



NCOA changes: 6 year data and new Acknowledgement Form

Good news for our customers using National Change of Address (NCOA). Effective December 15, 2009, the database will include 6 years of address changes. This is a substantial increase from the current 3-year data. Anyone that has moved in the past 6 years and has filled out a Change of Address Notification (COAN) will now be reflected in your results.

Along with this improved database, Canada Post has also made changes to how the data can be used. You may now update your customers lists with move information, (previously NCOA data was only allowed to be used for mailing purposes) as long as you have a business relationship with that recipient.

A business relationship is defined as existing “where the consumer has made a purchase or donation, has rented, leased or contracted for, or has otherwise participated in an organization's provision of products or services within the past 18 months, or a period consistent with that organization's normal buying cycle; an existing business/consumer relationship is also defined as continuing for 6 months from the date of an inquiry or application from a consumer.”

This aligns with the PIPEDA (Canada's privacy legislation) and the Canadian Marketing Association's definition of a business relationship. If no business relationship exists (such as a rented list), you may still only update addresses for the purposes of a mailing.

Although the license agreement is changing, there are still several restrictions on use of the NCOA data. You can still not:

1. Skip trace
2. Create a mover list or create mover communications,
3. Resell the NCOA data, or
4. Update third party prospect lists, as these lists do not constitute a business relationship.

Because of the changes to the license agreement, a new Schedule A – NCOA Acknowledgement Form must be completed by any company accessing NCOA services.

As soon as Canada Post provides us with the new form, we will be e-mailing them to all customers currently using NCOA. We need these forms back before you run your next NCOA verification. Virginia (virginia@flagshipsoftware.com) will be handling the distribution and collection of the new Acknowledgement Forms.

Canada Post Changes

Canada Post is implementing price increases across the board to all products and services effective January 11, 2010. A summary of these changes for Addressed Admail, Publications Mail, First Class and Transactional Mail are shown below:

Addressed Admail	2010	2009
Machineable 0-30 g	\$0.38	\$0.38
Machineable 30-50 g	\$0.40	\$0.40
LCP 0-50g	\$0.37	\$0.36
LCP 50-100 g	\$0.37 + \$0.0021/g >50 g	\$0.36 + \$0.0020/g >50 g

1. Machineable mail S/L under 30 g has not increased. It remains at \$0.38 per piece to encourage customers to convert from Presort to Machineable. A new Presorted Machineable Mail option will be introduced in January, 2011. We will update you with information on this new option as details are made available.

2. 2010 is the last year Addressed Admail can be submitted in bags.

Publications Mail	2010	2009
Machineable 0-50 g	\$0.56	\$0.55
Machineable 50-100 g	\$0.58	\$0.57
Machineable 100-500 g	\$0.58 + \$0.003/g >100 g	\$0.57 + \$0.0029/g >100 g
LCP 0-200 g DMD National	\$0.44	\$0.43
LCP 200-500 g DMD National	\$0.44 + \$0.0031/g > 200 g	\$0.43 + \$0.0030/g > 200 g
NDG Regional < 100 g	\$0.37	\$0.36
NDG National 100-200 g	\$0.58	\$0.57

NOTES:

1. Publications 500 to 750 g weight category is removed effective January 11, 2010
2. Publications Mail uPM charge will increase from \$1.05 to \$1.08 for each undeliverable piece.
3. 2010 is the last year Publications Mail can be submitted in bags.

Lettermail	2010	2009
First Class 0-30 g	\$0.57	\$0.54
First Class 30-50 g	\$1.00	\$0.98
First Class 50-100 g	\$1.22	\$1.18
Machineable 0-30 g	\$0.55	\$0.52
Machineable 30-50 g	\$0.65	\$0.60
Machineable 50-100 g (O/S)	\$1.20	\$1.16
LCP 0-30 g	\$0.54	\$0.51
LCP 30-50 g	\$0.64	\$0.59
LCP 50-100 g (O/S)	\$1.15	\$1.10

NOTE:

Canada Post is providing a one-time postage rebate to business customers to offset the First Class rate increase. This applies to the first \$1,000 postage purchased by the business customer and is equal to the difference between the 2010 and 2009 rates. So, the rebate for the first \$1,000 of postage will be just under \$60.

Unaddressed (Non-Contract)	2010	2009
Basic <50 g	\$0.12	\$0.116
Basic Transportation Charge	\$0.008	\$0.012
Premium <50 g	\$0.132	\$0.128
Premium Transportation Charge	\$0.008	\$0.012

NOTE:

Effective January 11, 2010, Unaddressed Admail will no longer be accepted by Canada Post in mail bags. Please remember that mail bags are being phased out for Addressed Admail and Publications Mail by January 10, 2011. If you have not converted to containers yet, 2010 is the year to do it!

Machineable Mail Assessment

Canada Post has enhanced their assessment process to better assist customers converting to Machineable Mail. There is now a checklist available on their website at:

http://www.canadapost.ca/cpo/mr/assets/pdf/business/aachanges_en.pdf

This checklist is designed to help customers design their mail piece to meet the Machineable Mail specifications.

New to the assessment tools is the ability to submit an electronic sample of the mail piece to the Customer Serve Network. The CSN will provide feedback on the mail piece within 48 hours.

The final-stage assessment uses the existing framework requiring 200 identical samples.

These are submitted for actual on-machine testing with feedback returned to the mailer within 3 days (was 5 days). We strongly recommend using all these assessment opportunities to ensure you are meeting the Canada Post specifications for Machineable Mail. Remember, if you do not meet the readability requirements, you will be surcharged approximately 6 to 8 weeks after the mailing. This process is a great way to avoid nasty surprises after the fact!

As of January 11, 2010, Canada Post is opening 4 more Machineable Mail induction locations. These are:

- the Toronto Bulk Mail Facility at Gateway
- the Toronto West Letter Processing Plant at Gateway
- Kitchener, Ontario
- Thunder Bay, Ontario

Although these will be helpful for Toronto mailers as well as those in the areas surrounding Kitchener and Thunder Bay, it doesn't address equity of access for the rest of the Canadian mail industry. We are lobbying hard to increase induction locations for Machineable Mail and will keep you informed if secondary sites become available.

Next Training Course

Our January training course will be held Wednesday, January 13, 2010 at our Richmond Hill, ON training facility. Please e-mail Carolyn at the address below if you would like a registration form: Carolyn@flagshipsoftware.com.

Holiday Office Hours

We will be open the following dates and times. Our on-call service will be operating at all other times. Should you require technical support, please call the tech office (1-866-672-0007 ext. 3) and leave your name and phone number with the operator. We will have a maximum 2 to 3 hour call-back time.

Monday, December 21	9 am to 5 pm
Tuesday, December 22	9 am to 5 pm
Wednesday, December 23	9 am to 1 pm
Thursday, December 24	CLOSED
Friday, December 25	CLOSED
Monday, December 28	9 am to 5 pm
Tuesday, December 29	9 am to 5 pm
Wednesday, December 30	9 am to 5 pm
Thursday, December 31	CLOSED
Friday, January 1	CLOSED

Holiday Greetings!

From our families to yours! The staff of Flagship Software Ltd. would like to wish you and your family a wonderful holiday season and all the best in 2010. We look forward to working with you to make next year great!

