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Postal Qualified Wholesaler Program

## Ask For The World — We'll Deliver

The U.S. Postal Service offers the broadest array of international mailing products and services. We are committed to helping you succeed in the international marketplace.

Our Global Delivery Services provide one-stop shopping to fit your international mailing needs at every stage of the business cycle — from direct marketing to delivering your orders.

Our Global Delivery Services are flexible and provide value in a number of ways, including convenience, reliability, impact, speed, and savings.

### Global Delivery Services

These are the services we offer to help you go global:

#### ***Expedited Services***

- Global Express Guaranteed™ (GXG)
- Global Express Mail™ (EMS)
- Global Priority Mail™ (GPM)

#### ***Volume Services***

- Global Package Link™ (GPL)
- International Priority Airmail™ (IPA)
- International Surface Air Lift™ (ISAL)
- International Business Reply Service™
- Global Direct™
- Global Direct Mailbox Service™

#### ***Standard Services***

- Airmail
- Parcel Post
- Surface Mail

## Global Direct – Canada Admail Explained

Global Direct – Canada Admail is a new way to send advertising mailpieces through the USPS with the appearance of Canadian domestic mail. Offered in an alliance with Canada Post, this service provides more convenient, cost-effective, and timely delivery of advertising material and periodicals to Canada.

With this service, you can now use the USPS to accept, transport, and deposit your advertising mail and publications directly into the Canadian domestic mailstream. And you can use either a U.S. or Canadian identity on your advertising mail.

## How Global Direct – Canada Admail Benefits You

Global Direct – Canada Admail offers a wide range of benefits for customers who mail large volumes of advertising material and publications:

- **Local Identity.** Now you can mail material through the USPS using either a Canadian or USPS identity on your advertising mailpieces. For a local in-country look of your advertising mail and publications, the USPS will provide you with an authorized Canadian postal indicia and Canadian return address.
- **Economy.** Global Direct – Canada Admail offers significant savings compared to current mailing options to Canada. And by mailing through the USPS, you can lower your costs and maximize efficiencies of mail production in the U.S. Our prices include service from our Global Direct – Canada acceptance sites to delivery in Canada — including postal verification, transport, customs clearance, and entry into Canada Post's domestic delivery system. And there is no Goods and Services Tax (GST) assessed on U.S. postage.
- **Speed.** Your mail is entered directly into Canada's domestic mailstream from our Global Direct – Canada Admail acceptance sites and is delivered according to Canada Post's domestic delivery standards.
- **Convenience.** We take care of all the details, so you don't have to. Our service includes pre-mailing assistance, acceptance, transportation, customs clearance, and entry into Canada's domestic postal system. For added convenience, postage can be paid through your existing USPS advance deposit account in U.S. dollars.

- **Control.** Since Global Direct – Canada Admail lets you send mailings through the USPS that have a “local look,” it can help you centralize and control all your mail production and scheduling from the U.S. to Canada.
- **Mail Security.** Our mission includes preserving the “sanctity of the mail.” With USPS, delivery to the Canadian postal system is reliable and safe.
- **Liaison to Canada Post Corporation.** The U.S. Postal Service acts as your postal liaison on all matters relating to your mail to Canada.

## How To Use This Guide

This guide is presented in two sections:

- **Bound Pages.** The first section, contained in the bound pages, provides information on:
  - Global Direct – Canada Admail
  - Global Direct Mailbox Service
- **Inserts.** The inserts contained in the back pocket consist of:
  - Rates for Global Direct – Canada Admail and Global Direct Mailbox Service
  - Specialized Sortation Software Service Providers
  - Address Accuracy Service Providers: Software Evaluation and Recognition Program (SERP)
  - Canadian National Change of Address (NCOA) Service Providers
  - Postal Qualified Wholesaler Program

## Section 1: Global Direct – Canada Admail

### What You May Send

#### *Qualifying Mail*

Mailable items must bear a uniform message that meets at least one of the following requirements:

- Promote the sale or use of products or services.
- Report on financial performance, primarily for promotional purposes.
- Solicit donations or contributions.

These are some of the specific articles that are accepted for mailing as Global Direct – Canada Admail:

- Pieces with the intent to promote a product or a service.
- Promotional catalogues.
- Promotional newsletters (exception: paid subscription).
- Pieces with the intent to solicit donations or contributions.
- Annual reports.
- Publication mail renewal notices.

#### *“Identical” Mailpieces*

Canada Post defines “identical” differently than the USPS. According to Canada Post, items are considered identical if they:

- Have the same size, shape, type of envelope and physical characteristics and originate from one sender.
- Only the thickness, weight, and color of the exterior cover may vary.
- Are in the same weight category (1.76 oz or less, or more than 1.76 oz.). The weights of pieces may vary within each weight category.

**Note:** In a complete mailing, items weighing 1.76 oz. or less cannot be combined with items weighing more than 1.76 oz.

The placement of personalization variables can be repeated as many times as you want as long as the primary advertising remains uniform. It is no longer restricted to the keyline and/or the top line of the address block.

### ***Minimum Volume***

You may mail as few as 25,000 items per mailing or 250 pounds. (Not less than 1,000 pieces.)

### ***Enclosures and Attachments***

The following may be enclosed with or attached to an Admail item without paying additional postage:

- Business Reply Item.
- A return card, envelope or wrapper, with or without return postage.
- A coin enclosed to prepay the return postage (although the cover of the item must bear a request to return to sender if the item is undeliverable).

### ***Sealing***

Sealing requirements for various items are listed below:

- Items enclosed in an envelope must be sealed.
- Unfolded single-page self-mailers are acceptable unsealed.
- Self-mailers of more than one page must be spot sealed on all edges unless the pages are securely bound together — glued, or folded in such a way that they cannot come apart through normal postal handling.

### ***Closed, Transparent, Plastic Wrapping***

The Global Direct – Canada Admail service does not require you to enclose mail in closed, transparent, plastic wrapping. However, if you do choose to use such wrapping, your items must meet the following conditions:

- The address label must be firmly attached to the outside of the plastic wrapping. However, the address label may be placed on an item within the plastic wrapping if it is clearly visible. If produced by an ink jet printer, the address block must be legible.
- The plastic wrapping must be tight to avoid excessive movement of the contents.
- The plastic wrapping must not exceed the length or the height of the contents by more than .787 in. (20 mm).
- The gloss of the plastic wrapping must not exceed 60 gloss units.

- The sealing line of the plastic wrapping should be on the back of the item. If placed on the front, it must not interfere with the visibility of the address label.

### ***Size and Weight***

Every item must meet size and weight requirements for its category. The maximum weight is 17.6 ounces (500 grams). The size standards follow:

		<b>Length</b>	<b>Width</b>	<b>Thickness</b>	<b>Weight</b>
<b>Standard</b>					
Coupon, Self-Mailer or Envelope Form	Min	5.5 in. 140 mm	3.5 in. 90 mm	.007 in. 0.18 mm	N/A
	Max	9.6 in. 245 mm	6.14 in. 156 mm	.2 in. 5 mm	3.52 oz. (100 grams)
Postcards or Cards	Min	5.5 in. 140 mm	3.5 in. 90 mm	.007 in. 0.18 mm	N/A
	Max	9.6 in. 245 mm	4.7 in. 120 mm	N/A	N/A
Not in Card, Coupon, Self-Mailer or Envelope Form	Min	3.9 in. 100 mm	2.75 in. 70 mm	.007 in. 0.18 mm	N/A
	Max	9.6 in. 245 mm	6.14 in. 156 mm	.2 in. 5 mm	3.52 oz. (100 grams)
<b>Large</b>	Min	9.6 in. 245 mm	6.14 in. 156 mm	.2 in. 5 mm	N/A
	Max	14.96 in. 380 mm	10.6 in. 270 mm	.78 in. 20 mm	17.6 oz. (500 grams)

The ratio of length to height (aspect ratio) must be a minimum of 1.3:1, and a maximum of 2.6:1. The aspect ratio does not apply to the category “Not in Card, Coupon, Self-Mailer or Envelope Form.”

***Items That Don't Qualify***

Global Direct – Canada Admail must not include the following:

- Fulfillment of products or services (exception: catalogues).
- Invoices.
- Update to a professional handbook.
- Fulfillment of a paid subscription.
- Recall notices.
- Renewal notices (exception: Publications mail).
- Fulfillment, replacement, or renewal of cards — e.g., credit cards, membership cards, etc.
- Voter notification.
- Opinion and market research.
- Notification of price changes.
- Government identification cards.
- Receipts.
- Medical identification cards.
- Transaction records.
- Tax forms.
- Proxies.

Commingling of Admail pieces is not permitted. Commingling occurs when a number of separate and distinctly different mailings are combined to achieve the minimum deposit requirement or sufficient densities to achieve discount prices.

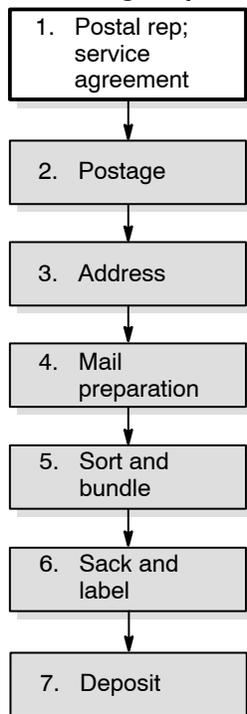
***Prohibited Items***

You may not send any item with contents prohibited for entry into Canada. Such items are listed in the current issue of the *International Mail Manual* (IMM). The IMM is updated every 2 weeks and can be accessed through the USPS web site ([www.usps.com](http://www.usps.com)).

## How To Use Global Direct – Canada Admail

### Step 1: Getting Started

#### Canada Admail Mailing Steps



#### **Contact Your Representative**

To get started, contact your local USPS representative or area office (see Appendix A) for answers to your questions about Global Direct – Canada Admail and for all the supplies you need.

#### **Complete Global Direct Service Agreement**

Submit a completed PS Form 3681, *Global Direct Service Agreement* (see Appendix B) at least 14 days before your first mailing to USPS International Marketing. PS Form 3681 can be found at the USPS web site ([www.usps.com](http://www.usps.com)).

If you want a local, in-country identity in Canada, your service agreement with the U.S. Postal Service will provide you with a Canadian return address. The Canadian permit imprint sample and number are shown on page 14. If you want to maintain your U.S. identity, you may use your USPS permit imprint with a U.S. domestic return address. (For examples, see page 15.)

#### **Customer Identification Number**

Upon receipt of your completed Service Agreement, we will return a copy to you along with a Global Direct Customer Identification Number. This will authorize you to use Global Direct – Canada Admail.

#### **Specialized Sortation Software**

All items mailed in this service are subject to Canada Post's eligibility and mail preparation requirements for Addressed Admail. Items must be sorted on the basis of Canada Post's requirements. There are two sortation options using the National Presortation Schematic (NPS):

- Letter Carrier Presort (LCP)
- National Distribution Guide (NDG)

Specialized sortation software is available to sort items according to the LCP sort options. You must use this specialized sortation software to meet Canada Post's mailing requirements.

For a list of vendors offering this specialized software, please see the insert in the pocket of this guide.

### ***Addressed Accuracy Software***

In addition, recognized software is required for Addressed Accuracy services. The Address Accuracy Program checks the accuracy and quality of the mail addresses. Canada Post sets the required accuracy level each year. At the time of mailing, you must present the Statement of Accuracy — which states the accuracy level and is generated from recognized Address Accuracy software.

Effective April 17, 2000, Canada Post requires an Addressed Accuracy standard of 95% for all LCP and NDG presort mailings greater than 10,000 pieces (and greater than 5,000 pieces effective April 2001).

For a list of recognized Address Accuracy vendors that offer this service, please see the insert in the pocket of this guide.

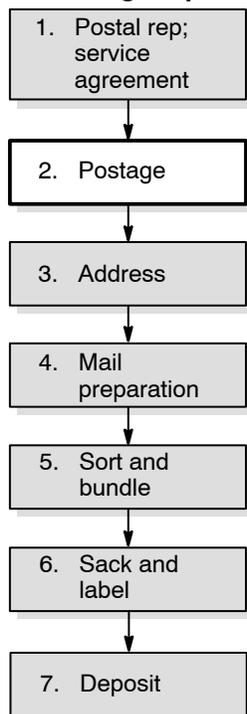
### ***Postal Qualified Wholesaler Program***

The U.S. Postal Service has established alliances with lettershops, consolidators, printers, and fulfillment houses that can provide you with shipping solutions for Global Direct.

For a list of our Postal Qualified Wholesaler Program, please see the insert in the pocket of this guide.

## Step 2: Calculating Your Postage

### Canada Admail Mailing Steps



### **Postage Rates**

Postage rates are determined by the size, weight, and level of sortation of the items being mailed. For the current postage rates, please see the insert in the pocket of this guide.

### **Postage Statement**

You must complete and submit PS Form 3656, *Postage Statement for Global Direct – Canada Admail (Permit Imprint)*, or an approved facsimile (see Appendix C). Specialized sortation software available from vendors will create a facsimile Postage Statement and compute the postage. PS Form 3656 can be found at the USPS web site ([www.usps.com](http://www.usps.com)).

### **Postage Calculation**

Postage is computed by the total number of pieces per sortation level multiplied by the appropriate rate. Rates are based on three criteria:

- Mail preparation option: LCP or NDG (see page 19)
- Size category: Standard or Large
- Weight:
  - 1.76 oz. (0.1100 lbs.) or less

OR

- More than 1.76 oz. (0.1100 lbs.) up to 17.6 oz. (1.100 lbs.)

Each piece within a mailing must have a weight within one of these two weight categories. A separate postage statement is required for each weight category. Weights may vary within a category, but the pieces must be listed separately on the postage statement. (See the section entitled “Postage Structure” in the “Instructions” on the back of PS Form 3656.)

For items that weigh more than 1.76 oz. (0.1100 lbs.), there is an additional postage charge (“excess weight postage”). (See the section entitled “Excess Weight Postage” on the back of PS Form 3656.)

### ***Penalty Postage***

A penalty will be assessed for those items not reading the address accuracy of 95%.

### ***Postage Payment Method***

Postage is paid through your advance deposit account maintained at the post office at which the USPS verifies and accepts your Global Direct mailings. You may have your mailings verified and accepted either at one of the Global Direct – Canada Acceptance Offices listed in Appendix D of this service guide, or through the post office of your mailing plant if the USPS currently performs on-site acceptance and verification at that facility.

As an added convenience, your advance deposit account can be linked to the USPS Centralized Automated Payment System (CAPS) International. This system provides you with two significant benefits:

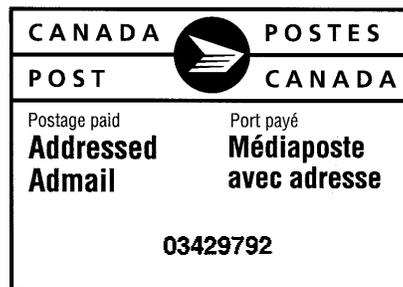
- It eliminates the need for maintaining funds at multiple local post offices.
- Postage for Global Direct – Canada Admail mailings (as well as International Surface Air Lift and International Priority Airmail mailings) are debited on a deferred basis, twice each month. Postage is not debited at the time of mailing.

To apply for a CAPS International account, contact USPS International Marketing by mail, fax, or email:

GLOBAL DIRECT  
USPS INTERNATIONAL MARKETING  
1735 N LYNN ST RM 2018  
ARLINGTON VA 22209-6026  
FAX: 703-292-3581  
gldirect@email.usps.gov

### **Postal Indicia**

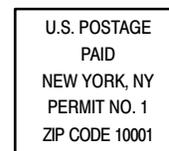
If you are using a USPS-authorized Canadian permit indicia, the minimum size of the indicia is .475 in. × .975 in. (12 mm × 25 mm). It is printed in the area reserved for postage. Global Direct – Canada Admail must bear the endorsement “Bulk” or “En nombre” (abbreviated as “Blk” or “N<sup>bre</sup>,” respectively) and be placed in or adjacent to the postage indicia. The number “**03429792**” must appear in the indicia. The following figure illustrates a USPS-authorized Canadian permit indicia.



If you are using your U.S. permit, the permit indicia must be aligned parallel with the address of the mailpiece and placed in the upper right corner of the address side, the address area, or the address label. The imprint must contain the words “U.S. POSTAGE PAID,” the city and state where the permit is issued, and the assigned permit number (unless a company permit is authorized and used — see the next paragraph). The words Presorted Standard or “PRSRT” (or BULK RATE until January 2001) must appear in or to the left of the indicia. You may not use a permit imprint that denotes nonprofit organization, carrier route sort, or other special rates. The following figures illustrate U.S. permit indicias.



PRESORTED STANDARD

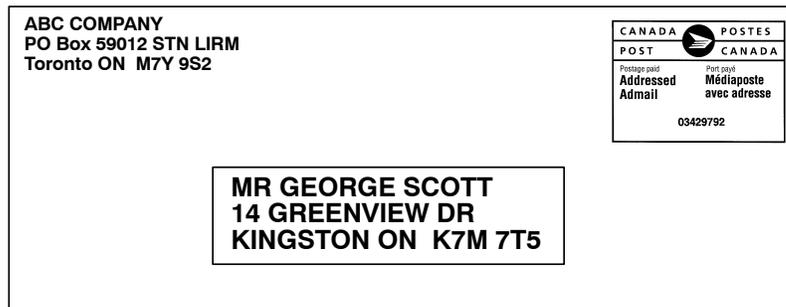


For a company permit, a complete domestic return address must appear in the upper left corner of the address side of the mailpiece. In the place of the city, state, and permit number that appear in the standard U.S. permit indicia, the imprint must contain the exact name of the company or individual holding the permit. The imprint still must contain the words

“U.S. POSTAGE PAID,” and the words “PRESORTED STANDARD” or PRSRT must appear in the indicia, directly below the indicia, or to the left of the indicia. The following figure illustrates a company permit.

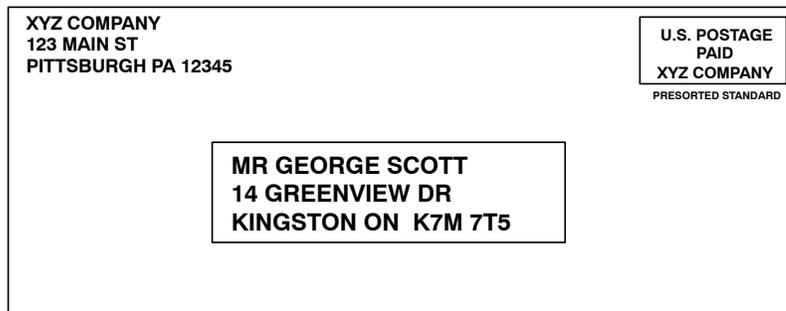


The following two figures illustrate permit indicia appearing on addressed envelopes.



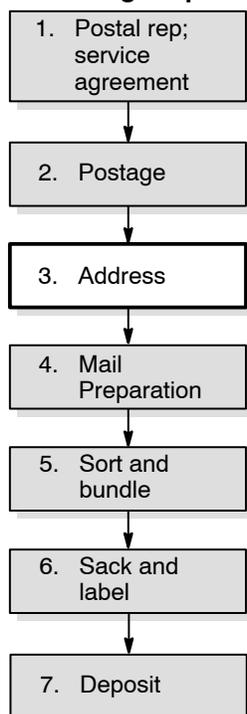
**Note:** You can use your own local Canadian return address if your company has a presence in Canada.

Or



## Step 3: Addressing Your Mail

### Canada Admail Mailing Steps



### ***Delivery Address***

Global Direct – Canada Admail items must bear a complete delivery address and must originate from one sender. The address must be printed or typewritten in clear, bold type and, in general, must include the following information:

- The addressee's name.
- The street number, street name, and apartment or room number.
- The city.
- The province.
- The valid postal code for the address.

**Note:** Addresses should not contain the country name — remember, you are using Global Direct – Canada Admail to achieve a local look.

### ***Return Address***

The return address on Global Direct – Canada Admail may vary provided that either the return address or the name of the person or the business on the return address remains constant on each piece of mailing.

The return address must be placed in one of two acceptable locations:

- On the same side as the delivery address, in the upper left corner. This is the preferred location.

Or

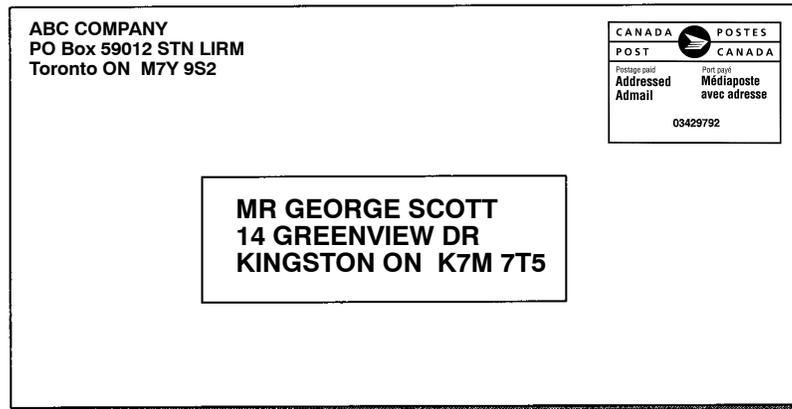
- On the back, near the top edge, and centered between the left and right edges.

You may use either your U.S. return address or a Canadian return address (such as the Canadian return address provided by the USPS). You can use a local Canadian return address if your company has a presence in Canada.

If you do not have an authorized Canadian return address, the USPS will provide one free of charge. You can request a USPS-provided in-country return address when you submit PS Form 3681, *Global Direct Service Agreement*, in advance of your first mailing. When using this return address, your Global Direct Customer Identification Number must be

included in the return address block on the line below your company name.

The following figure depicts an example with a Canadian return address.



### ***Address Enhancement: Canadian National Change of Address (NCOA)***

Current and accurate customer addresses also improve the response rate and reduce the cost associated with postage and wasted material. Licensed vendors provide mailers with access to Canada Post's mover database through a service known as Canadian National Change of Address (NCOA). The Canadian NCOA database currently has 3.1 million names and is updated monthly in electronic format. For a list of recognized vendors, please see the insert in the pocket of this guide.

### ***Delivery Mode Code (DMC)***

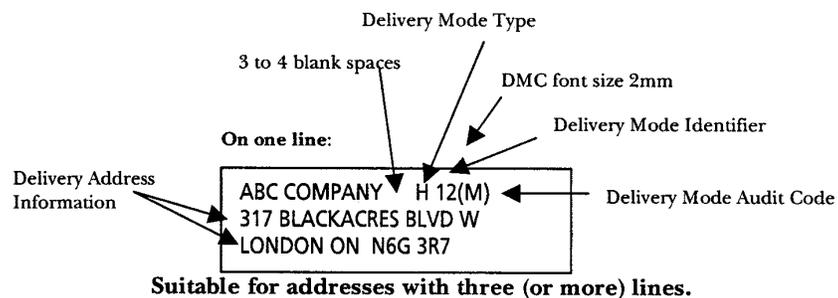
On a monthly basis, Canada Post produces data files containing Delivery Mode Codes (DMC). Use of the current DMC is required on each piece of urban mail for the LCP sort option. The application of these codes associates the mail to a specific type of delivery and delivery route.

An integral part of the DMC is the Delivery Mode Audit Code, which is the visible reference on the mail piece that identifies the version of data used for mail preparation. Mail items must bear a current Delivery Mode Audit Code.

The DMC can appear on any line in the address block other than the lines containing the delivery address information. The DMC must be located on the third line (or higher) counted up from the bottom and at least three character spaces to the right of the last character of the line selected in

the address block. The DMC cannot appear on the key line (the key line is reserved for customer information).

These codes must appear in the address block on any line other than the keyline or the line that contains the postal codes. The audit code must appear directly above the delivery mode code, or on the same line as the delivery mode code if the delivery mode code appears in parentheses. Both codes are required for the LCP option. The following figures illustrate delivery mode codes, audit codes, and keyline information appearing in addresses.



### **Forwarding Mail**

Mail that cannot be delivered as originally addressed because the addressee has moved will be forwarded to the addressee at no charge if a mail forwarding order is in effect.

Mail bearing the name of the addressee followed by the words “or occupant” will not be forwarded or returned to the sender. It will be delivered as addressed.

Mail addressed to a nonexistent address or incomplete address, or if there is no Change of Address Notification in effect, will be treated as undeliverable mail.

### ***Undeliverable Mail***

Mail addressed to a non-existent address or an incomplete address will be treated as undeliverable mail. Mail is considered undeliverable if:

- It does not bear a complete and valid address.
- The addressee has moved without providing a forwarding address.
- The mail is refused by the addressee.
- The postage due is not paid by the sender or the addressee.
- Delivery is prohibited by law.

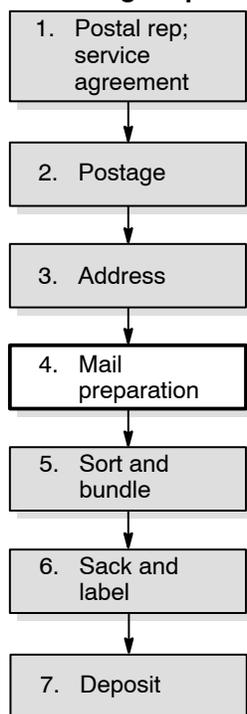
Undeliverable Global Direct – Canada Admail will be returned to the sender only if its cover bears the words “Return Postage Guaranteed.” Mailers using a Canadian identity (Canadian indicia and return address) may have undeliverable items returned to the U.S. through a USPS-provided Canadian return address. For rates on this service, please see the insert in the pocket of this guide.

If a USPS indicia and a U.S. return address are used with the endorsement “Return Requested,” returned items are subject to the applicable surface printed matter postage that would have been paid from the United States to Canada.

Undeliverable items without a request for return are disposed of locally.

## Step 4: Preparing Your Mail

### Canada Admail Mailing Steps



### *Design Your Mailpiece*

When designing your mailpiece, please review the following:

- Size and weight requirements.
- Sealing/wrapping regulations.
- Correct postal indicia.
- Proper format for the delivery address (including use of postal codes).
- Canadian or U.S. return address.
- Appropriate postal endorsement.

### *Submit Sample*

Prior to mailing, submit a sample of the item or artwork for approval to USPS International Marketing. We will review it and either provide you with approval or inform you of any necessary revisions. Samples or artwork can be sent to USPS International Marketing by mail, fax, or email:

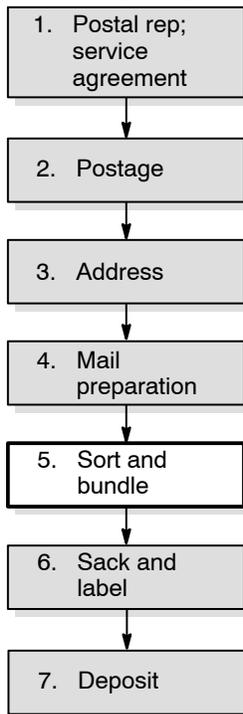
GLOBAL DIRECT  
USPS INTERNATIONAL MARKETING  
1735 N LYNN ST RM 2018  
ARLINGTON VA 22209-6026  
FAX: 703-292-3581  
gldirect@email.usps.gov

### *Produce Mailpiece*

Once we have approved your mailpiece, you may proceed with production.

## Step 5: Sorting and Bundling Your Mail

### Canada Admail Mailing Steps



### Canadian Codes

A Canadian postal code is a six-character, uniformly structured, alphanumeric code. The postal code is made up of two segments: Forward Sortation Area (FSA) and Local Delivery Unit (LDU). Here is an example of a Canadian postal code:

**K2J**                      **2W3**  
 FSA                              LDU

The FSA is a combination of three characters (alpha, numeric, alpha) and identifies a major geographic area in an urban or rural location.

The LDU is a combination of three characters (numeric, alpha, numeric) and identifies the smallest delivery unit within an FSA. In urban areas, the last three characters may indicate a specific city block or a single building. In rural areas, the last three characters, together with the FSA, identify a specific rural community. If the second character of the postal code is zero (0), it is a rural postal code.

Listed below are the different geographical regions of Canada by the first letter of the postal code (see Appendix E for a map of Canada with the identifying letters applied to the areas).

A	Newfoundland	M	Metropolitan Toronto
B	Nova Scotia	N	Southwestern Ontario
C	Prince Edward Island	P	Northern Ontario
E	New Brunswick	R	Manitoba
G	Eastern Quebec	S	Saskatchewan
H	Metropolitan Montreal	T	Alberta
J	Western Quebec	V	British Columbia
K	Eastern Ontario	X	Northwest Territories
L	Central Ontario	Y	Yukon Territory

All items must be presorted according to Canada Post requirements.

There are two sortation options using the National Presortation Schematic (NPS):

- Letter Carrier Presort (LCP)
- National Distribution Guide (NDG)

The following table provides an overview of some of the key elements:

	<b>Letter Carrier Presort (LCP)</b>	<b>National Distribution Guide (NDG)</b>
Delivery Mode Code requirement	Yes	Not Applicable
Minimum pieces per grouping	8 pieces	8 pieces
Grouping Levels	Delivery Mode Code Urban Delivery Facility Rural Delivery Facility Distribution Center Facility Residue	Urban Delivery Facility Rural Delivery Facility Distribution Center Facility Residue
Levels of consolidation	Urban Delivery Facility Rural Delivery Facility City Distribution Center Facility Residue	Urban Delivery Facility Rural Delivery Facility City Distribution Center Facility Residue
Container requirements	Letter trays — Standard Sacks — Large	Letter trays — Standard Sacks — Large
Address accuracy	Greater than 10,000 items (Greater than 5,000 items for April 2001)	Greater than 10,000 items (Greater than 5,000 items for April 2001)

The National Presortation Schematic (NPS) (formerly known as National Distribution Guide (NDG) — Part B) is a set of tables that indicates how FSAs are consolidated through Canada Post's mail distribution network. Canada Post updates and distributes the NPS monthly.

There are two essential steps for presorting the mail:

- Sequencing the mail
- Bundling (grouping) and labeling the mail

### ***Sequencing the Mail***

Sequencing is a process of placing the mail in order. Urban mail is sequenced by Delivery Facility, then by Delivery Mode Code (for LCP), by Forward Sortation Area (FSA), by Local Delivery Unit (LDU), or by Delivery Address Information (DAI). Rural mail is sequenced by all six characters of the postal code in alphanumeric order.

### ***Bundling Guidelines***

Use the following guidelines when preparing bundles:

- Each bundle must have at least eight items sorted to the same finest level possible.
- Each bundle must be secured with bundling material (such as a rubber band) in a cross-like fashion (with the bundling material being wrapped around the bundle from top to bottom and from side to side).
- Items must face the same way.
- All items must have the same design, size, and shape.
- Standard and Large items must not be mixed in the same bundle, container, or mailing.
- The maximum thickness for a Standard bundle is 4 inches (100 mm).
- The maximum thickness for a Large bundle is 8 inches (200 mm).
- The bundles must be placed in letter trays, flat trays, or sacks to the lowest sortation level possible.

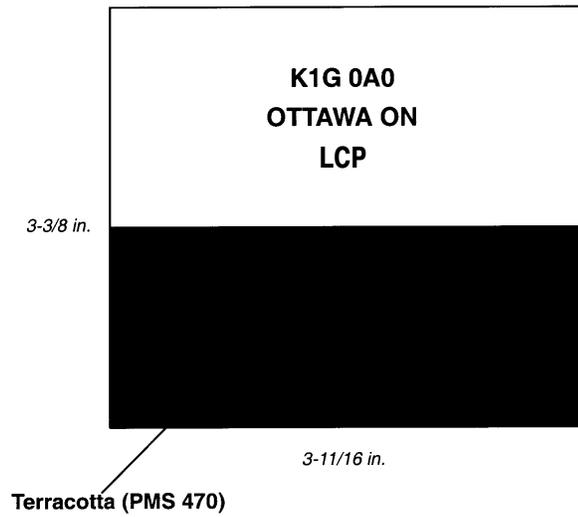
Any remaining items that cannot meet the particular bundling requirements must be bundled into residue bundles and appropriately labeled. The applicable residue rate applies to these bundles.

### ***Labeling Bundles***

Facing slips are required on all bundles, with the exception of Level 1 sort. Facing slips must show the following:

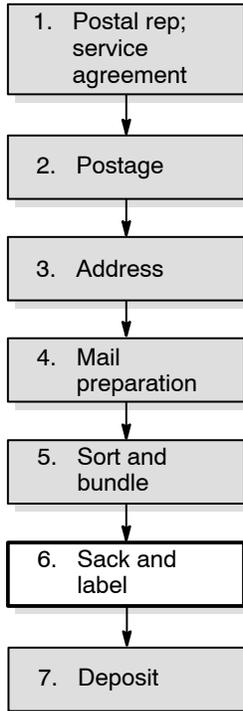
- On the first line, the postal code.
- On the second line, the name of the destination post office and the symbol of the province.
- On the third line, the sortation option (LCP).

The specialized software will generate appropriate facing slips. The following figure illustrates a facing slip. The shaded areas must be Terracotta (PMS 470).



## Step 6: Traying/Sacking and Labeling Your Mail

### Canada Admail Mailing Steps



### Traying Letter-size Items

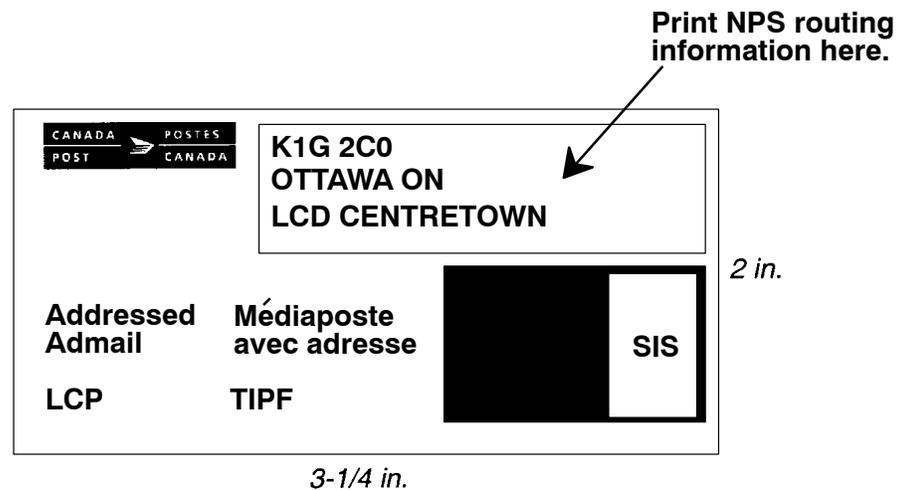
Letter-size items must be placed in letter trays. There are two sizes of letter trays:

- 2-foot MM trays: 21 inches long by 10 inches wide (inside bottom dimensions) by 4-5/8 inches high.
- 2-foot EMM trays: 21-3/4 inches long by 11-1/2 inches wide (inside bottom dimensions) by 6-1/8 inches high.

Each letter tray must be sleeved, banded, and labeled. Tray labels must contain:

- Postal code.
- Name, province of destination, and routing designation (e.g., station, city, DCF, FWD).
- Mail preparation option (NDG or LCP).

The following figure depicts a tray label. The shaded areas must be Terracotta (PMS 470).



Specialized sortation software will generate appropriate tray labels.

### ***Bundling Flat-Size Items***

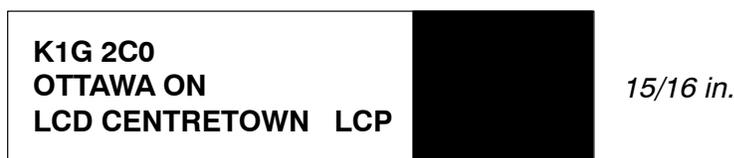
Items must be prepared into bundles and placed in flat trays or white plastic sacks. Flat tray dimensions are 14-3/4 inches long, 10-3/4 inches wide (inside bottom dimensions), and 11-1/4 inches to top of tray.

Flat tray labels (container labels) and sack slide labels (keeper tags) must contain:

- Postal code.
- Name, province of destination, and routing designation (e.g., station, city, DCF, FWD).
- Mail preparation option (NDG or LCP).

A flat tray label (container label) is the same as the tray label shown previously.

A sack slide label (keeper tag) must bear a terracotta strip or be completely terracotta with black lettering. The following figure depicts a sack slide label (keeper tag).

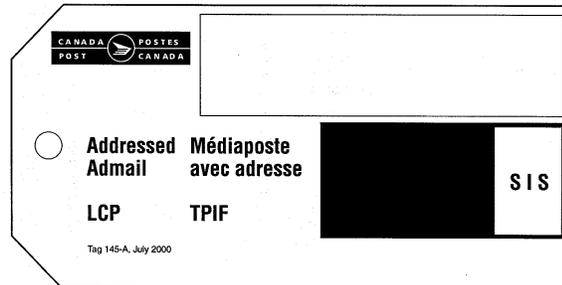


**Bag Label  
(Keeper Tag)**

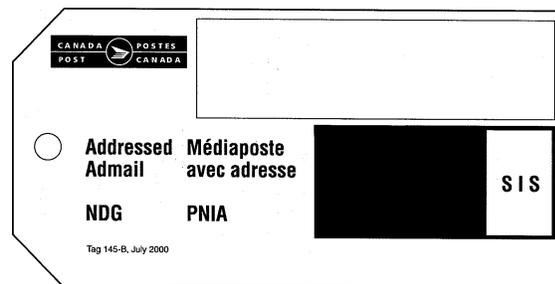
Specialized sortation software will generate appropriate flat tray labels (container labels) and sack slide labels (keeper tags).

Additionally, tie-on tags are required on all mail sacks and must be securely fastened to the neck of the sack by twine or plastic cable ties. Contact your local USPS representative to obtain the following tie-on tags:

- PS Tag 145-A, *Global Direct – Canada Admail LCP Tag.*



- PS Tag 145-B, *Global Direct – Canada Admail NDG Tag.*



### ***Pallet Specifications***

Place labeled trays of letter-size items directly on USPS pallets.

Place labeled flat trays neatly on USPS pallets. White sacks must be placed in gaylords on pallets.

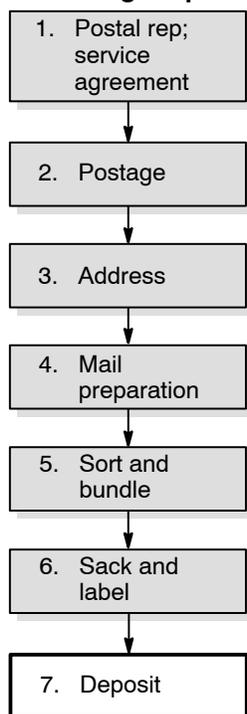
Please use the following guidelines when preparing pallets.

- Minimum height: 20 inches (508 mm).
- Maximum height: 57 inches (1,448 mm).
- Minimum weight: 250 pounds (113.4 kilograms).
- Maximum weight: 2,205 pounds (1,000 kilograms).
- Cap, shrink-wrap, and band each pallet to ensure its integrity during transit.
- Affix the correct placard on all four sides and on the top of each pallet.

Global Direct – Canada pallet placards are located in Appendix F, and you can also print them from the USPS Web site ([www.usps.com](http://www.usps.com)). Please use the official Global Direct – Canada pallet placard for the specific acceptance office through which your mailing is accepted. See Appendix D for the list of Global Direct – Canada Acceptance Offices.

## Step 7: Sending Your Mail On Its Way

### Canada Admail Mailing Steps



### **Notification of Mailing**

At least 5 business days prior to each mailing, submit a completed PS Form 3682, *Global Direct Notification of Mailing*, to USPS International Marketing by mail, fax, or email:

GLOBAL DIRECT  
USPS INTERNATIONAL MARKETING  
1735 N LYNN ST RM 2018  
ARLINGTON VA 22209-6026  
FAX: 703-292-3581  
gldirect@email.usps.gov

This serves as a pre-advisement to the USPS and helps assure quick and efficient processing of your mail. See Appendix G for a copy of PS Form 3682.

### **Presentation of Mailing**

Present your mailing for verification, acceptance, and postage payment at one of the Global Direct – Canada Acceptance Offices listed in Appendix D along with the PS Form 3656 (see Appendix C).

**Note:** If the USPS performs verification and acceptance at your mailing plant, you may have your Global Direct – Canada Admail mailing verified and accepted there, too. Then you transport the mailing to one of the Global Direct – Canada Acceptance Offices (see Appendix D) along with a completed PS Form 8125, *Drop Shipment Clearance Document*.

## **Section 2: Global Direct Mailbox Service**

### **Reply Service Option: Global Direct Mailbox Service**

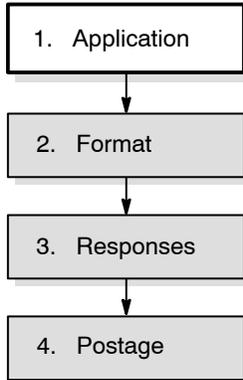
Global Direct Mailbox Service provides you with an easy and cost-effective way to use domestic business reply services in Canada. With this service, we provide you with domestic business reply format requirements for Canada, as well as a local response address. You then distribute postage-paid business reply cards/letters to your customers. After these items are mailed back to the local response address in Canada, we forward them to you in the U.S. You pay only for the replies you receive.

Experience has shown that many customers feel more comfortable responding to local offers. By giving you a perceived local presence, Global Direct Mailbox Service can help you increase response rates. In addition, you do not have to deal with local agents in Canada.

## How To Use Global Direct Mailbox Service

### Step 1: Getting Started

#### Global Direct Mailbox Service Steps



#### ***Complete Global Direct Mailbox Service Application***

Submit a completed PS Form 3658, *Global Direct Mailbox Service Application*, by mail, fax, or email:

GLOBAL DIRECT MAILBOX SERVICE  
USPS INTERNATIONAL MARKETING  
1735 N LYNN ST RM 2018  
ARLINGTON VA 22209-6026  
FAX: 703-292-3581  
gldirect@email.usps.gov

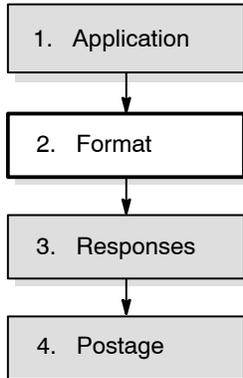
See Appendix H for a copy of PS Form 3658. PS Form 3658 is also accessible on the USPS Web site at [www.usps.com](http://www.usps.com).

Upon receipt of your application, we will assign you a Global Direct Mailbox Service Customer Identification Number. This will authorize you to use Global Direct Mailbox Service.

## Step 2: Formatting Your Cards and Envelopes

### Mail Standards

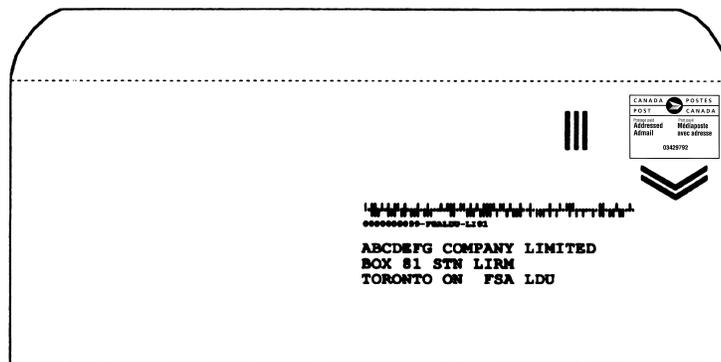
#### Global Direct Mailbox Service Steps



Only envelopes and cards are acceptable.

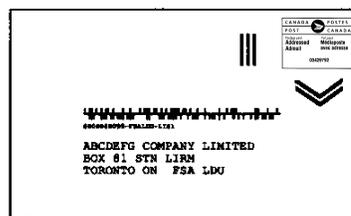
#### ***Envelopes and Self-Mailers***

- Minimum size: 3-9/16 in. (90 mm) × 5-1/2 in. (140 mm)
- Maximum size: 6-1/8 in. (156 mm) × 9-5/8 in. (245 mm)
- Maximum thickness: 3/16 in. (5 mm)
- Minimum thickness: .007 in. (0.18 mm)
- Choose a paper stock of at least 20 pounds. If multi-web self-mailers are used, they must be closed on all four edges. There should not be large sealing gaps.



#### ***Cards***

- Minimum size: 3-9/16 in. (90 mm) × 5-1/2 in. (140 mm)
- Maximum size: 4-1/8 in. (105 mm) × 5-7/8 in. (148 mm)
- Minimum thickness: .007 in. (0.18 mm)
- Choose a card stock of at least 75 pounds.



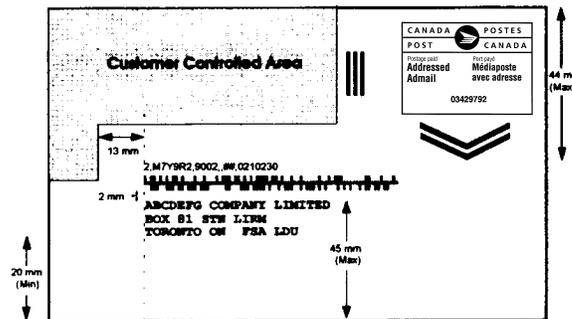
### Canada Post Artwork

Once your application is approved, you will be sent Global Direct Mailbox Service camera-ready artwork. You give the artwork to a printer with the printing instructions for production of your envelopes or cards.

## Proper Placement of Elements

### Business Reply Indicia and Two Chevrons

The indicia contains your customer number, account number, and sortation code. The two chevrons help your customers to identify the mail as Global Direct Mailbox.



### Canadian Barcode

The barcode is a machine-readable code that speeds up the handling of your mail. The barcode contains the same information as the indicia, as well as your company's postal code and product type. A sample Canadian barcode is shown below.



### U.S. Barcode

You must have a U.S. barcode in the lower left-hand corner of the envelope or card. This will be provided after you have completed the application process. A sample U.S. barcode is shown below.



### ***Address***

The Global Direct Mailbox address contains your company's name and special unique address and postal code located in Toronto. You may modify *only the first line* of the address (your company's name). The rest of the address is as follows:

PO BOX 59012 STN LIRM  
TORONTO ON M7Y 9S2

In addition to formatting your item according to Canada Post requirements, you must also include your Global Direct Customer Identification Number in the address block, on the line below your company name.

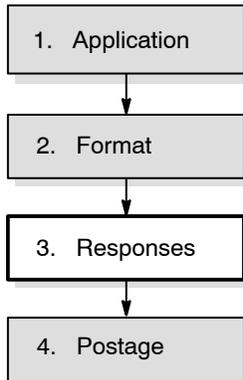
Prior to mailing, submit a sample of the item or artwork for approval to USPS International Marketing. We will review it and either provide you with approval or inform you of any necessary revisions.

Samples or artwork can be sent by mail, fax, or email:

GLOBAL DIRECT MAILBOX SERVICE  
USPS INTERNATIONAL MARKETING  
1735 N LYNN ST RM 2018  
ARLINGTON VA 22209-6026  
FAX: 703-292-3581  
gldirect@email.usps.gov

### Step 3: Receiving Your Responses

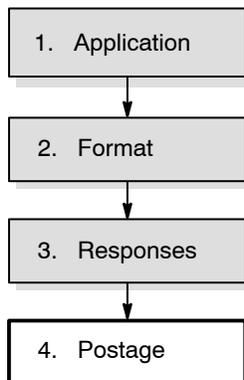
#### Global Direct Mailbox Service Steps



Your items will be returned from the local response address in Canada to the U.S. Postal Service for processing. We will then promptly forward the items by First-Class Mail to your U.S. address designated on PS Form 3658.

### Step 4: Calculating Your Postage

#### Global Direct Mailbox Service Steps



#### ***Postage Rates***

For current rates, please refer to the insert portion of the Service Guide.

#### ***Postage Payment***

Global Direct Mailbox Service items will be returned to you on a postage-due basis through your local post office.

## Where To Get More Information

If you have questions about Global Direct – Canada Admail, we want to answer them. Contact your local Postal Service representative or an International Sales Specialist by mail, fax, or email:

GLOBAL DIRECT  
USPS INTERNATIONAL MARKETING  
1735 N LYNN ST RM 2018  
ARLINGTON VA 22209-6026  
FAX: 703-292-3581  
gldirect@email.usps.gov

This publication has been prepared as an aid to Global Direct – Canada Admail users. The primary legal and technical sources for this customer publication are the *International Mail Manual* (IMM) and Canada Post mailing requirements. Postal regulations and services change periodically. If any information in this publication conflicts with the IMM and/or Canada Post's *Postal Guide*, the IMM and/or the *Postal Guide* will take precedence.

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## Appendix A

# Area Offices

### ***Allegheny Area Office***

ONE MARQUIS PLAZA, 5315 CAMPBELLS RUN RD  
PITTSBURGH PA 15277-7090  
Phone: 412-494-2512  
Fax: 412-494-2512

### ***Great Lakes Area Office***

244 KNOLLWOOD DR 4TH FLOOR  
BLOOMINGDALE IL 60117-4000  
Phone: 630-539-4783  
Fax: 630-539-7111

### ***Mid-Atlantic Area Office***

2800 S SHIRLINGTON RD  
ARLINGTON VA 22206-7090  
Phone: 703-824-5111  
Fax: 703-824-5123

### ***Midwest Area Office***

PO BOX 66602  
ST LOUIS MO 63166-6602  
Phone: 314-692-5690  
Fax: 314-692-5300

### ***New York Metro Area Office***

142-02 20TH AVE RM 330  
FLUSHING NY 11351-0500  
Phone: 718-321-5850  
Fax: 718-463-8391

### ***Northeast Area Office***

6 GRIFFIN RD N  
WINDSOR CT 06006-7020  
Phone: 860-285-7392  
Fax: 860-285-1202

### ***Pacific Area Office***

400 OYSTER POINT BLVD  
SOUTH SAN FRANCISCO CA 94099-4100  
Phone: 650-635-3020  
Fax: 650-635-3016

### ***Southeast Area Office***

225 N HUMPHREYS BLVD  
MEMPHIS TN 38166-0870  
Phone: 901-747-7607  
Fax: 901-747-7616

### ***Southwest Area Office***

PO BOX 224883  
DALLAS TX 75222-4883  
Phone: 214-267-3137  
Fax: 214-267-3179

### ***Western Area Office***

1745 STOUT ST STE 301  
DENVER CO 80399-7000  
Phone: 303-313-5115  
Fax: 303-313-5111

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Appendix B

## **PS Form 3681 — Global Direct Service Agreement**

A copy of PS Form 3681, *Global Direct Service Agreement*, appears on the following page.



**Global Direct Service Agreement**  
(Confidential: USPS use only)

**A. General**

1. Mailer's Name		2. Mailer's Address (No., street., ste. no., city, state, ZIP Code)	
3. Contact Person		The United States Postal Service (USPS) and the mailer named above agree to enter into this Global Direct service agreement . This agreement is subject to the terms herein as well as regulations and requirements published in the <i>International Mail Manual (IMM)</i> and USPS publications on Global Direct Service Guide.	
4a. Telephone No. (Include area code)			
4b. Fax No. (Include area code)			
5. Estimated Date of Initial Mailing			
6. Estimated Mailing Frequency	7. Estimated Volume per Mailing		

**B. Notification of Mailing**

Mailer must submit a completed Form 3682, *Notification of Mailing*, at least five (5) business days before each mailing date. A copy of Form 3682 is available at [www.USPS.com](http://www.USPS.com).

**C. Plant-Verification Dropship Mailing Location(s)**

USPS personnel perform verification and acceptance at my mailing plant. I request verification and acceptance of Global Direct mailings at this location. ( If checked complete boxes below.)

1. Mailing-Plant Location	2. Contact Name
	3. Telephone No. (Include area code)

**D. Acceptance** (Check locations where you will enter your mailings)

**1. For Canada ONLY**

- Buffalo Auxiliary Service Facility
- Chicago International Service Center
- Detroit BMC
- New Jersey International and BMC
- JFK International Service Center
- Seattle BMC

**2. For All Other Countries**

- Chicago International Service Center
- Dallas International Service Center
- Miami International Service Center
- Miami PDC
- JFK International Service Center
- Los Angeles International Service Center
- San Francisco International Service Center

**E. Return Address**

I request a USPS-provided in-country return address for the following country(ies):

NOTE: General correspondence and other items may occasionally be sent to this address by customers in the destination country. I agree to pay the USPS for the return of such items to my designated US address. For rate information, see the *IMM* and USPS publications on Global Direct Service.

If checked, the USPS will provide you with all requested in-country return addresses (Including your Global Direct Customer ID No.):

**F. Agreement**

In witness whereof, each party to this agreement has caused it to be executed:

**1. On Behalf of the USPS**

a. Printed Name and Signature

b. Title

c. Date

d. Global Direct Customer ID No.

**2. On Behalf of Mailer**

a. Printed Name and Signature

b. Title

c. Date

**Submit this completed form to:**

GLOBAL DIRECT  
INTERNATIONAL MARKETING  
UNITED STATES POSTAL SERVICE  
1735 N LYNN ST RM 2018  
ARLINGTON VA 22209-6021

-or-

gldirect@email.usps.gov  
Fax No.: 703-292-3581

PS Form 3681, February 2001

## Appendix C

# **PS Form 3656 – Postage Statement for Global Direct – Canada Admail**

*A copy of PS Form 3656, Postage Statement for Global Direct – Canada Admail (Permit Imprint), appears on the following pages.*

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United States Postal Service  
**Postage Statement for Global Direct —  
 Canada Admail (Permit Imprint)**

Post Office Note Mail Arrival Time

(Mailer: Complete all items by typewriter, pen or indelible pencil.  
 Prepare in duplicate if you need a receipt.)

Mailer/Mailing Agent Information	1. Post Office of Mailing	2. Mailing Date	3. Statement Seq. No.	4. Receipt Number	5. <input type="checkbox"/> Check Here if Mailing Under an ICM Agreement	
	6. Permit Number	7. Customer Agreement No.	8. CAPS Reference No.	9. Container Quantity Sacks _____ Letter Trays _____ Pallets _____		
	10. Address Accuracy Rate (Statement of Accuracy Attached) _____ %	11. Category (Check one) <input type="checkbox"/> Standard <input type="checkbox"/> Large	12. Delivery Mode Audit Code (LCP Only)	13. Total Pieces	14. Total Weight (lbs.) (Less Tare)	15. Total Tare Weight (lbs.)
	16. Mailer's Name and Address (Include ZIP Code)			17. Mailing Agent's Name and Address (Include ZIP Code)		
	<input type="checkbox"/> Check if Permit Holder			<input type="checkbox"/> Check if Permit Holder		

**Admail Postage**

18. Mail Preparation Option	19. Item 1		20. Item 2		21. Item 3		22. Total Weight (Pounds) (19c+20c+21c)	23. Total Pieces (19b+20b+21b)	24. Rate per Piece (Enter rate)	25. Postage (23 x 24)
	a. Single-Piece Weight lbs.	b. Number of Pieces	c. Total Weight	a. Single-Piece Weight lbs.	b. Number of Pieces	c. Total Weight				
NDG Presort										
LCP	Delivery Mode Direct									
	Delivery Facility									
	Distribution Center Facility									
	Residue									
<b>26. Totals</b>										

**27. TOTAL POSTAGE (Sum of amounts in column 25)** ▶ \$

**Excess Weight Postage - if applicable (For items over 0.1100 lbs. up to 1.100 lbs. [over 1.76 ozs. up to 17.6 ozs.])**

28. Total Weight of Mailing in Pounds (From Column 22)	lbs.	
29. Base Allowance Weight (Pieces [From Column 23] x 0.1100 lbs.)	lbs.	
30. Total Pounds Subject to Additional Charge (Line 28 - Line 29)	lbs.	
31. Rate per Pound (Enter rate)	\$	
32. EXCESS WEIGHT POSTAGE (Line 30 x Line 31)	▶	\$
33. ADDITIONAL POSTAGE PAYMENT (if applicable)	▶	\$
34. COMBINED TOTAL POSTAGE (Line 27 + Line 32 + Line 33)	▶	\$
<b>35. Reserved for Future Use</b>		
36. TOTAL POSTAGE DUE	▶	\$

**Certification**  
 The signature of a mailer or its agent certifies that it will be liable for and agrees to pay, subject to appeals prescribed by postal laws and regulations, any revenue deficiencies assessed on this mailing. (If this form is signed by an agent, the agent certifies that it is authorized to sign this statement, that the certification binds the agent and the mailer and both the mailer and the agent will be liable for and agree to pay any deficiencies.) The submission of a false, fictitious, or fraudulent statement may result in imprisonment of up to 5 years and a fine of up to \$10,000 (18 USC 1001). In addition, a civil penalty of up to \$5,000 and an additional assessment of twice the amount falsely claimed may be imposed (31 USC 3802). I hereby certify that all information furnished on this form is accurate and truthful, that the mailing does not contain any dangerous articles prohibited by postal regulations, and that the material presented qualifies for the rates of postage claimed.

Signature of Permit Holder or Agent (Both principal and agent are liable for any postage deficiency incurred.) \_\_\_\_\_ Telephone Number \_\_\_\_\_

USPS Use Only	Weight of a Single Piece (If identical)	(Item 1) _____ lbs.	(Item 2) _____ lbs.	(Item 3) _____ lbs.	Are the figures at left adjusted from mailer's entries? <input type="checkbox"/> Yes <input type="checkbox"/> No	Round Stamp (Required)
	Total Pieces	If "Yes," Reason				
	Total Weight	Total Tare Weight				
	Total Postage	Date Mailer Notified	Contact	By (Initials)		

I CERTIFY that this mailing has been inspected concerning: (1) eligibility for the rate of postage claimed; (2) proper preparation (and presort where required); and (3) proper completion of the postage statement.

Signature of Weigher \_\_\_\_\_ Time \_\_\_\_\_ AM \_\_\_\_\_ PM

#### INSTRUCTIONS

1. Enter city/state and ZIP Code of post office of mailing.
- 2-4. Self explanatory.
5. Check here if mailing under an International Customized Arrangement (ICM) (See IMM 290).
6. Enter permit number.
7. A mailer must enter into a service agreement to use this service. Under this agreement the mailer must meet the requirements of, and prepare the mail in accordance with, Publication 524, *USPS Global Direct — Canada Service Guide*. The USPS will provide each mailer a copy of Publication 524.
8. Enter CAPS Customer Service Number, if applicable.
9. Self explanatory.
10. Enter Address Accuracy percentage rate. The standard rate is 95%. All LCP and NDG presort mailings greater than 10,000 pieces must have an Address Accuracy rate. The Statement of Accuracy (SOA) is generated by Canada Post Corporation (CPC) recognized software.
11. Check appropriate block for size category (only one applies).
12. Enter the current Delivery Mode Audit Code, if using Letter Carrier Presort Option.
13. Enter total pieces in mailing.
14. Enter Total Weight in mailing, (expressed to 4 decimal places). Exclude weight of equipment (tare weight).
15. Enter Tare Weight of all containers/equipment.
- 16-17. Enter mailer and agent information.

#### POSTAGE STRUCTURE

The rate of postage is based on three criteria:

- a. Mail preparation option: National Distribution Guide (NDG) or Letter Carrier Presort (LCP), and;
- b. Size category: standard or large, and;
- c. Weight: (Category 1) for items 0.1100 lbs or less (1.76 ozs. or less) or (Category 2) for items over 0.1100 lbs (over 1.76 ozs) up to 1.100 lbs. (17.6 ozs.)

Refer to IMM 612.31 for postage rates. **NOTE:** All pieces in a mailing must weigh within one of two weight categories: (1) 0.1100 lbs. or less; or (2) over 0.1100lbs. up to 1.100 lbs. Different weights within these two categories must be listed separately on the postage statement. These two weight categories cannot be mixed in a single mailing and must be listed on separate postage statements.

#### Postage Computation

- 18-21. Enter single piece weight (in pounds) for Items 1, 2, and 3 (as applicable); enter number of pieces per separation level, and enter total weight for each item. **NOTE:** All weights are expressed to 4 decimal places.
22. Enter total weight (in pounds expressed to 4 decimal places) for Items 1, 2 & 3. (19c + 20c + 21c).
23. Enter total number of pieces for Items 1, 2, & 3. (19b + 20b + 21b).
24. Enter applicable per piece postage. (Refer to rate chart in IMM 612.)
25. Multiply total number of pieces by per piece rate to determine postage. (23 x 24).
26. Enter Totals. (sum of amounts in Columns 19, 20, 21, 22 & 23).
27. Enter Total Postage. (sum of amounts in Column 25) **NOTE:** Total Postage is rounded off to nearest cent.

**NOTE:** Additional postage required for items weighing over 0.1100 lbs.

**Excess Weight Postage-if applicable** (For items over 0.1100 lbs. up to 1.100 lbs. [over 1.76 ozs. up to 17.6 ozs.])

28. Enter total weight in pounds expressed to 4 decimal places. (amount from Column 22).
29. Enter based allowance weight. (total pieces Column 23 x 0.1100 lbs.)
30. Enter pounds subject to additional charge. (28 - 29).
31. Enter applicable rate per pound.
32. Enter **Excess Weight Postage**. (30 x 31).
33. Enter **Additional Postage Payment** (if applicable).
34. Enter **Combined Total Postage**. (27 + 32 + 33).
35. Reserved.
36. **Total Postage Due**

**Certification** - self explanatory.

## Appendix D

**Global Direct – Canada Acceptance Offices**

<b>Global Direct – Canada Acceptance Offices</b>		
<b>Location</b>	<b>Facility</b>	<b>Telephone</b>
New York, NY	JOHN F KENNEDY INTERNATIONAL SERVICE CENTER US POSTAL SERVICE JOHN F KENNEDY INTERNATIONAL AIRPORT BLDG 250 JAMAICA NY 11430-9998	718-553-7216 718-553-9146
Jersey City, NJ	NEW JERSEY INTERNATIONAL AND BULK MAIL CENTER US POSTAL SERVICE 80 COUNTY RD JERSEY CITY NJ 07097-9998	201-714-6809 201-714-6810
Buffalo, NY	BUFFALO AUXILIARY SERVICE FACILITY BUFFALO PROCESSING & DISTRIBUTION CENTER 1200 WILLIAM ST BUFFALO NY 14240-9997	716-846-2415
Detroit, MI	DETROIT BULK MAIL CENTER US POSTAL SERVICE 17500 OAKWOOD BLVD ALLEN PARK MI 48101-9755	313-337-2172
Chicago, IL	CHICAGO INTERNATIONAL SERVICE CENTER US POSTAL SERVICE 514 EXPRESS CENTER DR CHICAGO IL 60688-9998	773-894-9063
Seattle, WA	SEATTLE BULK MAIL CENTER US POSTAL SERVICE 34301 9TH AVENUE S FEDERAL WAY WA 98003-6721	253-874-7393

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## Appendix E

## Map of Canada and Canadian Postal Codes

The first character of the Forward Sortation Area (FSA) represents a province or a part of a province. Listed below are the areas of Canada with the letters identifying the areas.

A	Newfoundland	J	Western Quebec	R	Manitoba
B	Nova Scotia	K	Eastern Ontario	S	Saskatchewan
C	Prince Edward Island	L	Central Ontario	T	Alberta
E	New Brunswick	M	Metropolitan Toronto	V	British Columbia
G	Eastern Quebec	N	Southwestern Ontario	X	Northwest Territories
H	Metropolitan Montreal	P	Northern Ontario	Y	Yukon Territory



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## Appendix F

# **Global Direct – Canada Pallet Placards**

Copies of Global Direct – Canada placards appear on the following pages.

**TO: TORONTO**

**(T.E.O.)**

**via: JFK ISC**

**TORONTO EXCHANGE OFFICE**

**1695 DREW ROAD**

**TORONTO ON L5S 1J5**

**DATE: \_\_\_\_\_**

**Departure(s):**

**HCR:**

**TRIP**

**CONTENTS:**

**GLOBAL DIRECT  
CANADA**

**DO NOT OPEN IN  
TRANSIT**

**CONTAINER \_\_\_\_\_ OF \_\_\_\_\_**

**Origin: Post Office Name**

**PREPARED BY: Company Name**

**Effective: 07/01/99**

**TO: MONTREAL**

**via: NJI & BMC**

**ST LAURENT MPP  
555 MCARTHUR ST  
ST LAURENT QC H4T 1T8**

**DATE: \_\_\_\_\_**

**Departure(s):**

**HCR: TRIP**

**CONTENTS:**

**GLOBAL DIRECT  
CANADA**

**DO NOT OPEN IN  
TRANSIT**

**CONTAINER \_\_\_\_\_ OF \_\_\_\_\_**

**Origin: Post Office Name**

**PREPARED BY: Company Name**

**Effective: 07/01/99**

**TO: TORONTO**

**(T.E.O.) via: BUFFALO ASF**

**TORONTO EXCHANGE OFFICE**

**1695 DREW ROAD**

**TORONTO ON L5S 1J5**

**DATE: \_\_\_\_\_**

**Departure(s):**

**HCR: TRIP**

**CONTENTS:**

**GLOBAL DIRECT  
CANADA**

**DO NOT OPEN IN  
TRANSIT**

**CONTAINER \_\_\_\_\_ OF \_\_\_\_\_**

**Origin: Post Office Name**

**PREPARED BY: Company Name**

**Effective: 07/01/99**

**TO: TORONTO**

**(T.E.O.) via: DETROIT BMC**

**TORONTO EXCHANGE OFFICE  
1695 DREW ROAD  
TORONTO ON L5S 1J5**

**DATE: \_\_\_\_\_**

**Departure(s):**

**HCR: TRIP**

**CONTENTS:**

**GLOBAL DIRECT  
CANADA**

**DO NOT OPEN IN  
TRANSIT**

**CONTAINER \_\_\_\_\_ OF \_\_\_\_\_**

**Origin: Post Office Name**

**PREPARED BY: Company Name**

**Effective: 07/01/99**

**TO: TORONTO**

**via: CHICAGO ISC**

**(T.E.O.)**

**TORONTO EXCHANGE OFFICE**

**1695 DREW ROAD**

**TORONTO ON L5S 1J5**

**DATE: \_\_\_\_\_**

**Departure(s):**

**HCR:**

**TRIP**

**CONTENTS:**

**GLOBAL DIRECT  
CANADA**

**DO NOT OPEN IN  
TRANSIT**

**CONTAINER \_\_\_\_\_ OF \_\_\_\_\_**

**Origin: Post Office Name**

**PREPARED BY: Company Name**

**Effective: 07/01/99**

**TO: VANCOUVER**  
**via: SEATTLE BMC**

**VANCOUVER MPP  
349 WEST GEORGIA ST  
VANCOUVER BC V6B 1Y9**

**DATE: \_\_\_\_\_**

**Departure(s):**

**HCR: TRIP**

**CONTENTS:**

**GLOBAL DIRECT  
CANADA**

**DO NOT OPEN IN  
TRANSIT**

**CONTAINER \_\_\_\_\_ OF \_\_\_\_\_**

**Origin: Post Office Name**

**PREPARED BY: Company Name**

**Effective: 07/01/99**

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## Appendix G

# PS Form 3682 – Global Direct Notification of Mailing

A copy of PS Form 3682, *Global Direct Notification of Mailing*, appears on the following page.



**Global Direct  
Notification of Mailing**  
*(Confidential: USPS use only)*

Before completion, see the *International Mail Manual (IMM)* and USPS publications on Global Direct Service for terms, conditions, and design guidelines.

**A. General**

1. Mailer's Name		2. Mailer's Address (No., street, ste. no., city, state, ZIP + 4)	
3. Contact Person			
4a. Telephone No. (Include area code)			
4b. Fax No. (Include area code)			
5. Destination Country		6. Date Notified	7. Global Direct Customer ID No.

**B. Mailing Information**

1. Mailing Date	2. Estimated Total Mailing Weight	3. Container Quantity Trays _____ Pallets _____	4. Acceptance Location <input type="checkbox"/> Plant-Verification Drop Shipment Location: <input type="checkbox"/> Global Direct Acceptance Location:
5. Return Address (See PS Form 3681 including Global Direct Customer Identification Number.) Check the appropriate box: <input type="checkbox"/> I will use my own in-country return address <input type="checkbox"/> I will use the following USPS-provided in-country return address:			6. I am requesting the return of "Undeliverable-As-Addressed" items to the USPS in-country return address. I would like these items sent to the following US address (No., street, ste. no., city, state, ZIP + 4):

NOTE: General correspondence and other items may occasionally be sent to this address by customers in the destination country. I agree to pay the USPS for the return of such items to my designated US address. For rate information, see the *IMM* and USPS publications on Global Direct Service.

**C. Comments**

**Submit this completed form to:**

GLOBAL DIRECT  
INTERNATIONAL MARKETING  
UNITED STATES POSTAL SERVICE  
1735 N LYNN ST RM 2018  
ARLINGTON VA 22209-6021

-or-

gldirect@email.usps.gov  
Fax No.: 703-292-3581

PS Form 3682, February 2001

## Appendix H

# **PS Form 3658 – Global Direct Mailbox Service Application**

A copy of the Global Direct Mailbox Service Application appears on the following page. You can actually use this copy to apply for the service. Just photocopy the page, complete the application, and submit it to the address or fax number shown on page 30.



## Global Direct Mailbox Service Application

Before completion, see the *International Mail Manual (IMM)* and USPS publications on Global Direct Service for terms, conditions, and design guidelines.

### A. General

1. Mailer's Name	2. Mailer's Address (No., street., ste./apt/ no., city, state, ZIP + 4)
3. Contact Person	
4a. Telephone No. (Include area code)	
4b. Fax No. (Include area code)	5. Global Direct Customer ID No.

**B. Return Address:** Enter the mailing address where you would like your Global Direct Mailbox items returned:  
(No., street, apt./ste. no., city, state, ZIP + 4)

<b>C. Agreement:</b> I have read and understand the terms and conditions stated.  Printed Name and Signature:	Date
---	------

### Submit this completed form to:

GLOBAL DIRECT  
INTERNATIONAL MARKETING  
UNITED STATES POSTAL SERVICE  
1735 N LYNN ST RM 2018  
ARLINGTON VA 22209-6021

-or-

gldirect@email.usps.gov  
Fax No.: 703-292-3581

PS Form 3658, February 2001

## RATES

### Global Direct – Canada Admail

Letter Carrier Presort (LCP)	Standard	Large
Up to First 1.76 oz. (0.11 lbs) (50 grams)		
Delivery Mode Direct	\$0.216	\$0.267
Delivery Facility	\$0.245	\$0.296
DCF	\$0.245	\$0.296
Residue	\$0.304	\$0.354
Over 1.76 oz. (.11 lbs.) (50 grams) per additional pound	\$0.548	\$0.713
National Distribution Guide (NDG)	Standard	Large
Up to First 1.76 oz. (0.11 lbs) (50 grams)	\$0.275	\$0.325
Over 1.76 oz. (.11 lbs.) (50 grams) per additional pound	\$0.548	\$0.713

### Volume Discounts

Global Direct revenue may be added to the ISAL/IPA revenue total for the purpose of determining the discount earned. However, the discount will *not* be applied to the Global Direct – Canada published rates.

### Return of Undeliverable As Addressed Items

Weight (up to)	Rates
3.53 oz (100g)	\$0.80
7.04 oz (200g)	\$1.32
17.60 oz (500g)	\$2.09

### Global Direct Mailbox Service (Business Reply Mail)

Weight (up to)	Rates
50 grams	\$0.42

### Penalty Postage

A charge of 3.5 cents may be charged for the number of items not meeting address accuracy requirements.



## **Global Direct – Canada Admail and Publications Specialized Sortation Software Service Providers**

GROUP 1 SOFTWARE  
MARKETING DEPARTMENT  
4200 PARLIAMENT PLACE STE 600  
LANHAM MD 20706-1844  
800-368-5806

FIRSTLOGIC  
PRODUCT INFORMATION CENTER  
100 HARBORVIEW PLAZA  
LA CROSSE WI 54601-4051  
800-831-6245



## Address Accuracy Service Providers: Software Evaluation and Recognition Program (SERP)

<b>Software Name Software Licensor Contact</b>	<b>Platform</b>	<b>Version</b>	<b>Release</b>	<b>Category</b>
Accucheck Prism Data Services Ltd. David R. Quinn 416-255-5556	MVS Mainframe, Service Bureau	3.2		Validation
Ace Canada Firstlogic Inc. Sam Fellows 608-782-5000	UNIX, Windows NT 4.0, Windows 95/98, Alpha	2.3 3.0 3.1 3.2		Validation, correction
Addressability Inforoute Inc. George Alderson/Nawien Sharma 905-338-0375	Mainframe, PC, UNIX	2.0	1.0	Validation, correction
ADDRESSRIGHT>> AVS/ADDRESSRIGHT> CANADA PLUS! Pitney Bowes of Canada Ltd. Melissa Jacobson 905-771-2956	DOS, Windows, Windows 95	5.0 2.0	1.0 1.0	Validation, correction
Canadian Code-1 Plus Group 1 Software Inc. Vicky Mckeen 905-272-5877	Unix, AS/400, VSE, MVS, VMS, Windows NT, OS/2	2.1		Validation, correction
CORAD Informatique Rive-Sud Inc. Mario Bedard/Marcel Frappier 800-667-4444/450-449-4944	Windows 95/98/NT, Service Bureau	2.0		Validation, correction
Dr. Q Prism Data Services Ltd. David R. Quinn 416-255-5556	MVS Mainframe	2.4		Validation, correction
Dynamacs/Canada KnowledgeBase Marketing Inc. Norberto F. Gomez 713-995-2200	IBM Mainframe	2.0		Validation, correction
EZ-6/Cue Group 1 Software Inc. Vicky Mckeen 905-272-5877	Mainframe	3.6		Validation, correction

<b>Software Name Software Licensor Contact</b>	<b>Platform</b>	<b>Version</b>	<b>Release</b>	<b>Category</b>
GeoStan Canada Sagent Technology (formerly QMSoft) Sales 800-782-7988	Window 95/98/NT, Sun Solaris 2.6	1.1		Validation, correction
Infocode Pro VVC Technologies Inc. Louise Leblanc 514-257-9745	Service Bureau	5.0	1.0	Validation, correction
JSI Address Correction JSI Data Systems Ltd. Tony Smith/Stephen Connolly 613-727-9353	HP3000	6.0		Validation, correction
Mail Miser Comdata Services Ltd. Peter Bryce 604-438-8176	UNIX, VMS, Service Bureau	1.09		Validation, correction
Ncode Nova Marketing Group Zelko Odorcic 416-878-0734	Windows 3.1/95/98/NT, Sun Solaris, HP-UX, Linux, AIX, MVS, OS/390, AS/400	6.0		Validation, correction, Postal Code look-up
PC Lookup Comdata Services Ltd. Peter Bryce 604-438-8176	Windows 3.1/95/NT, Mac OS	4.05		Postal Code Look-up
Q-code Scantel Systems Ltd. Alan Truesdell 416-449-9252	MS DOS, 3.X, Windows 95/NT, Service Bureau	3.3 3.4		Validation, correction
SMARTADDRESSER™ FOR WINDOWS DATATECH ENTERPRISES INC. Bob Weese 905-426-2218	Windows 9x/NT	3.6.0		Validation, correction
StreetPerfect The Toronto Sun Publishing Ken Kantorowitz 416-947-3176	Windows 95/NT, Unix, VAX/VMS	6.2		Validation, correction
Streetsweeper Mailing Innovations Limited Ross Mckenzie 800-565-6645, ext. 202	Windows 95/98/2000/NT	7.0		Validation, correction, Postal Code look-up
Trillium Software System Technologies Harte-Hanks Data Jeff Mehlenbacher 905-761-0811	MVS Maintenance, PC, Windows 95/NT, UNIX, O/S 2, Service Bureau	3.0		Validation, correction

## Canadian National Change of Address (NCOA) Service Providers

Cover-All Computer Services Ltd.  
Contact: James Meighan  
80 Gough Road  
MARKHAM ON L34 6E8  
Tel. 905-940-1919  
Fax. 905-940-2107  
coverall@inforamp.net

Jones Direct Mail Services  
Contact: Ms. Esme Hurst  
130 McLevin Ave.  
SCARBOROUGH ON M1B 3R6  
Tel. 416-297-7311 ext. 226  
Fax. 416- 297-4703  
esme\_hurst@jdms.com

DataFix  
Contact: Hortense Harvey  
8 King St. E. Suite 600  
TORONTO ON M5C 1B5  
Tel. 416-363-8170 ext. 225  
Fax. 416-363-8603  
hharvey@datafix.com

Mailing Innovation  
Contact: Ross McKenzie  
20 – 3397 American Dr.  
TORONTO ON L4V 1T8  
Tel. 800-565-6645 ext. 202

Interact Direct  
Contact: Jeffrey Bisset  
538 Adelaide St. N.  
LONDON ON N6B 3J4  
Tel. 519-438-6245 Ext. 80  
Fax. 519-439-9869  
jbisset@interactdirect.com

Westminster International  
Contact: Leonard Fagen  
174 West Beaver Creek Road  
RICHMOND HILL ON L4B 1B4  
Tel. 416-494-6245 ext. 15  
Fax. 905-771-9349  
mailman@westminster.ca

Joncas Postexperts Inc.  
Contact: Michel Lalonde  
7875 Trans-Canada Hwy  
ST. LAURENT QC H4S 1L3  
Tel. 514-333-7480  
Fax. 514-333-6915



## Postal Qualified Wholesaler Program

### Brokers Worldwide

701 Ashland Ave.  
Bldg. 24, Ashland Ctr. 111  
Folcroft, PA 19032

1501 Elmhurst Rd.  
Elk Grove Village, IL 60007

6301 Ivy Ln., Ste. 404  
Greenbelt, MD 20770

Phone, Fax, and Email for all locations

Local PA: 610-461-3661

National: 800-MAIL-287

FAX: 610-461-4239

E-mail: Gshunk@brokersworldwide.com

Contact: Gary Shunk

### Dahlgren's Mailing Service, Inc.

6029 West 31st St.

Cicero, IL 60804

Phone: 708-656-3232

FAX: 708-656-3273

Email: Dahlgrens1@aol.com

Contact: Bob Urban

### Distribution Postal Consultants

6200 Frankford Ave.

Baltimore, MD 21206-4902

Phone: 410-488-1002, 800-992-4525

FAX: 410-488-2344

Email: Jhaber@distpost.com

Contact: Joe Haber

### Diversified Mailing Services, Inc.

1301 Burton St.

Fullerton, CA 92831-5212

Phone: 714-776-4520, 800-244-3003

FAX: 714-776-2590

Email: PFriedrich@divmail.com

Contact: Peter Friedrich, ext. 212

### Global Postal Service, Inc.

4709 Bellevue Ave.

Kansas City, MO 64112-1316

Phone: 816-960-0700

FAX: 816-531-5371

Email: Bill@globalpostalservices.com

Contact: Bill Graham or Julie Corbett

### IBC, Inc.

140-35 Queens Blvd.

Jamaica, NY 11435

Phone: 718-526-2300, 800-422-4124

FAX: 718-526-2584

Contact: Stewart Tencer

8401 NW 17th St.

Miami, FL 33126

Phone: 305-591-8080, 888-IBC-2263

FAX: 305-471-9619

Email: Ralph@ibcinc.com

Contact: Ralph Tejada

450 Victory Ave.

South San Francisco, CA 94080

Phone: 888-IBC-2263

Email: Ralph@ibcinc.com

Contact: Ralph Tejada

1924 Rankin Rd., Ste. 385

Houston, TX 77073-5110

Phone: 281-821-1900

FAX: 281-821-1156

Email: Jimh@ibcinc.com

Contact: Jim Hennessey

577 East Main St.

Hudson, MA 07149

Phone: 888-IBC-2263

Email: Ralpx@ibcinc.com

Contact: Ralph Tejada

### International Mail Express, Inc.

18-38 131st St.

College Point, NY 11356-2430

Phone: 718-461-8800, 800-426-0613

FAX: 718-461-9010

Email: Cmarx@intmail.com or

Rdivin@intmail.com

Contact: Cornelius Marx

### International Mail Service, Inc.

628 South 8th St.

Kalamazoo, MI 49009

Phone: 616-353-9359, 800-466-MAIL

FAX: 616-353-9705

Email: Intlmailserv.com

Contact: Mark Bouman

### Johnson & Hayward

500 Route 46 E. @ Trenton Ave.

Clifton, NJ 07011-1800

Phone: 973-253-2323, 800-521-0080

FAX: 973-253-2313

Email: Jmichell@jhinc.com

Contact: John Michell

Additional office in Boston, MA

### Lee Marketing

2507 Gravel Dr.

Ft. Worth, TX 76118-6904

Phone: 817-284-5455

FAX: 817-284-4894

Contact: Debbie Brown

### Mercury Airfreight International Limited

45250 Severn Way

Sterling, VA 20166

Phone: 703-406-1510, 800-825-8015

FAX: 703-406-1752

Email: Tfinnen@mercuryinternational.com

Contact: Tom Finnen

### Omnisort International

41-14 Mercedes Way

Edgewood, NY 11717

Phone: 516-254-6406

FAX: 516-254-6427

Email: Mjs10@worldnet.att.net

Contact: Marvin Stone

### Priority Post Co., Inc.

P.O. Box 437

95 Aberdeen Rd.

Emigsville, PA 17318-0437

Phone: 717-764-7799, 800-537-7799

FAX: 717-764-9977

Contact: Bob Dunbebin

21136 South Wilmington Ave., Bldg. 220

Carson, CA 90810

Phone: 800-537-7799

Contact: Bob Dunbebin

Additional Sorting Facilities:

Los Angeles, CA; Miami, FL;

Chicago, IL; Washington, DC

Additional Offices: Charlotte, NC;

Atlanta, GA; Dallas, TX;

San Francisco, CA

### Quad Graphics

555 S. 108th St.

West Allis, WI 53214-1145

Phone: 920-269-5389, 800-977-9002

FAX: 414-266-8392

Email: Lmiresse@qgraph.com

Contact: LouAnn Miresse

### R.R. Donnelley

3075 Highland Pkwy.

Downers Grove, IL 60515

Phone: 517-893-2631

FAX: 517-893-2632

Email: Susan.adams@rrd.com

Contact: Susan Adams

### Save-On-Mail

1090 Crosswinds Ct.

Wentzville, MO 63385-4836

Phone: 636-332-8823

FAX: 636-332-8822

Contact: William E. Hirt

