

Global Direct–Canada Admail

Global Direct–Canada Admail is a new way to send advertising mailpieces through the U.S. Postal Service to Canada. Global Direct–Canada Admail accesses the domestic advertising mailstream in Canada, taking full advantage of Admail rate incentives.

Economy

Global Direct–Canada Admail offers significant savings over current mailing options to Canada. And by mailing through the U.S. Postal Service, you can lower your costs and maximize efficiencies of mail production in the U.S. Our rates include the following:

- Mail acceptance from one of our Global Direct acceptance sites.
- Transportation.
- Customs clearance.
- Direct mail entry to Canada's domestic delivery system.

Speed

Your mail is entered directly into Canada's domestic mailstream from our Global Direct acceptance sites and is delivered according to Canada Post's domestic advertising mail delivery standard.

Convenience

Global Direct–Canada Admail offers complete and convenient service — from acceptance to final delivery. Your mail is verified and accepted in the U.S., and you pay postage through your USPS advance deposit account. You prepare and deposit your mail using USPS domestic mailing equipment and supplies, and we take care of the rest. We oversee all transportation and handling into the Canadian domestic mailstream and serve as your contact for all of your questions about mailing to Canada.

Low Minimum Volume

You may mail as few as 25,000 pieces or 250 pounds (not less than 1,000 pieces.)

Mail Security

Our mission includes preserving the "sanctity of the mail." With the U.S. Postal Service, delivery to the Canadian postal system is reliable and safe.

Reply Service: Global Direct Mailbox

Global Direct Mailbox Service now provides more convenient, cost-effective, and timely delivery of reply pieces. With this service, you can now use the U.S. Postal Service to design reply pieces to look like the domestic reply pieces of Canada Post. With Global Direct Mailbox, your reply pieces are printed with a Canadian address, without postage being affixed. You pay postage through your designated postage due account, but only for the replies you receive.

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.

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

- Promotional catalogs.
- Promotional newsletters. *Exception:* Paid subscriptions.
- Identical pieces with the intent to promote a product or service.
- Identical pieces with the intent to solicit donations or contributions.
- Annual reports.
- Publications Mail renewal notices.

The mailpiece may be fully personalized by tailoring the entire content to the recipient. However, the mailpiece must be promotional and uniform in content.

"Identical" Mailpieces

Canada Post defines "identical" differently than the U.S. Postal Service. According to Canada Post, items are considered identical if they:

- Have the same design.
- Have the same physical characteristics — size and shape — although 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.

Unacceptable Items

The following items are unacceptable for Global Direct–Canada Admail:

- Fulfillment of products or services. *Exception:* catalogs.
- Update to a professional handbook.
- Fulfillment of a paid subscription.
- Recall and renewal notices. *Exception:* Publications Mail.
- Fulfillment, replacement, or renewal of cards.
- Opinion and market research.
- Notification of price changes.
- Proxies.

Enclosures

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

- Business Reply item, a return card envelope or wrapper, with or without return postage.
- A coin for the purpose of prepaying the return postage for a reply.

Addressing

Every item must be addressed to a specific individual or to a company name and include the complete address, including the valid postal code for that address.

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

- On the same side as the delivery address, in the upper corner.
- On the back, near the top edge, and centered between the left and right edges.

Delivery Mode Code (DMC)

The Delivery Mode Code (DMC) is required to qualify for the Letter Carrier Presort (LCP) presort option. The DMC consists of the Delivery Mode Audit Code and the Delivery Mode Details. The Delivery Mode Audit Code identifies the Delivery Mode Data version used and must appear in parentheses. The Delivery Mode Details include the Delivery Mode Type and the Delivery Mode Identifier. The DMC must appear on any line in the address block other than the lines containing the delivery address information.

Sorting and Bundling

Specialized sortation software is available through recognized vendors. Customers must presort Canada Admail according to the National Presortation Schematic (NPS) using one of the following sortation options:

1. National Distribution Guide (NDG).
2. Letter Carrier Presort (LCP).

Specialized sortation software will also provide the type of facing slips, tray labels, and/or sack labels based on the sortation.

Physical Requirements for Bundles

The following guidelines apply 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 — elastic, string, or plastic straps. (Single-strapped bundles must be placed in letter trays, and double strapped bundles must be placed in sacks.)
- The maximum thickness for a Standard bundle is 4 inches (100 mm).
- The maximum thickness for a Large bundle is 8 inches (200 mm).

Pallet Specifications

All pallets must be shrink-wrapped to ensure the integrity of the load and prevent sliding of the load during transportation.

- Maximum weight: 2,200 pounds.
- Minimum weight: 250 pounds.
- Maximum load height: 57 inches (1.5 m), including pallet and cap.
- Minimum height: 20 inches (50 cm).
- The pallet must be appropriately labeled with a pallet placard indicating its presortation option and destination.

Method of Payment

Postage will be paid in U.S. dollars through your advanced deposit account or through the USPS Centralized Automated Payment System (CAPS) International. Mail will be verified and accepted at our Global Direct–Canada sites.

Required Documentation

As with all Global Direct mailings, you must submit PS Form 3681, *Global Direct Service Agreement*, 14 days prior to mailing. At least 5 days prior to a mailing, you must submit a completed PS Form 3682, *Global Direct – Notification of Mailing*. This serves as prenotification to the U.S. Postal Service and helps ensure quick and efficient processing of your mail.

Each mailing must be presented with the following documents:

- A completed PS Form 3656, *Postage Statement – Global Direct–Canada Admail*.
- A Statement of Accuracy (minimum requirement of 95%).
- With every Letter Carrier Presort (LCP) mailing, a bundle/bag/container summary.

Size and Weight

		Length	Width	Thickness	Weight
Standard					
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. (235 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)
Large	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)

Rates

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
First 1.76 oz.(0.11 lbs.) (50 grams)	\$0.275	\$0.325
Over 1.76 oz. (0.11 lbs.) (50 grams)		
Per additional pound	\$0.548	\$0.713

Note: An extra charge of 3.5 cents may be charged for the number of items not meeting address accuracy requirements.

Global Direct Mailbox Service

Weight up to 1.76 oz. (50 grams): \$0.42 per piece.

(No additional transportation fee — sent postage due to your designated address.)