, at its sole discretion, any co-op mailing that does not meet its criteria, including, without limitation, a mailing by a customer that is primarily engaged in the reselling of the co-op item, rather than promoting its own products or services.

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## Enclosures and attachments

- Samples (trial size portion). It may be distributed on its own, attached, or enclosed in an envelope with or without printed matter. A sealed envelope may contain a single sample or multiple samples. The price is based on the overall weight of the item, including the sample(s).
- Magnets are not acceptable unless they are enclosed or attached with the magnetize portion of the item is covered.
- A Business Reply Mail item (card or envelope).
- Inserts can be placed in a newspaper, magazine, catalogue, envelope or self-mailer. To be acceptable the Inserts must be attached, enclosed or folded into the item in order to become an integral part of the item and not become separated during normal handling of the mail. You must **perform a “pinch test”**. This is done by placing 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. If the inserts become separate during this test, the item is not acceptable and must be reworked by the customer, who can do one of the following:
  - enclose the item, including inserts, within a “plastic” wrapper or envelope (also referred to as a polybag)
  - affix stickers, tape or tabs to the top and bottom open edges of a folded item, or on the open edge opposite the fold, or on all the open edges
  - enclose the inserts into a newspaper by enclosing all inserts within one insert or wrapper to create one spine and then placing the insert package within one quadrant of the newspaper, ensuring the spine of the insert is facing the outside edge of the newspaper
  - place the inserts within the pages of the item and then fold the item to form a common fold
  - if there are two sections to the item, place the insert between the two sections and then fold the item to form a common fold
  - staple the inserts, provided that the staples are enclosed or covered in a manner that prevents exposure during normal handling
  - glue the inserts, provided that both the glue and the paper are strong enough to retain the insert within the item.

**Note:** Ensure each item, including any sample(s), is mailable and consider the special packaging requirements (e.g. scented items, common allergen items. Items must be packaged properly and labelled to minimize the potential for allergic reactions.

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## Creative options

### Die-cut mail

- minimum of 7-point card stock to prevent the item from bending,
- non-printed matter such as rubber, plastic, laminate, vinyl, leather or wood (subject to testing and approval).

### Application of tip-ons

- firmly affixed with glue and does not separate from the item during normal processing,
- lie flat on the item,
- if magnetized, must be weak enough to be handled without de-magnetizing the contents of other items (e.g., credit cards).

### Repositionable notes (RPN)

- applied with a glue strip that must be a minimum of a third (1/3) of the total width of a repositionable note (e.g., 26 mm (1 in.) wide for a 76 mm (3 in.) label),
- applied mechanically,
- applied anywhere on the item,
- applied on paper-based coverings, such as envelopes

### Scented items

- unsealed mail items containing micro-encapsulated inks and lacquers. To prevent premature release of the scent, the scented patch must be covered or contained within the mail item,
- sealed mail items containing scents that are not micro-encapsulated inks and lacquers must be sealed in such a manner that prevents the scent from escaping.

### Variable printing

- contain variable printing, such as different offers or business locations, and do not require specific delivery instructions, are acceptable for delivery provided that the item's customer identification, physical dimensions, and advertised products or services remain the same,
- will be distributed at random and do not require special bundling and labelling requirements.