



Address Updater

January, 2014

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Canada Post Rate Changes

There has been some confusion around the timing of postage rate increases. Addressed Admail, Publications Mail and Unaddressed Admail changes went into effect **January 13, 2014**. Transactional Mail changes, which includes Lettermail, Incentive Lettermail and International Incentive Lettermail, will go into effect **March 31, 2014**. Please note that Lettermail will now have four levels of pricing depending on who is purchasing the postage and how.

As of March 31, 2014, for Lettermail weighing less than 30g:

- Consumers purchasing single stamps will pay \$1.00 per piece
- Consumers purchasing rolls of stamps will pay \$0.85 per piece
- Businesses using a postage meter or indicia will pay \$0.75 per piece
- Businesses using Incentive Lettermail Machineable will pay \$0.70 per piece (5,000 piece minimum)
- Businesses using Incentive Lettermail LCP will pay \$0.69 per piece (1,000 piece minimum)

This is a massive price increase to both consumers and businesses. NAMMU and other groups are actively challenging the rationale behind and timing of such increases. To lend your voice to the challenge, please send your comments on the impact on your business to one or more of the following:

Hon Lisa Raitt, Minister of Transport, Minister Responsible for Canada Post

lisa.raitt@parl.gc.ca

Riding FAX: 905-693-0704

NDP Shadow Cabinet

Olivia Chow, Transport, Municipalities and Public Transit

olivia.chow@parl.gc.ca

Riding FAX: 416-533-2236

Liberal Shadow Cabinet

David McGuinty, Transport, Infrastructure and Communities

david.mcquinty@parl.gc.ca

Riding FAX: 613-990-2592

Changes to Rural Addressing

New rural addressing rules have been implemented as of January 10, 2014 which may decrease your accuracy rates. If you have few rural records in your data, you should not see a significant decrease. We will have further information on the changes and their impact on accuracy rates in February's newsletter. If you have noticed a significant decrease in your accuracy level when using the January data set and are concerned, please contact Kristi@flagshipsoftware.com. Your "questionable rural addresses" percentage should also decrease.

Container Options and Availability

Please note that the following container options are available to mailers:

Short/Long Mail

- Lettertainers
- Letterflattainers (LFTs)
- Lettertainers or LFTs sorted onto pallets or into monotainers (palletized sort)
- Lettertainers or LFTs on pallets or in monotainers for transport convenience only

Oversized Mail

Polyflutes aka Flats Tubs

- Polyflutes sorted onto pallets or into monotainers (palletized sort)
- Polyflutes on pallets or in monotainers for transport convenience only
- Brickpiling onto pallets or into monotainers

There have been periodic regional shortages of these containers across Canada in the past few months. There has also been misinformation provided to mailers. Lettertainers and polyflutes are still available to mailers. They have not been discontinued nor are they being recycled or otherwise destroyed as some RVUs have communicated. If you are having difficulty locating sufficient containers for your mailings or are being told certain containers are no longer available, please contact Kristi@flagshipsoftware.com for assistance.

USPS 2014 Promotions

The USPS has announced a number of promotions for 2014 for both First-Class and Standard Mail. These promotions include the following:

First-Class Mail®:

1. Earned Value Reply Mail

This promotion offers financial benefits to mailers using a Courtesy Reply Mail™ (CRM) or Business Reply Mail® (BRM) in their outgoing mail pieces. A credit is earned on each returned CMR or BRM piece to be used for future mailings.

2. Colour Print in First-Class Mail Transactions

An upfront postage discount will be offered to mailers who use dynamic/variable colour print on transactional mail (the bill or statement itself) sent as First-Class Mail®.

Standard® & First-Class Mail®

1. Branded Colour Mobile Technology

An upfront postage discount is available when sending eligible mailpieces combining a mobile barcode or equivalent mobile print technology that scans to a mobile-optimized experience.

2. Premium Advertising

An upfront postage discount is available to high volume mailers currently using Standard Mail® letters for marketing promotions when they send First-Class Mail® presort letters containing only marketing or advertising content.

3. Mail and Digital Personalization

An upfront postage discount is available to business mailers who send eligible mailpieces using directional copy and mobile optimization to send customers to a PURL or highly personalized webpage.

Standard Mail®

1. Emerging Technology Featuring NFC

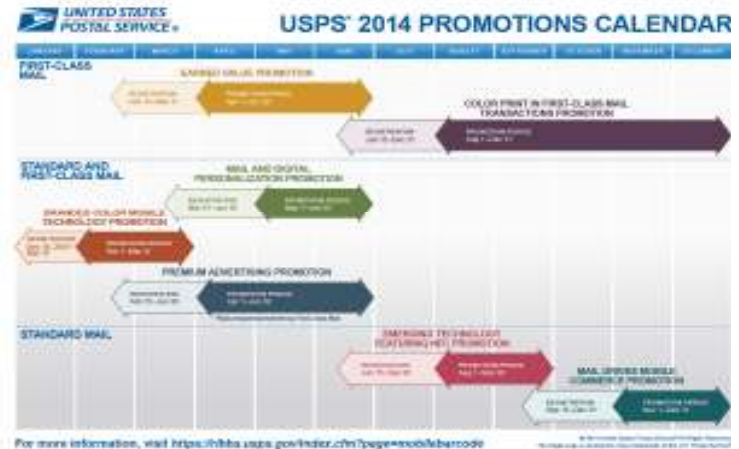
An upfront postage discount is available to mailers using near field communication (NFC) chips, tags or similar technology embedded in their mailpiece to engage the recipient's mobile device in an interactive experience. (If you are planning an NFC mailing, we'd love to see it!)

2. Mail Drives Mobile Commerce

An upfront postage discount is available for marketers and retailers using mobile purchasing technology with direct mail and catalogues.

The mailpiece must include a mobile barcode or print/mobile technology that can be read or scanned and leads the recipient to a mobile-optimized shopping website.

For a more detailed description of each of these promotions including the discounts or credits, please visit <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>. The following is a calendar showing registration dates as well as the timing of the promotion.



Thank You!

The staff of Flagship Software Ltd. would like to thank our clients for a great 2013. We strive every day to provide quality software and an exceptional customer service experience. If there is anything we can do to assist your company, please do not hesitate to let us know. We look forward to another great year in 2014!

A special thank you is extended for the patience shown by a number of our clients during the December ice storm. This was an unprecedented weather event that affected both our technical and administrative offices. Your warm words of encouragement were very much appreciated as we worked in the cold and dark to get everything back up and running. We definitely hope for a much less eventful 2014 weather-wise!

Web Training

Flagship Software continues to offer **Web Training!**

If you are a new customer, would like a refresher course on **iAddress™** or if you have new hires, please contact Carolyn at carolyn@flagshipsoftware.com to schedule a web session.

If you wish to be removed from this newsletter list, please email us at newsletter@flagshipsoftware.com or call 1-866-672-0007.