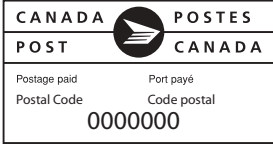
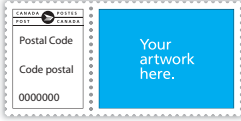



The following requirements must be met when using Canada Post Postal Indicia.

1 STRAIGHT EDGE AND PERFORATED EDGE POSTAL INDICIA REQUIREMENTS				
Design Formats	Non-barcoded		Barcoded - Personalized Mail only	
	<p><b>Straight Edge</b></p>	<p><b>Perforated Edge</b></p>	<p><b>Straight Edge</b></p>	<p><b>Perforated Edge</b></p>
Indicia Dimensions	<p><b>Minimum</b></p> <p>(H) 19 mm x (W) 36 mm</p>	<p><b>Maximum</b></p> <p>(H) 35 mm x (W) 73 mm</p>	<p><b>Minimum</b></p> <p>(H) 19 mm x (W) N/A</p>	<p><b>Maximum</b></p> <p>(H) 35 mm x (W) N/A</p>
Content (Canada Post element)	<p>The indicia must be bilingual and can be printed in any colour provided there is contrast with the background (we recommend a white background). The indicia artwork includes:</p> <ul style="list-style-type: none"> <li>• Service name</li> <li>• Customer number (Agreement number for Publications Mail™)</li> <li>• 2D static barcode (Personalized Mail™ only)</li> </ul>			
2D Barcode Mandatory Characteristics	<p>When using the 2D static barcoded indicia for Personalized Mail, the following barcode characteristics must be met:</p> <ul style="list-style-type: none"> <li>• Minimum Print contrast ratio: 40 % or greater</li> <li>• Minimum Print quality: Grade 3 (B) or better [as specified by ISO/IEC 14415]</li> <li>• Individual barcode cell size: Min. 0.381 mm (15 mils); Max. 0.661 mm (26 mils)</li> <li>• Minimum barcode size: 6.1 mm x 6.1 mm (240 mils x 240 mils)</li> <li>• Maximum barcode size: 10.6 mm x 10.6 mm (416 mils x 416 mils)</li> <li>• Minimum clear zone around barcode: 0.7 mm (30 mils)</li> </ul>			
Location	<p>The indicia must be located on each item, either:</p> <ul style="list-style-type: none"> <li>• In the Postage Zone (upper-right hand corner); or</li> <li>• Above and to the right of the Destination Address.</li> </ul>			
2 CUSTOMIZED POSTAL INDICIA REQUIREMENTS				
Design Formats	Non-Barcoded		Barcoded - Personalized Mail only	
	<p><b>Horizontal</b></p> <p><b>Vertical</b></p>	<p><b>Horizontal</b></p> <p><b>Vertical</b></p>	<p><b>Stamp-like (Personalized Mail only)</b></p>	
Indicia Dimensions	<p><b>Minimum</b></p> <p>Horizontal (H) 31 mm x (W) 64 mm</p> <p>Vertical (H) 31 mm x (W) 46 mm</p>	<p><b>Maximum</b></p> <p>Horizontal (H) 35 mm x (W) 74 mm</p> <p>Vertical (H) 35 mm x (W) 54 mm</p>	<p><b>Minimum</b></p> <p>Horizontal (H) 25 mm x (W) N/A</p> <p>Vertical (H) 25 mm x (W) N/A</p> <p>Stamp-like (H) 30 mm x (W) N/A</p> <p>[Dimensional items: (H) 33 mm x (W) N/A]</p>	<p><b>Maximum</b></p> <p>Horizontal (H) 42 mm x (W) N/A</p> <p>Vertical (H) 42 mm x (W) N/A</p> <p>Stamp-like (H) 50 mm x (W) N/A</p> <p>[Dimensional items: (H) 55 mm x (W) N/A]</p>
Content	<p>The customized indicia artwork has 2 components:</p> <p><b>a) Canada Post elements:</b> Same as Straight Edge and Perforated Edge "Content" in Section 1.</p> <p><b>b) Customer elements:</b></p> <ul style="list-style-type: none"> <li>• Customer logo, text, graphic or image</li> <li>• Canada Post reserves the right to refuse any Customized Postal Indicia design that it, at its sole discretion, deems non-mailable (see <a href="#">Non-mailable Matter</a> in the <i>Canada Postal Guide</i>).</li> </ul>			
2D Barcode Mandatory Characteristics	Same as Straight Edge and Perforated Edge "2D Barcode Mandatory Characteristics" in Section 1.			
Location	Same as Straight Edge and Perforated Edge "Indicia Location" in Section 1.			

**NOTE:** All Postal Indicia items must be accompanied by an *Order (Statement of Mailing)* and must be deposited at a Canada Post facility and not in a street letterbox. The indicia must be created using Canada Post-supplied artwork, which can be downloaded from [canadapost.ca/indicia](http://canadapost.ca/indicia). Canada Post brand elements cannot be altered.

### 3 POSTAL CODE TARGETING POSTAL INDICIA REQUIREMENTS

Design Formats	Straight Edge		Customized Postal Indicia	
			Horizontal	Vertical
				
Indicia Dimensions	Minimum	Maximum	Minimum	Maximum
Horizontal	(H) 19 mm x (W) 36 mm	(H) 35 mm x (W) 73 mm	(H) 31 mm x (W) 64 mm	(H) 35 mm x (W) 74 mm
Vertical	N/A	N/A	(H) 31 mm x (W) 46 mm	(H) 35 mm x (W) 54 mm
Content (Canada Post element)	The indicia must be bilingual and can be printed in any colour provided there is contrast with the background (we recommend a white background). The indicia artwork includes: <ul style="list-style-type: none"> <li>• Service name - Postal Code</li> <li>• Customer number</li> </ul>			
Location	The indicia must be located on each item in the Postage Zone (upper-right hand corner).			

**NOTE:** For Postal Code Targeting service a 2D barcode is printed in the Postage Zone. Visit the Designing module for more information.