



# iAddressUpdater

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## Bags Not Being Eliminated in 2010

Good news for those of you using bags for your mail! Canada Post has delayed elimination of bags for Publications Mail and Addressed Admail as of December 31, 2010. The new elimination date is January 16, 2012. However, Canada Post is not likely to be investing in new stock so you will see a substantial decrease in availability over the next two years.



## Our New Website Has Arrived!

After months of planning and preparing, our new website has been launched. A French version will follow within the next few months. Please click over to [www.flagshipsoftware.com](http://www.flagshipsoftware.com) to see our new look. To encourage you, we are offering a Flagship Software baseball cap to the first 10 people that can find the page with Domenico Nobili, our Manager of Development. Please e-mail your responses to [Kristi@flagshipsoftware.com](mailto:Kristi@flagshipsoftware.com).

We have added a Customer Portal to the new website, however, it doesn't do anything yet! We are looking for feedback from our customers for this section. What would you like to see? Would you like to be able to automatically order NCOA transactions? See older newsletters? An FAQ section? Please let Kristi know at the above e-mail address. We are hoping to have the Customer Portal up and running later this year.

## Canadian Periodicals Fund

The new Canadian Periodicals Fund will replace the current Publications Assistance Program (PAP) and the Canada Magazine Fund. There are three components to the fund; the first, which is relevant to mailing, is Aid to Publishers. This is a subsidy to eligible publishers and comes in the form of an annual grant directly to the publisher rather than being deducted from the postage statement.

There is no longer a requirement that the funding be used to subsidize postage. If you or your customers currently receive subsidies through PAP, you may be entitled to funding through the Canadian Periodicals Fund.

## International Incentive Letter-Post

Canada Post offers discounted postage to customers mailing more than 100 pieces of mail at a time to the United States. There are two services: Premium and Standard. The primary differences between the two are delivery standards and the requirement for uniform pieces. The Premium service does not require identical items.

The rate for both services is a per piece plus a charge per kilogram for the full mailing. There is a substantial price difference over First Class International rates. Pricing is outlined below. This would be an excellent savings opportunity for companies with small mailings who would not qualify for US incentive rates or do not wish to apply for their own US permit.

Service	Short/Long Mail	Oversize Mail
Premium	\$0.53/piece + \$6.05/kg	\$0.80/piece + \$9.75/kg
Standard	\$0.52/piece + \$5.25/kg	\$0.80/piece + \$5.70/kg

Examples:

200 pieces of S/L mail at 25g

Service	Price/Piece
First Class	\$1.00
Premium	\$0.68
Standard	\$0.65

150 pieces of O/S mail at 125g

Service	Price/Piece
First Class	\$3.50
Premium	\$2.02
Standard	\$1.51

To access these discounts, you must have an Account Number with Canada Post. You would then call the Customer Serve Network (or your Canada Post rep) and complete an application for International Incentive Letter-Post. The mail owner must apply for this service; Mail Service Providers cannot send mail for third parties under their own Agreement.

## Vancouver-area News

### *iAddress*<sup>TM</sup> Training

On Monday, March 29, 2010, we will be holding a full-day training in Burnaby, BC. It will be held at the Holiday Inn Express Metrotown from 9:30 am to 4:00 pm, and includes lunch. The cost is \$100 per participant plus GST.

This course will be a combination of Flagship Software's Basic Mail Boot Camp and more advanced course. The Basic course includes an introduction to mailing, software training and hands-on experience with both the software and mail processing. It is suitable for those new to mailing or new employees. While Kristi Kanitz teaches the more introductory sections of the training, Flagship Software's Technical Director, John Woolsey, will work with more experienced mailers on advanced features, specific issues, and integration or automation of the software.

For more information or a registration form, please contact [Carolyn@flagshipsoftware.com](mailto:Carolyn@flagshipsoftware.com).



## NAMMU in Vancouver

Kristi Kanitz, General Manager of Flagship Software, will be hosting a NAMMU meeting in partnership with Canada Post. This meeting will be held on Wednesday, March 31, 2010 starting with a continental breakfast at 8:00am, and the meeting will start at 8:45am until 12:00 noon.

Please see attached documents, including the registration form, for more details on this NAMMU Power Session event.

## Referrals List

For all our new customers, we at Flagship Software receive calls and emails each week from companies interested in mailing out materials. If you would like to be added to our referrals database, please let us know!

Please send your information to Virginia, at [virginia@flagshipsoftware.com](mailto:virginia@flagshipsoftware.com), and include the following information:

- Company Name
- Contact Person (or department)
- Contact Phone Number
- City and Province
- Services Offered (Design, Print, Mail, plus any speciality services)
- Preferred Size of Mail Jobs:
  - Small (<5,000 pieces)
  - Medium (5,000 to 25,000 pieces)
  - Large (25,000 to 100,000 pieces)
  - Very large (100,000 pieces)



## Next Training Course

Flagship Software continues to run *iAddress*<sup>TM</sup> courses on the first Wednesday of each month at our Tech. office in Richmond Hill. Please book early as the spots fill up quickly!

Our course covers *iAddress*<sup>TM</sup> in detail, hands-on workshops focusing on preparing and sorting a mailing, and includes lunch!

We are now full for our March 3 training course and are currently taking registrations for the next course offered Wed. April 7.

Please e-mail Carolyn at the address below if you would like a registration form: [Carolyn@flagshipsoftware.com](mailto:Carolyn@flagshipsoftware.com).