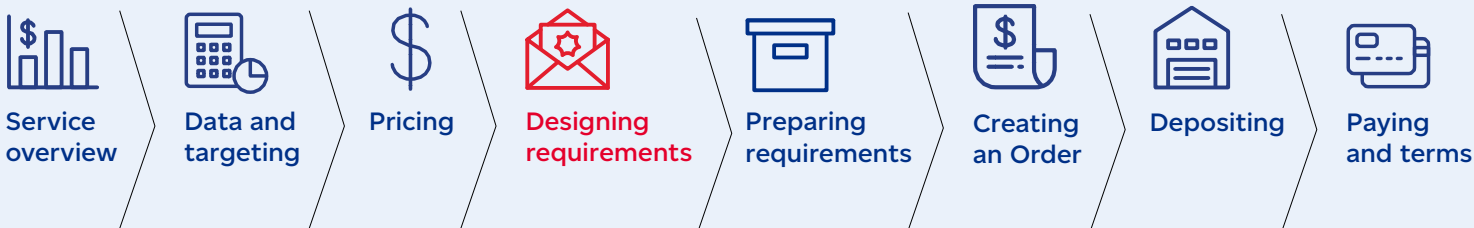


# Designing requirements



## Designing Machineable Mail – Standard items

### Mandatory requirements

Standard Items*	Length	Width	Thickness	Aspect Ratio (L/W)	Weight
Minimum	140 mm (5.6 in.)	90 mm (3.6 in.)	0.18 mm (0.007 in.)	1.3:1	2 g (0.07 oz.)
Maximum	245 mm (9.6 in.)	156 mm (6.1 in.)	5 mm (0.2 in.)	2.6:1	50 g (1.76 oz.)

\*Square envelopes are acceptable, minimum 140 mm x 140 mm x 0.18 mm (5.5 in. x 5.5 in. x 0.007 in.) and maximum 156 mm x 156 mm x 5 mm (6.14 in. x 6.14 in. x 0.2 in.).

**Note:** Personalized Mail items within a given mailing can have different sizes, weights and thicknesses provided the items remain in the same weight category. Each item within a mailing must originate from the same mailer.

### Machineability

#### Shape

Rectangular (square envelopes are acceptable).

#### Material

- Must be paper; items cannot be made or wrapped in plastic.
- Minimum paper weight for:
  - envelope: 75 gsm (approx. 20 lb. bond)
  - folded self-mailer: minimum 90 gsm (approx. 60 lb. text)
  - cards: minimum 160 gsm (approx. 60 lb. cover)
- Must be sufficiently flexible to bend; items cannot be rigid.

#### Enclosures

- Any paper enclosure is acceptable.
- Flexible magnets, single coin, key tags and plastic cards are acceptable when firmly attached.
- Liquids, powders and gels are unacceptable unless tested and approved by Canada Post prior to deposit.

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## Sealing (see [illustrated examples](#))

**Envelopes:** Must be closed and sealed with adhesive, with no more than 35 mm of the flap unsealed on each item.

**Self-mailers:** Must have the fold or continuous seal along the bottom edge.

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## Creative features

Items with the following features must be tested and approved by us prior to deposit:

- alternative sealing locations
- die-cuts placed along the top, leading or trailing edge
- zipper seals/perforations on the exterior items
- decorative and creative font
- non-paper enclosures within a self-mailer
- square self-mailers and cards
- tip-on placed on a card.

**For Postal Code Targeting only:**

- quiet zones contain text, graphics or dark colours.

Once tested and approved, the service ticket # must be written on the Order at the time of deposit ([Assess your Machineable Standard or Oversize mail items](#)).

## Readability

Item readability	Personalized Mail	Postal Code Targeting
<b>Postage zone</b> (see <a href="#">postal indicia</a> )	<p>The indicia must be placed on the front of the item (same side as the destination address).</p> <p>The top-right area is reserved for postage, measuring a width of 74 mm (2.9 in.) and a height of 35 mm (1.4 in.).</p> <p>The top-right area is reserved for postage meters, measuring a width of 100 mm (3.4 in.) and a height of 35 mm (1.4 in.).</p> <p>If the indicia is placed outside the postage zone it must be located above and to the right of the address.</p>	<p>The indicia must be placed on the front of the item.</p> <p>The top-right area is reserved for postage, measuring a width of 74 mm (2.9 in.) and a height of 35 mm (1.4 in.).</p>

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Item readability	Personalized Mail	Postal Code Targeting
<b>Addressing</b>	<p>Each item must bear a complete address which includes an individual, company or non-personalized descriptor (e.g., “OCCUPANT”), street address, municipality, province and a valid postal code.</p> <p><b>Address zone</b> Whether vertically or horizontally oriented, the complete address must appear inside the following area:</p> <ul style="list-style-type: none"> <li>• 35 mm from the top.</li> <li>• 10 mm from the bottom, left and right edges.</li> </ul> <p>Address labels and windows must be within the address zone.</p> <p><b>Quiet zone</b></p> <ul style="list-style-type: none"> <li>• Around the address block, leave at least 5 mm clear of text, graphics and dark colours.</li> <li>• For window envelopes, ensure that the entire address remains fully visible through the window, even if the enclosure shifts within the envelope.</li> </ul>	<p>The destination address cannot include an individual, company or personalized descriptor. Each item must bear a complete non-personalized address which includes a street address, municipality, province and a valid postal code placed on two lines.</p> <p><b>Address zone</b> Whether vertically or horizontally oriented, the complete non-personalized address must appear inside the following area:</p> <p>On the front of the item:</p> <ul style="list-style-type: none"> <li>• the background must be clear of text, graphics and dark colours. <ul style="list-style-type: none"> <li>– <b>Horizontal</b> – Must measure 120 mm long (from the bottom right edge) and 45 mm high.</li> <li>– <b>Vertical</b> – Must measure 45 mm long (from the bottom left edge) and 120 mm high.</li> </ul> </li> </ul> <p>Address labels and windows must be within the address zone.</p> <p><b>Quiet zone</b></p> <ul style="list-style-type: none"> <li>• Around the address block, leave at least 5 mm clear of text, graphics and dark colours.</li> <li>• For window envelopes, ensure that the entire address remains fully visible through the window, even if the enclosure shifts within the envelope.</li> </ul> <p>On the back of the item:</p> <ul style="list-style-type: none"> <li>• the background must be clear of text, graphics and dark colours: <ul style="list-style-type: none"> <li>– <b>Horizontal</b> – Must measure 140 mm long (from the bottom left edge) and 15 mm (0.6 in.) high.</li> <li>– <b>Vertical</b> – Must measure 15 mm (0.6 in.) long (from the bottom right edge, leading edge) and 140 mm (5.5 in.) high.</li> </ul> </li> </ul>
<b>Return address zone</b>	<ul style="list-style-type: none"> <li>• The preferred location is on the front of the item above the address zone (35 mm from the top).</li> <li>• Must be the same orientation as the destination address.</li> <li>• A minimum vertical separation of 15 mm (0.6 in.) is required between the bottom of the return address and the top of the destination address.</li> </ul>	<p>If the creative includes an address (store location, etc.) in order to not be confused with a delivery address, options may include removing the province and/or postal code or placing the address elements on the same line.</p>

Item readability	Personalized Mail	Postal Code Targeting
<b>Address fonts</b>	<p>Commercially available fonts should be easy to read, have well-defined characters and:</p> <ul style="list-style-type: none"> <li>• Not overlap to the line above or below.</li> <li>• Not contain text effects (i.e., shadow, emboss, etc.).</li> <li>• Not contain random heights within characters.</li> <li>• Not include calligraphy styles (i.e., <i>the quick brown fox jumps over the lazy dog</i>).</li> </ul> <p>Fonts must be a dark colour (preferably black). There should be good contrast between address and background.</p>	Same as for Personalized Mail.
<b>2D barcode requirements</b>	The 2D barcoded postal indicia requirements can be found at <a href="https://canadapost.ca/postal-indicia">canadapost.ca/postal-indicia</a> .	Same as for Personalized Mail.

Failure to meet these mandatory requirements may result in mail delays or surcharges. Not all creative designs and sealing options are mentioned above, assessment of your physical mail item is recommended.

## Additional requirements

### Scented or allergen items

Ensure each item is mailable and consider the following:

- Scented items must be sealed in such a manner that prevents the scent from escaping. Similarly, liquids and powders must be packaged appropriately. A scented item produced using micro-encapsulated scent infused ink/lacquers does not need to be sealed provided the scented area is covered or contained within the mailed item.
- If an item contains a common allergen such as peanuts, sesame seeds, tree nuts (e.g., almonds, walnuts) or eggs, it must be packaged and labelled to minimize the potential for allergic reactions.

### Promoting cannabis, accessories (including vaping products)

Ensure the design and content of your item is mailable, meets the requirements outlined in the [Cannabis Act](#) and adheres to the federal, provincial and territorial regulations. Detailed information can be found in [Promotion of cannabis](#) – ABCs of mailing of the *Canada Postal Guide*.



## Illustrated examples – Standard Machineable Mail

Templates to help you design envelopes, self-mailers and cards are available in our [Machineable Mail Advisor tool](#).

### Personalized Mail

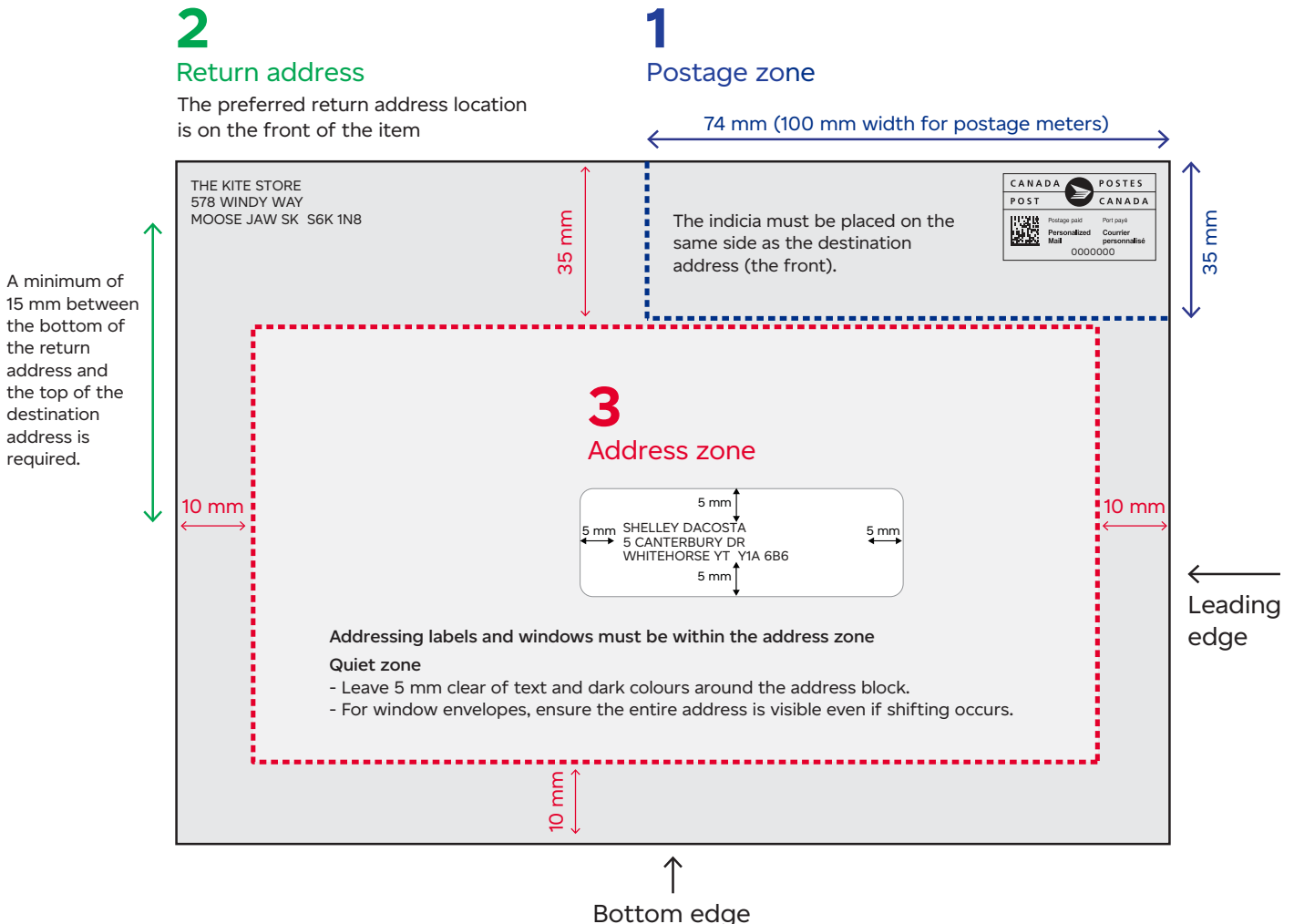
#### 1 Postage zone

Measures from the upper right corner 74 mm (2.9 in.) wide (100 mm width for postage meters) by 35 mm (1.4 in.) high. The indicia must be placed on the same side as the destination address (the front).

#### 2 Return address

The preferred return address location is on the front of the item. Measured from the upper left corner of the envelope. A minimum of 15 mm (0.6 in.) between the bottom of the return address and the top of the destination address is required.

### Horizontal orientation



#### 3 Address zone

Must be 10 mm (0.4 in.) from the left, right and bottom edges of the envelope, and 35 mm (1.4 in.) from the top. Addressing labels and windows must be within the address zone.

For the Quiet zone (areas you must leave clear of printing, images, and dark colours):

- Leave 5 mm (0.2 in.) clear of text and dark colours around the address block.
- For window envelopes, ensure the entire address is visible even if shifting occurs.

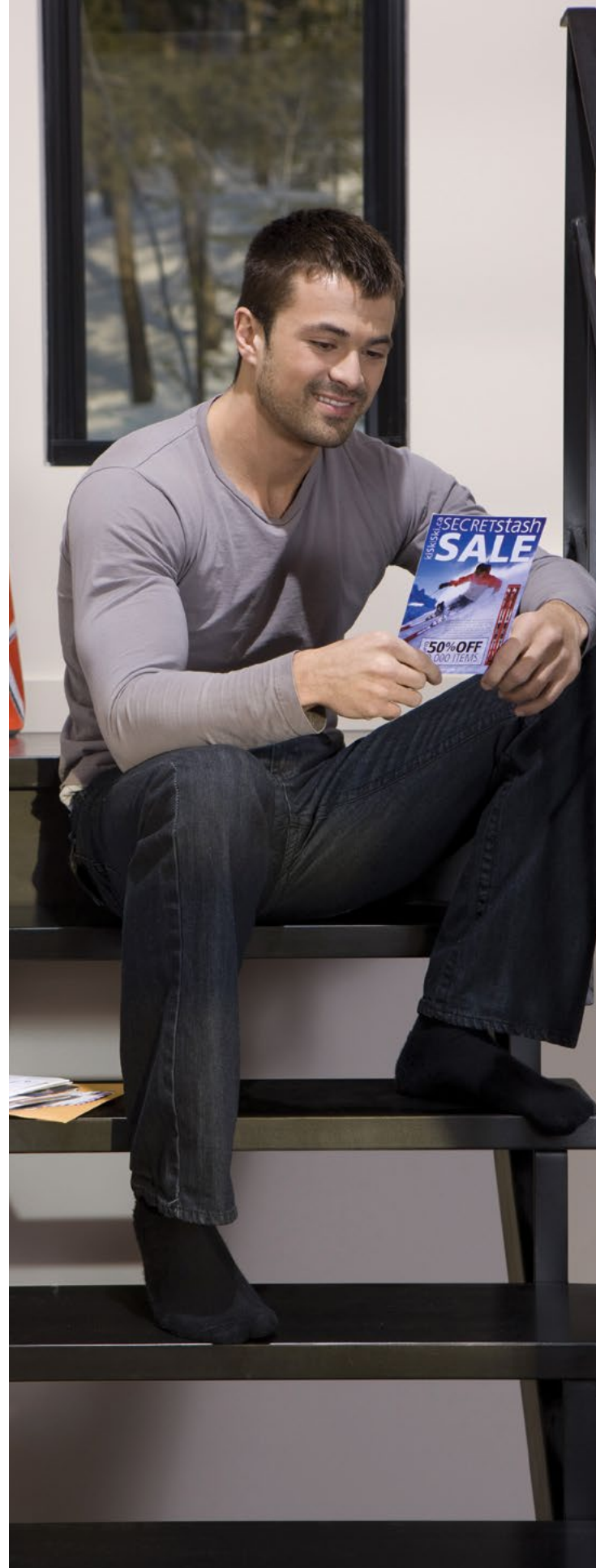
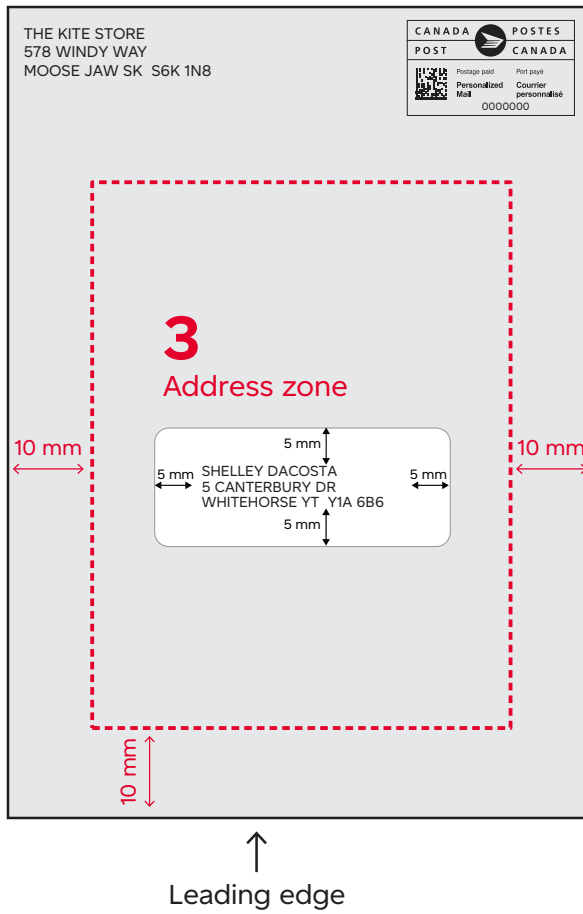
Whether horizontally or vertically oriented, the addressing requirements are the same.

**Images are for illustration purposes only.**

## Vertical orientation

**2**  
Return address

**1**  
Postage zone



## Illustrated example – Postal Code Targeting

### Horizontal front orientation

#### 1 Postage zone

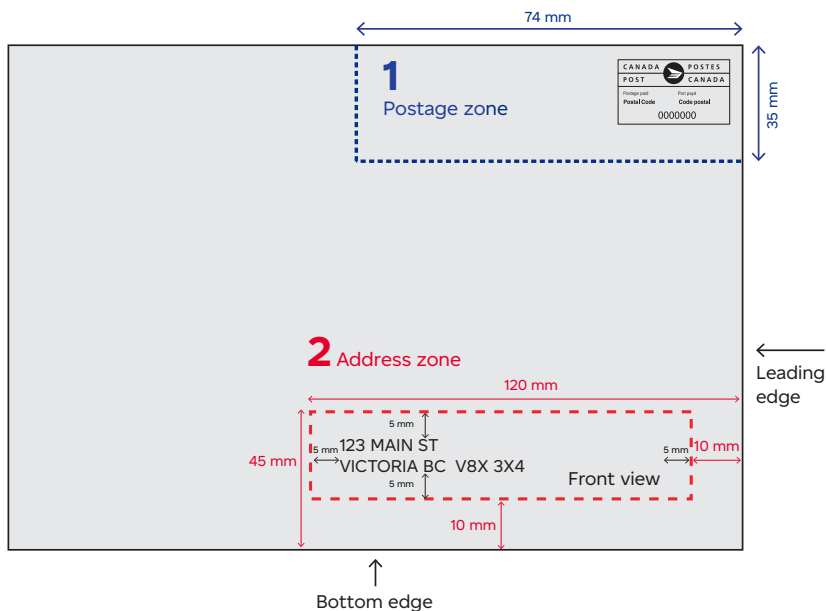
Measures from the upper right corner 74 mm (2.9 in.) wide by 35 mm (1.4 in.) high.

#### 2 Address zone

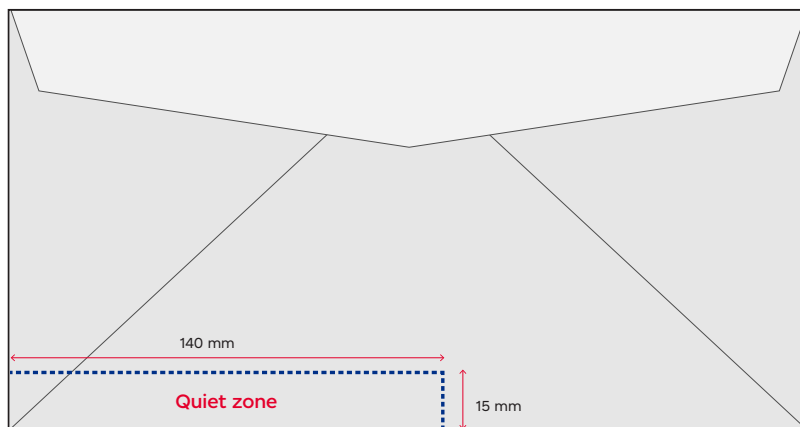
Measured from the bottom right corner of the piece. Must be located 120 mm (4.75 in.) from the leading edge and 45 mm (1.8 in.) from the bottom edge of the piece. Leave 10 mm (0.4 in.) clear from the leading and bottom edges of the piece. Leave 5 mm (0.2 in.) clear of text and dark colours around the address block.

Images are for illustration purposes only.

### Horizontal front orientation



### Horizontal back orientation



**Quiet zone** measures 15 mm (0.6 in.) from the leading edge and 140 mm (5.5 in.) from the leading edge.

### Vertical front orientation

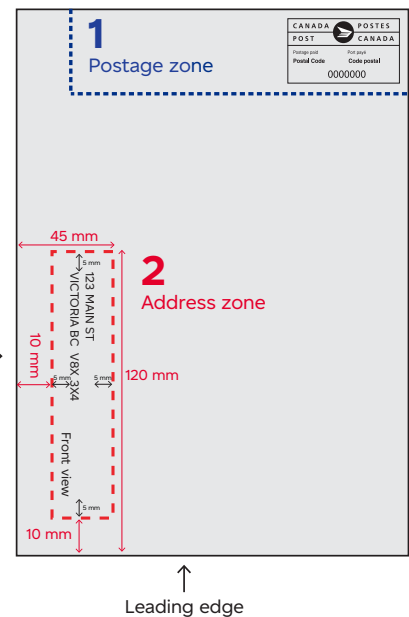
#### 1 Postage zone

Measures from the upper right corner 74 mm (2.9 in.) wide (100 mm width for postage meters) by 35 mm (1.4 in.) high.

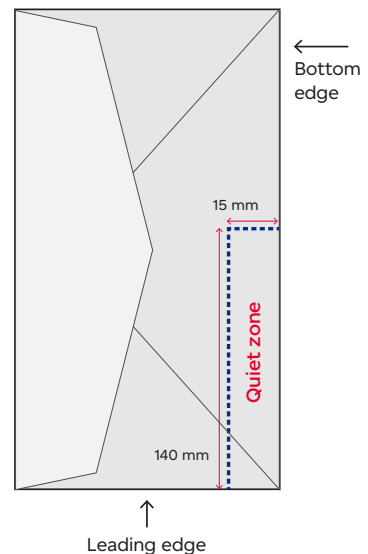
#### 2 Address zone

Measured from the bottom edge of the piece. Must be located 120 mm (4.75 in.) from the leading edge and 45 mm (1.8 in.) from the bottom edge of the piece. Leave 10 mm clear from the leading and bottom edges of the piece. Leave 5 mm (0.2 in.) clear of text and dark colours around the address block.

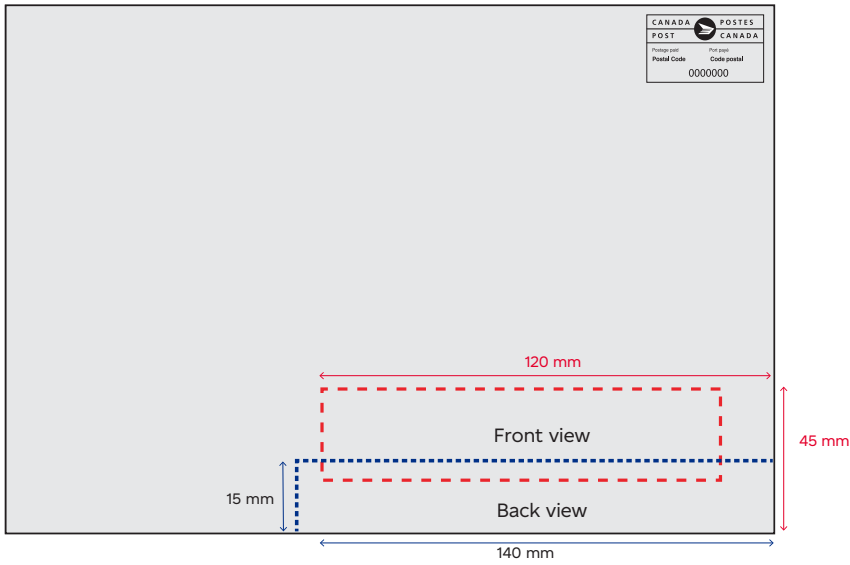
### Vertical front orientation



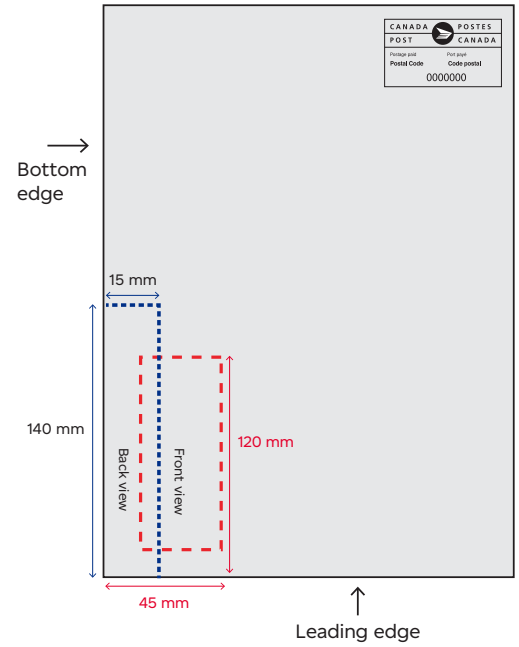
### Vertical back orientation



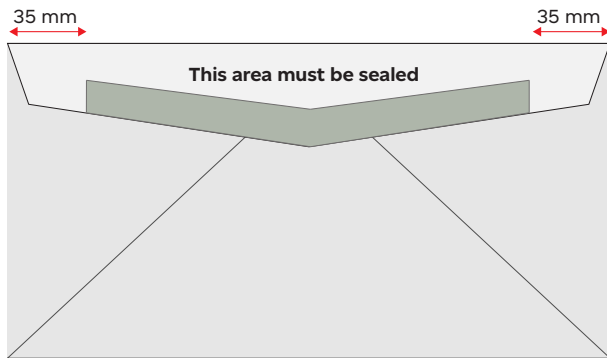
### Horizontal front view with back quiet zone perspective



### Vertical front view with back quiet zone perspective



### Acceptable sealing location



Envelopes must be closed and sealed with adhesive, with no more than 35 mm (1.4 in.) of the flap unsealed on each end.

To prevent envelopes from sticking together, do not apply an excessive amount of adhesive. Envelopes must not be sealed with staples, clasps or other similar devices.

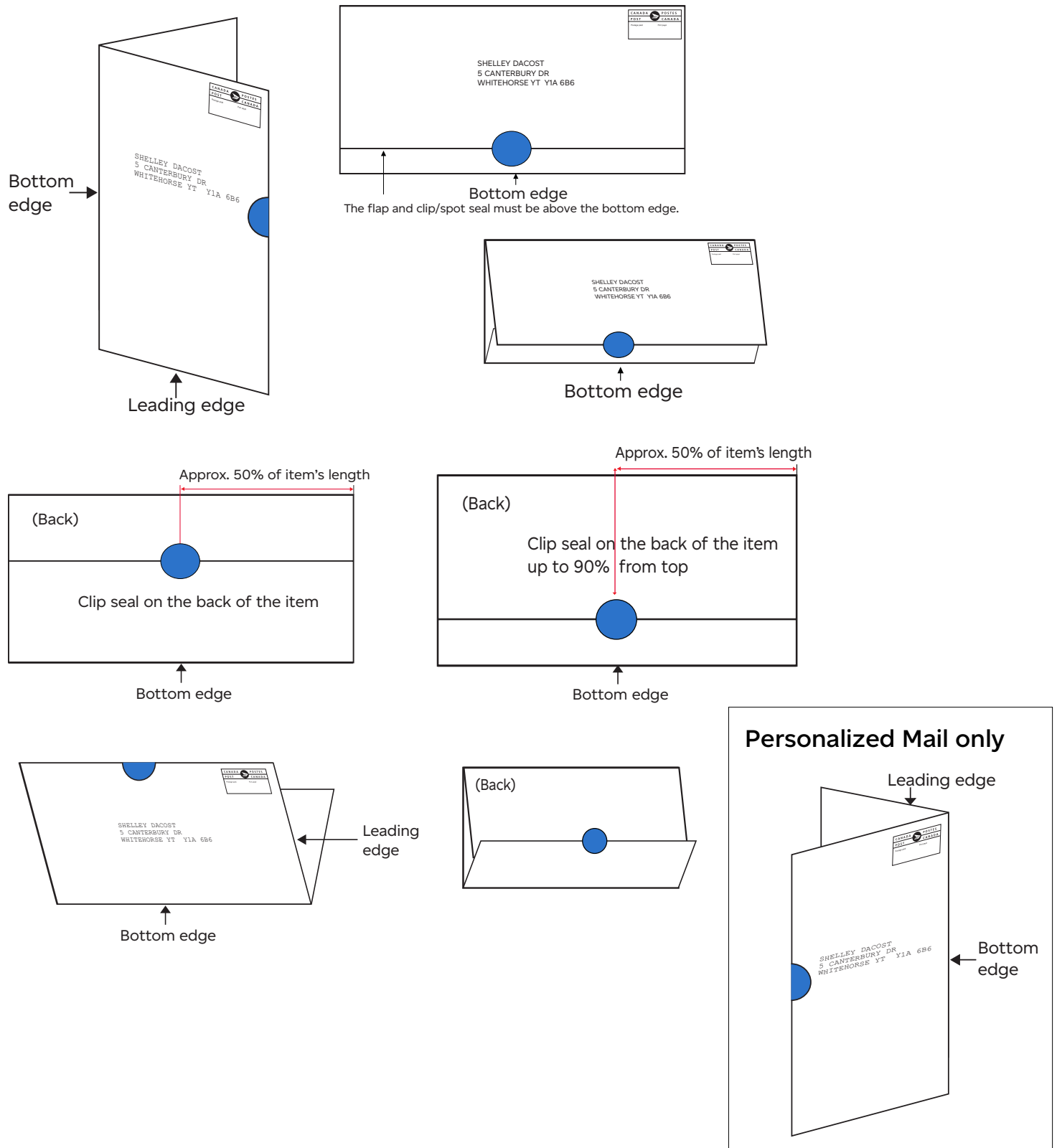
Images are illustrations of acceptable sealing options.



## Single sheet self-mailer

- Are formed by a single sheet of paper, folded once or multiple times into panels.
- Must have the fold or continuous seal along the bottom edge plus a clip/spot seal on top.

Images are illustrations of acceptable sealing options.



## Multiple sheet self-mailer/Mini-catalogue

- Contain multiple sheets of paper, folded once or multiple times into panels and are bound/stitched together.
- Must have the fold or continuous seal along the bottom edge and either:
  - a clip/spot seal on top and leading edge; or
  - two clip/spot seals on the leading edge.

