

# Machineable Mail Advisor: Standard Cards and Postcards



Thank you for using the Machineable Mail Advisor. We hope you enjoy the convenience and creative flexibility that it brings to the machineable mail design process.

## In this document, you'll find

- o Instructions on how to use these templates
- o A copy of the Mandatory Requirements for Standard Machineable Mail
- o Design templates for the items you've selected

## Using these templates in Adobe Illustrator™ (AI)

Please check the website periodically to make sure you have the latest version of this template.

The Adobe Illustrator template is driven by layers. In AI, go to Window-Layers if the layers palette is not already displayed.

Simply click on the eye icon of a layer to show or hide the layer.

## Template features

### Indicia layers

A variety of postal indicia are included on separate layers. Select the appropriate layer/indicia required for your mailing.

### Destination Address layer & Return Address layer

You can edit the addresses on these layers as required.

### Address and Postage Zones layer

This layer outlines the areas set out for the placement of addresses and postage. The addresses must appear within the areas outlined.

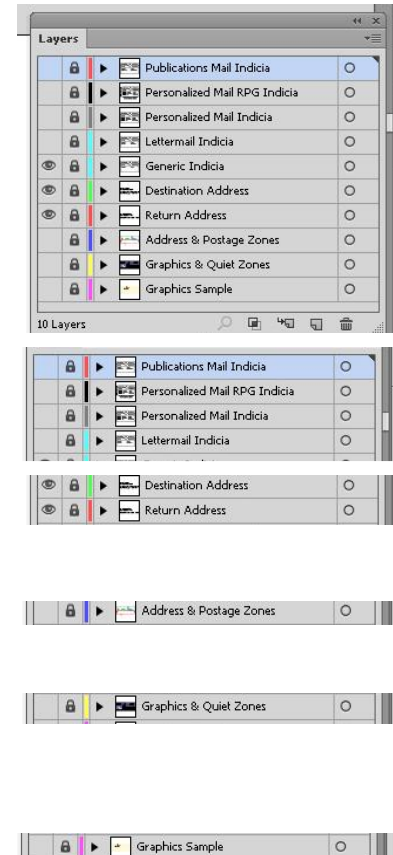
### Graphics and Quiet Zones layer

This layer outlines the areas set out for the placement of text or image/graphics and Quiet Zones which must be kept free of graphics and text (other than address information).

### Graphics Sample layer

This layer contains an example of graphics/text and colours applied to the mail item.

After making edits or layer changes, simply save the file or export it to any preferred file type. Your artwork is ready for your next mailing campaign!



## Disclaimer

The Machineable Mail Advisor was developed to help customers design envelopes, self-mailers and cards that meet Canada Post's machineable specifications. By delineating the areas that are reserved for addressing and barcoding, the tool is also meant to highlight and provide customers with the opportunity to leverage the areas available for customization. The Advisor is based on Canada Post's Machineable Mail Designing Module and outlines the basic design requirements for machineable items. For complete requirements, customers must consult the applicable Customer Guide for their chosen service at [canadapost.ca/postalservices](http://canadapost.ca/postalservices).

This tool allows users to download a mail template and then modify certain elements using the design software of their choice. However, if customers alter the size or layout of a template, it may render the item out of specification, potentially disqualifying it from the expected services and/or applicable rates. Such modifications may also impact envelope/card manufacturing or postage costs. It is the customer's responsibility to ensure that final printed envelopes, self-mailers, and/or cards meet all requirements.

Canada Post has made reasonable efforts to ensure that the Machineable Mail Advisor is accurate at the time of release; however, the Corporation accepts no liability for any potential inaccuracies or omissions.

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## MANDATORY REQUIREMENTS - STANDARD

SIZE / ITEM	LENGTH	WIDTH	THICKNESS	ASPECT RATIO (LENGTH/WIDTH)	WEIGHT	
<b>Standard*</b>	Minimum	140 mm (5.6 in.)	90 mm (3.6 in.)	0.18 mm (0.007 in.)	1.3:1	2 g (0.07 oz.)
	Maximum	245 mm (9.6 in.)	156 mm (6.1 in.)	5 mm (0.2 in.)	2.6:1	50 g (1.76 oz.)

\* Square Envelopes are acceptable - min. 140 mm x 140 mm x 0.18 mm and max. 156 mm x 156 mm x 5 mm.

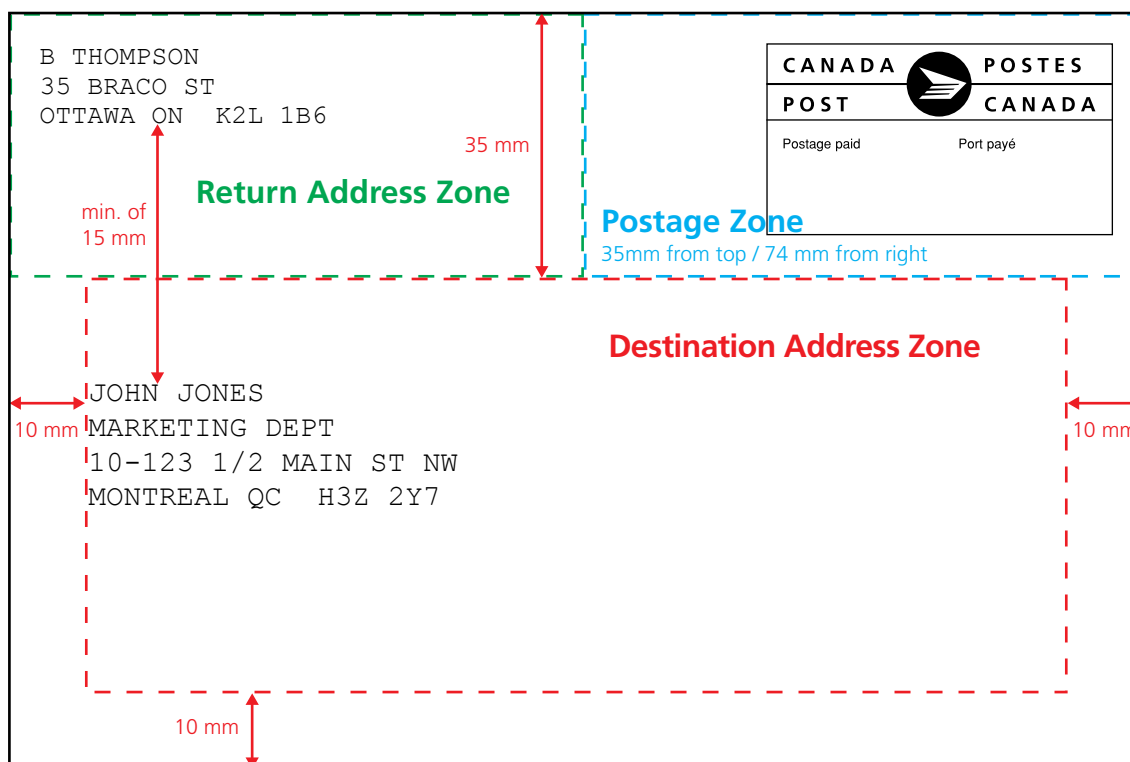
	SIZE / ITEM	LENGTH	WIDTH	THICKNESS	ASPECT RATIO (LENGTH/WIDTH)	WEIGHT
MACHINEABILITY	<b>Shape</b>	Rectangular cards and self-mailers. Envelopes that do not meet the square dimensions must be rectangular.				
	<b>Material</b>	<ul style="list-style-type: none"> <li>• Must be paper; items cannot be made of plastic or wrapped in plastic.</li> <li>• Minimum paper weight for               <ul style="list-style-type: none"> <li>▸ <b>envelope:</b> 75 gm<sup>2</sup> (approx. 20 lb.)</li> <li>▸ <b>folded self-mailer:</b> 90 gm<sup>2</sup> (approx. 60 lb. text)</li> <li>▸ <b>card and postcard:</b> 160 gm<sup>2</sup> (approx. 60 lb. cover)</li> </ul> </li> <li>• Must be sufficiently flexible to bend; items cannot be rigid.</li> </ul>				
	<b>Enclosures</b>	<ul style="list-style-type: none"> <li>• Any paper enclosure is acceptable.</li> <li>• Flexible magnets, CD/DVD, single coin, key tags and plastic cards are acceptable when firmly attached.</li> <li>• Liquids, powders and gels are unacceptable unless tested and approved by Canada Post prior to deposit.</li> </ul>				
	<b>Sealing</b>	<ul style="list-style-type: none"> <li>• <b>Envelopes</b> must be closed and completely sealed with adhesive. To prevent envelopes from sticking together, do not apply a surplus amount of adhesive. They must not be sealed with staples, clasps or other similar devices.</li> <li>• <b>Folded self-mailers:</b> (See reverse side for illustrated examples.)</li> </ul>				
		<b>Single-sheet self-mailers</b>	<b>Multiple-sheet self-mailers</b>			
	Must have the fold or continuous seal along the bottom edge plus a clip/spot seal on top.			Must have the fold or continuous seal along the bottom edge and either: <ul style="list-style-type: none"> <li>▸ a clip/spot seal on top and leading edge; or</li> <li>▸ two clip/spot seals on the leading edge.</li> </ul>		
<b>Creative Features</b>	Items with the following features must be tested and approved by Canada Post prior to deposit: <ul style="list-style-type: none"> <li>• alternative tab / sealing locations</li> <li>• zipper seals / perforations on the exterior items</li> <li>• non-paper enclosures within a self-mailer</li> <li>• tip-on placed on a card</li> <li>• square self-mailers</li> <li>• die-cuts placed along the top, leading or trailing edge.</li> </ul> Once tested and approved, the service ticket # must be written on the <i>Order (Statement of Mailing)</i> at the time of deposit. See Section 11 "Assess Your Mail Items Before Mailing".					
READABILITY	<b>Addressing</b>	Each item must be addressed to a specific individual or company name or to a non-personalized descriptor, including "OCCUPANT" or similar wording. Each item must include the complete mailing address, including the valid Postal Code <sup>OM</sup> for that address. <ul style="list-style-type: none"> <li>• <b>Address zone</b> Whether vertically or horizontally oriented, the complete address (see Addressing Guidelines at <a href="http://canadapost.ca/addressing">canadapost.ca/addressing</a>) must appear inside the following area:               <ul style="list-style-type: none"> <li>▸ 35 mm from the top</li> <li>▸ 10 mm from the bottom, left and right edges</li> </ul>               Address labels and windows must be within the address zone.             </li> <li>• <b>Quiet zone</b> <ul style="list-style-type: none"> <li>▸ Around the address block, leave at least 5 mm clear of printing and dark colours.</li> <li>▸ For window envelopes, ensure that the entire address remains fully visible through the window, even if the enclosure shifts within the envelope.</li> </ul> </li> </ul>				
	<b>Postage zone</b>	<ul style="list-style-type: none"> <li>• The top-right area is reserved for postage, measuring a width of 74 mm and a height of 35 mm (100 mm width for postage meters).</li> <li>• The indicia must be placed on the same side as the destination address (the front).</li> <li>• If the indicia is placed outside the postage zone it must be located above and to the right of the address.</li> </ul>				
	<b>Return address zone</b>	<ul style="list-style-type: none"> <li>• The preferred location is on the front of the item above the address zone (35 mm from the top).</li> <li>• Must be the same orientation as the destination address.</li> <li>• A minimum vertical separation of 15 mm is required between the bottom of the return address and the top of the destination address.</li> </ul>				
	<b>Fonts</b>	Human readable commercially available fonts where the font characters are well defined and: <ul style="list-style-type: none"> <li>▸ Do not overlap to the line above or below</li> <li>▸ Do not contain text effects (i.e. shadow, emboss, etc.)</li> <li>▸ Do not contain random heights within characters</li> <li>▸ Are not calligraphy style fonts (i.e. <i>The quick brown fox jumps over the lazy dog</i>).</li> <li>▸ Good contrast between address and background. Fonts must be a dark colour (preferably black).</li> </ul>				

**NOTE:** Failure to meet these mandatory requirements may result in mail delays or surcharges. Not all creative designs and sealing options are mentioned above, assessment of your physical mail item is recommended.

# Machineable Mail Advisor: Standard Cards and Postcards

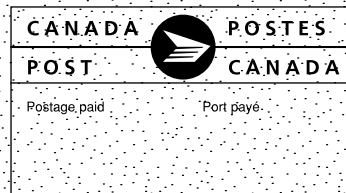


ACCEPTABLE SEALING LOCATION - STANDARD	
<b>Single sheet self-mailer</b>	
<b>Single sheet (flaps folded on non-address side)</b>	
<b>Multiple sheet self-mailer</b>	
ADDRESS ZONE	
HORIZONTAL ORIENTATION	VERTICAL ORIENTATION



B THOMPSON  
35 BRACO ST  
OTTAWA ON K2L 1B6

Quiet Zone for Meter only  
(35 mm x 100 mm)



5 mm  
JOHN JONES  
MARKETING DEPT  
10-123 1/2 MAIN ST NW  
MONTREAL QC H3Z 2Y7  
5 mm

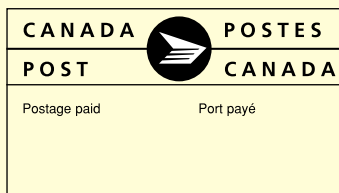
**Quiet Zone**

**Graphics Zone**  
Graphics can be placed  
anywhere outside the Quiet Zones

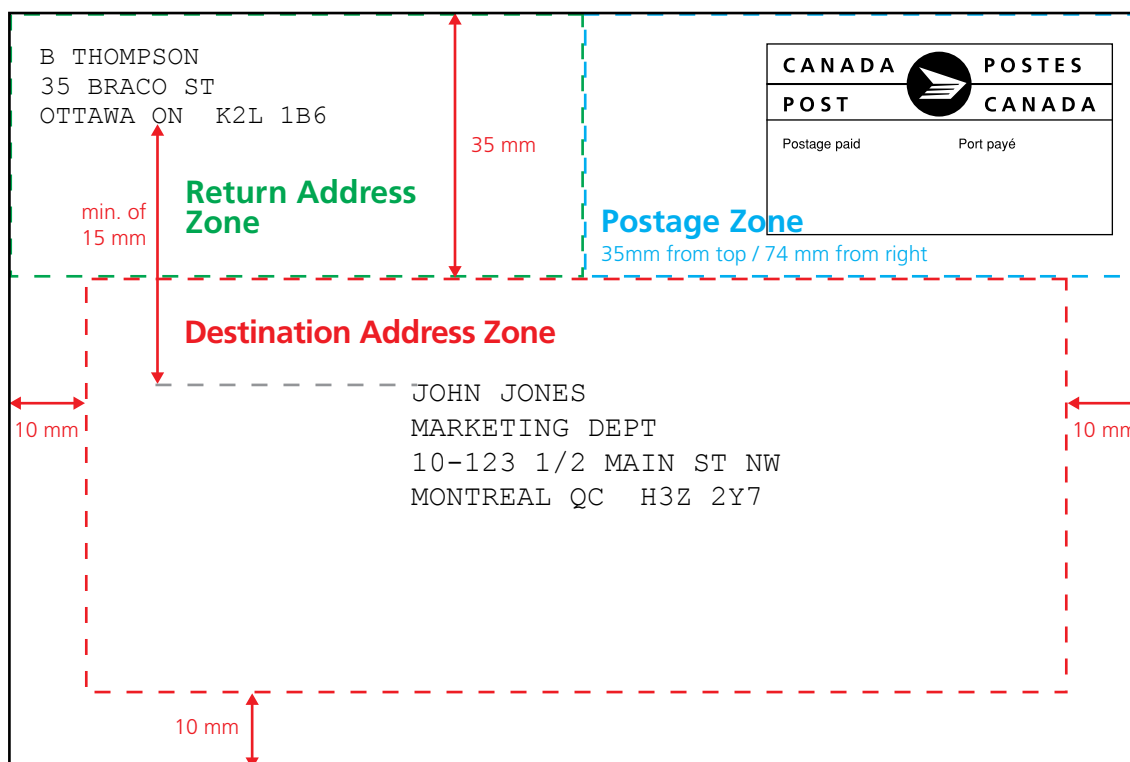
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35 BRACO ST  
OTTAWA ON K2L 1B6

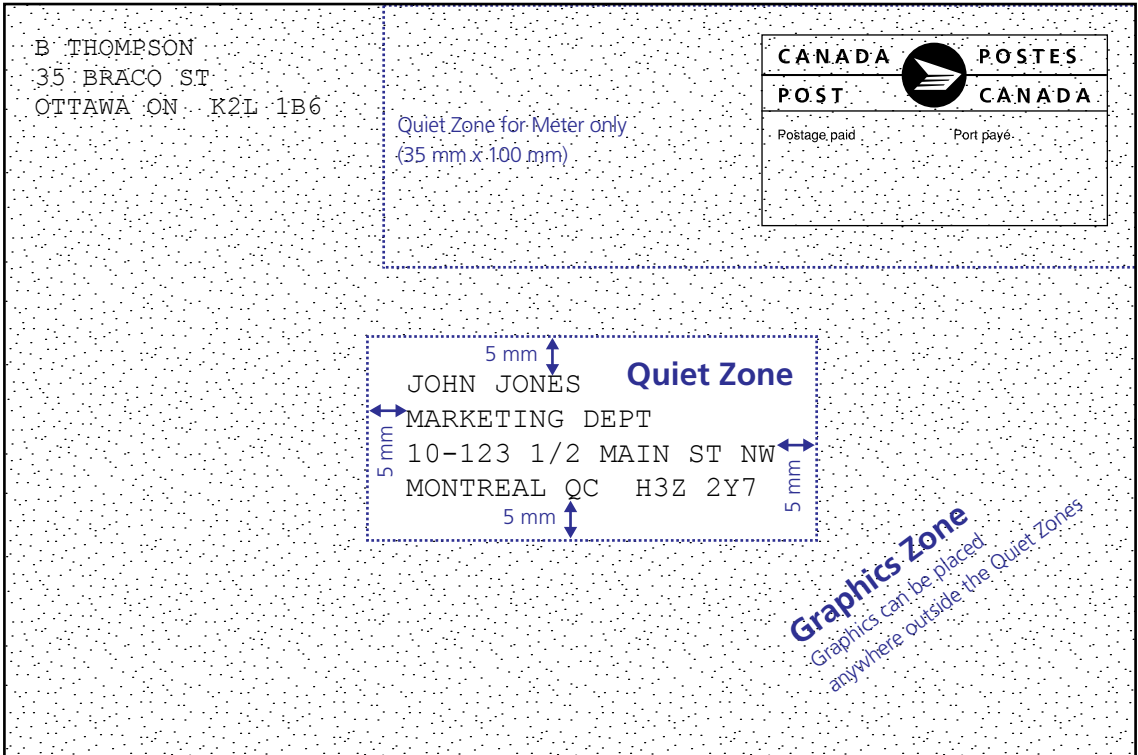


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10-123 1/2 MAIN ST NW  
MONTREAL QC H3Z 2Y7



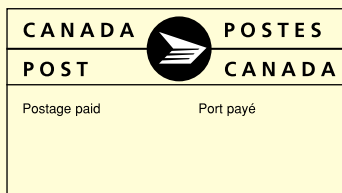
*Enjoy up to 50% off all linens  
for all VIP customers*







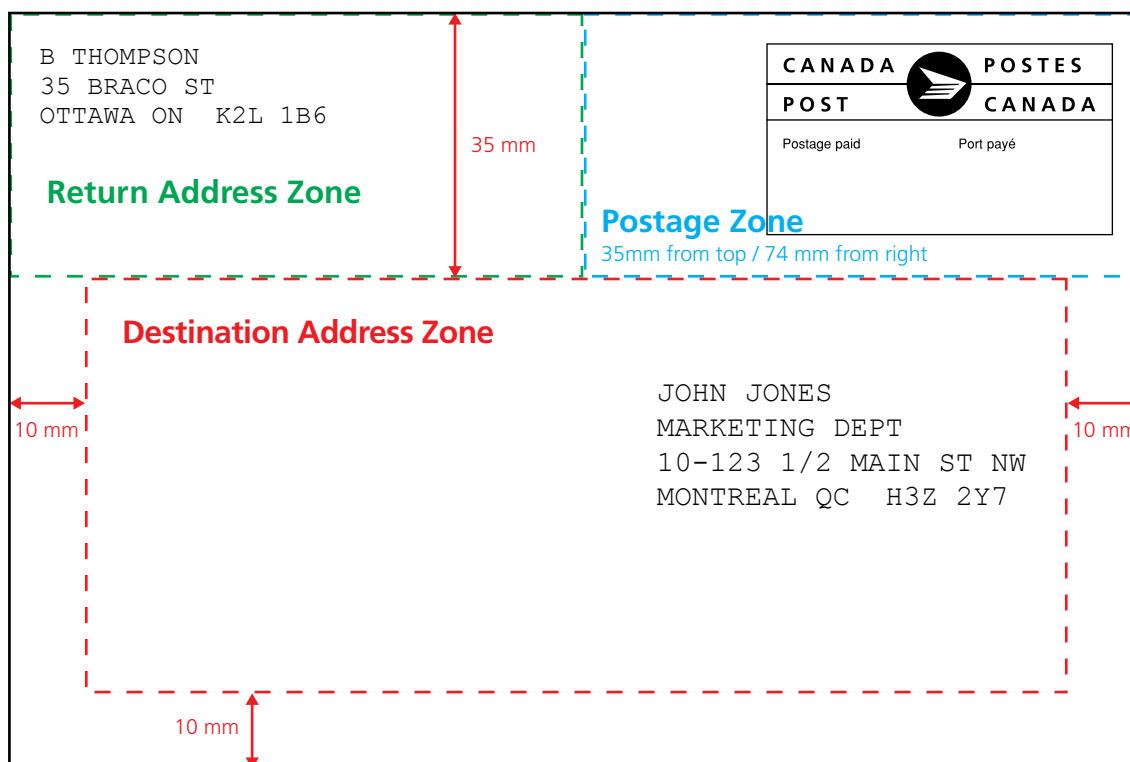
B THOMPSON  
35 BRACO ST  
OTTAWA ON K2L 1B6



*Enjoy up to 50% off all  
linens for all VIP customers*

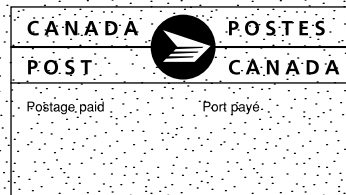


JOHN JONES  
MARKETING DEPT  
10-123 1/2 MAIN ST NW  
MONTREAL QC H3Z 2Y7



B THOMPSON  
35 BRACO ST  
OTTAWA ON K2L 1B6

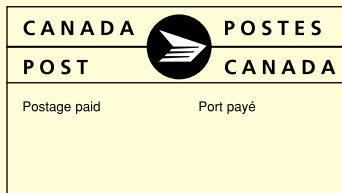
Quiet Zone for Meter only  
(35 mm x 100 mm)



**Graphics Zone**  
Graphics can be placed  
anywhere outside the Quiet Zones

5 mm ↑  
JOHN JONES **Quiet Zone**  
← 5 mm MARKETING DEPT →  
10-123 1/2 MAIN ST NW  
MONTREAL QC H3Z 2Y7  
5 mm ↓

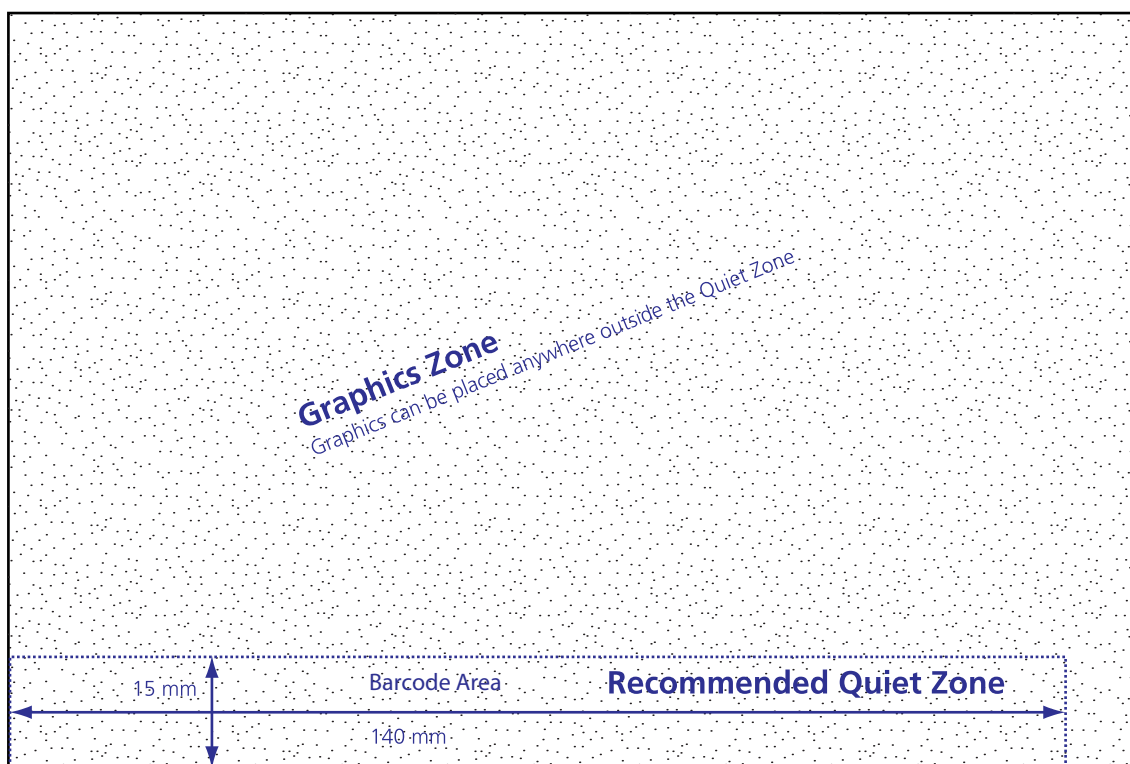
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linens for all VIP customers



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sizzling prices  
during the  
dog days  
of summer.

