



# Upcoming Smartmail Marketing and Commercial Mail changes

## Posted on December 5, 2024

On January 13, 2025, we will be increasing prices for Smartmail Marketing™ (SM) and Commercial Mail (COM) services.

The price increases will affect the following products and services:

<b>Smartmail Marketing</b>	<b>Commercial Mail</b>
<ul style="list-style-type: none"><li>• Neighbourhood Mail™</li><li>• Personalized Mail™ (PM)</li><li>• Postal Code Targeting (PCT)</li></ul>	<ul style="list-style-type: none"><li>• Publications Mail™</li><li>• Business Reply Mail™ (domestic and international)</li></ul>

Additionally, Canada Post has published a proposal with the Government of Canada to increase its regulated Lettermail™ rates. For stamps purchased in a booklet, coil or pane, which represent most stamp sales, the company has proposed an increase of 25 cents per stamp, from \$0.99 to \$1.24.

Non-regulated Transaction Mail rates follow our regulated rates. Pending approval, this proposed price increase will mean corresponding adjustments averaging about 25% for non-regulated Transaction Mail products and services.

We understand you need to plan ahead. So, while the proposed rates are still subject to regulatory approvals, please plan for the new pricing to take effect on January 13, 2025. If there are any changes to this planned implementation date, we will update this notice.

The pending pricing change would affect the following products and services:

<b>Government-regulated products</b>	<b>Non-regulated products</b>
<ul style="list-style-type: none"><li>• Lettermail (paid with stamps)</li><li>• U.S.A. and International</li><li>• Letter-post (paid with stamps)</li><li>• Domestic Registered Mail™</li></ul>	<ul style="list-style-type: none"><li>• Lettermail (paid with postage meter/postal indicia)</li><li>• Incentive Lettermail</li><li>• Prepaid Registered Mail/Government Secure Registered Mail</li><li>• U.S.A. and International Letter-post (paid with postage meter/postal indicia)</li><li>• International Incentive Letter-post™</li><li>• International Registered Mail</li></ul>



We understand this change means additional costs for Canadians and Canadian businesses that depend on our delivery services, and we don't take that lightly. However, this rate change is necessary to better align prices with the rising cost of providing service to all Canadians. We always work to minimize the impact of price changes, ensuring they are fair and reasonable.

## Changes to Options, Surcharges and Fees

### Neighbourhood Mail

- The Specified Delivery Start Date surcharge will increase from 1.0¢ to 1.1¢ for Standard items and 1.5¢ for Oversize items.
- The Transportation fee will increase from 1.2¢ to 1.3¢.

### Publication Mail

- The annual fee will increase from \$245 to \$250.

### Registered Mail (pending approval)

- Domestic Registered Mail will increase from \$10.50 to \$13.15.
- International Registered Mail will increase from \$21.00 to \$26.25.

## Other product changes

### No more representative samples (all COM and SMM products and services)

To simplify processes and reduce waste, we no longer require representative sample(s) per deposit for mailings not enclosed in an envelope, such as cards, self-mailers and magazines. Items within an envelope or concealed in packaging still require a representative sample per mailing/deposit.

Ensuring the mailing can be verified without needing a separate sample is essential. If there are any processing issues and a sample has not been provided, one item from the mailing will be removed for Canada Post's records. If you do not want a live sample to be taken, you must provide a representative sample when you deposit your mailing.

While providing samples for items within an envelope or those that cannot be visibly verified is mandatory, providing a sample for other items is at the sender's discretion.

### RABI barcodes machineability options (Machineable PM and PCT)

On January 13, 2025, the *Smartmail Marketing Customer Guide* will mention RABI marker barcodes **as an option** within the creative feature section. Customers who wish to design machineable mail items with many colours, text and/or graphics can use the RABI barcodes to provide address location markers, aiding in locating the address block. However, items using RABI barcodes will still need to undergo testing and approval via the established process. The specifications for RABI barcodes will be provided upon request via CSN (Customer Service Network). Customers should follow the established electronic sample evaluation process provided in the *Smartmail Marketing Customer Guide*.



## **Personalized Mail content definition**

We are excited to announce the update of our *When to Say YES – That’s Personalized Mail* guide with a fresh, streamlined format. As part of this update, we are clarifying the criteria for Personalized Mail to clearly outline what is and isn’t acceptable. While the definition of Personalized Mail remains the same, we are revamping the “Does my mail item qualify” section of the “When to Say Yes” guide with a new format. Instead of using images and associated descriptions, we will present the information in a concise list format. Our aim is to reduce any confusion surrounding what constitutes Personalized Mail.

## **Neighbourhood Mail customer identification – REMINDER**

Canada Post and mail recipients need to be able to identify the senders of their mail items. A growing number of Neighbourhood Mail mailings are not meeting this requirement. It is crucial to ensure that mail items meet the customer identification requirement. The customer’s name must be clearly visible on the outside of the item for easy identification and contact. This requirement improves the overall mail experience for consumers.

## **Important notice: Removing plastic from Neighbourhood Mail**

Building a more sustainable future is top of mind for Canadian businesses like yours and a key focus for our company. For the greener good, we continue to take steps to reduce waste, improve the sustainability of the mail and do our part to reduce the harmful effects of plastics in the environment. As of June 2025, we will no longer be accepting Neighbourhood Mail packaged in plastic. By making this change, we will eliminate approximately 200 million pieces of plastic packaging a year – equivalent to approximately 744 metric tons. In the coming months, please watch for additional information about this upcoming change and what it means for your business.

## **Additional information**

Full details on all recent and upcoming improvements to our Smartmail Marketing and Commercial Mail services are available at [canadapost.ca/notice](https://canadapost.ca/notice).

We truly appreciate your business and value the trust you place in us. Thank you for choosing Canada Post.

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