



iAddress™ Updater

October 2015, Volume 8, Number 8

Changes to Canadian NCOA Processing - UPDATE

Canada Post has informed Flagship that the NCOA portal will be launched on October 26, 2015. We have received a step-by-step User Guide for distribution in both French and English. We will be distributing these directly to our NCOA clients, but have included them here as well:

[Step-by-Step User Guide](#)

[Guide de l'utilisateur étape par étape](#)

WHO NEEDS TO USE THIS PORTAL:

- Service Providers: lettershops, mail houses, data processors. If you are processing NCOA on behalf of a third party, you are required to create an account and agree to Canada Post's Terms of Use. This will provide a Service Provider Terms of Use ID which you will need to enter into the software in order to process NCOA on your clients' behalf **as of January 1, 2016.**
- End User: mail owners. If you are using NCOA to process your own mail lists or having a third party process your lists for you, you are required to create an account and agree to Canada Post's Terms of Use. This will provide an End User Terms of Use ID which you will need to enter into the software (or provide to your Service Provider) in order to access the NCOA service as of **January 1, 2016.**

The following links have been provided by Canada Post. The sign-in page will be active as of October 26, 2015. Flagship will include instructions on entering the Terms of Use IDs into iAddress™ in the November, 2015 newsletter.

Product Page (for more information on the NCOA program):

www.canadapost.ca/moverdata

www.postescanada.ca/donneesdemenageurs

Sign-In Page (to accept the Terms of Use):

www.canadapost.ca/NCOA

www.postescanada/PNCA

Canada Post Rebranding AA and UA

As you may now be aware, Canada Post has launched a rebranding of its direct mailing products. Marketing collateral and their website is being updated to reflect the new terminology. Labels, indicias and the EST are in the process of being updated as well. You will see these changes in your December iAddress™ update. The following information has been sourced from a Canada Post SmartMail Marketing™ presentation. For more complete information on this program, the following links are available:

<https://www.canadapost.ca/web/en/pages/dm/default.page>

<https://www.canadapost.ca/web/fr/pages/dm/default.page>

The rebranding is part of a reframing of direct mail to more accurately reflect its value in the advertising industry. Canada Post feels it has become disconnected in a digitally connected world and is working to position direct mail as a vital component in a marketing strategy. This new approach is being called SmartMail Marketing™, “The Science of Activation”. It looks to leverage direct mail’s physicality, data and connectivity in an advertising campaign to increase ROI. Part of this new strategy is the renaming of their core products, Unaddressed Admail™ and Addressed Admail™.

Unaddressed Admail™ is now **Neighbourhood Mail™**

This name change reflects the product’s ability to connect with high-potential audiences in targeted geographical areas.

Addressed Admail™ is now **Personalized Mail™**

This name change reflects the product’s ability to connect with high value customers and prospects on a one-to-one basis.

More information will be coming from Canada Post as they roll out this new program.

Publications Mail™ Changes

After consultation with the industry, Canada Post has released its new Publications Mail™ guide. There is a lot of good news for publications mailers, including the following which will be going into effect in January, 2016:

- Canada Post has introduced simplified pricing. The flat rate per piece as of January 11, 2016 will be:

Special Handling (formerly LCP)

Local	\$0.53 + \$0.0038/g over 200g
Regional	\$0.56 + \$0.0038/g over 200g
National	\$0.59 + \$0.0038/g over 200g

Delivery Facility Presort (formerly NDG)

Local	\$0.42 + \$0.0027/g over 200g
Regional	\$0.56 + \$0.0034/g over 200g
National	\$0.73+ \$0.0036/g over 200g

- A Machineable option has been added for Standard (formerly Short/Long) mailings up to 50g. This is priced at \$0.46/piece.
- Undeliverable publications will no longer be charged a uPM fee if the address was valid and deliverable. The addresses will still be listed on the uPM report but no charge will be applied.
- Samples have been simplified. There is a flat rate per sample if the sample is not physically attached to the publication. If the sample is attached, there is no additional charge unless the publication exceeds 200g at which point an incremental weight charge will be assessed. Here are some examples of the new pricing:
 - 2 loose samples: \$0.10 each per sample
 - 2 samples attached together but loose: \$0.10
 - 2 samples attached to the publication: only incremental weight increase charge if publication is over 200g
- The definition of Publications Mail™ has been simplified.
- Advertorials will no longer be counted as advertising.
- Publications with the same mail owner (Account holder) can be sorted within the same mailing.

These are significant, positive changes for Publications mailers. Canada Post listened to the industry and responded with meaningful rule and pricing changes that will make Publications Mail™ easier to prepare and with an improved ability for publishers to generate revenue through advertising.

iAddress™ 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 1-866-672-0007 ext. 3 or carolyn@flagshipsoftware.com to schedule a web session.

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