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Introducing Machineable Presort

As of January 17, 2011, Canada Post will be offering a new presort option called Machineable Presort (MP) for Addressed Admail Short/Long pieces up to 50g. By now, you should have received information directly from Canada Post on this option. The specifications have recently been released and our technical team is preparing for certification on this option. We will include instructions including screenshots on how to prepare your mail using MP closer to the release of the product in January.

The pieces must meet all Machineable Mail specifications for size, aspect ratio, white space, formatting, etc., but will be presorted to the same levels as LCP Addressed Admail. The difference between MP and LCP is that the FCP and Residue containers will no longer require bundling but will be included, unbundled, in the containers like Machineable Mail. Depending on the density of your mailing, you could potentially have much less bundling to perform.

Pricing for MP is significantly less than LCP mailings as shown below. However, unless your mailing is very geographically dense (high numbers of DMD and DF pieces), it likely will not be less than regular Machineable Mail pricing. Since the specifications for MP and Machineable are the same, in most cases there will be no advantage to preparing MP mail and it will likely cost more. The bottom line is, if your pieces qualify as Machineable Mail, it may not be economically beneficial to send the mail Machineable Presort as the additional labour required to bundle will negate the marginal savings offered by this new presort option.

2011 Addressed Admail Pricing for Short/Long Items up to 50g

Sort Level	LCP	MP	Machineable
DMD	\$0.38	\$0.37	Up to 30 g \$0.39
DF	\$0.42	\$0.40	
DCF	\$0.44	\$0.41	Up to 50g \$0.41
FCP	\$0.54	\$0.43	
Residue	\$0.55	\$0.45	

US Postal Boot Camp in November

We are pleased to announce that we have scheduled a US mailing seminar for Thursday, November 4, 2010. This is the day after our Canadian mail training seminar at our Richmond Hill technical office. The US workshop is through the MFSA educational department and is titled "Postal Boot Camp – An Introduction to the Basics of Discounted Mail". The instructor is George Heinrich, The Postal Professor. This is an excellent opportunity to obtain in-depth information on the USPS whether you are already mailing or looking to start.

The workshop will be held in Neopost Canada's training room at 150 Steelcase Road West, Markham, ON. The cost will be \$150 per person plus applicable taxes and will include lunch if you book *before* Friday, October 8, 2010. After October 8, the price will increase to \$200 per person plus taxes. The final registration deadline will be Friday, October 22, 2010. For a registration form and additional course details, please contact Carolyn at carolyn@flagshipsoftware.com. There are a number of local hotels; if you need assistance with reservations, please let Virginia know at: virginia@flagshipsoftware.com

Please note: As the instructor is from the US, this course will be offered in English only.

Canadian Mail Training Courses

Our Canadian mail training courses have now resumed. Courses are held on the first Wednesday of each month.

This one-day course covers the basics of mailing including the iAddress™ software, mail processing and induction with Canada Post. It is suitable for new mailers, new hires or as a refresher for existing mailers. The cost is \$65 per person plus applicable taxes and includes lunch. For more details or a registration form, please contact Carolyn at: carolyn@flagshipsoftware.com

Courses are scheduled on a monthly basis between September and June and run with a minimum number of participants.

Training dates for 2010/2011 are as follows:

- Wednesday, October 6, 2010
- Wednesday, November 3, 2010
- Wednesday, December 1, 2010
- Wednesday, January 5, 2011
- Wednesday, February 2, 2011
- Wednesday, March 2, 2011
- Wednesday, April 6, 2011
- Wednesday, May 11, 2011
- Wednesday, June 1, 2011

Geocoding Module Now Available

Geocoding will now appear on the main menu screen as a separate menu item. Once the "Run Geocoding" is selected, you will proceed to the next form.



The Geocoding Form allows you to select either the signed or unsigned format for longitude and latitude, as in the example below. A checkbox allows you to enable the option to create a list of postal codes that will be compared to your addresses. This will provide a list of the distance to the nearest postal code as well as which postal code was selected. Postal codes must be added one at a time but can be multi-selected to be removed.



The Geocoding Filter tab will be included on the Filter Mailing screen. On this tab, you can remove records from your database based on three options.

1. Remove the records that did not Geocode.
2. Remove records based on the distances that were generated from your distance list.
3. Remove a number of records starting from those closest or farthest away from the postal codes in your distance list.

For more information on Geocoding, please email us at sales@flagshipsoftware.com.

Welcome Back!

The staff at Flagship Software hopes you had a relaxing summer. It certainly was warm enough no matter where you were! As our customer newsletter resumes, we will keep you updated on product and industry changes. Should you have questions about anything published in this newsletter or would like more information about a topic or our products, please feel free to contact us:

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