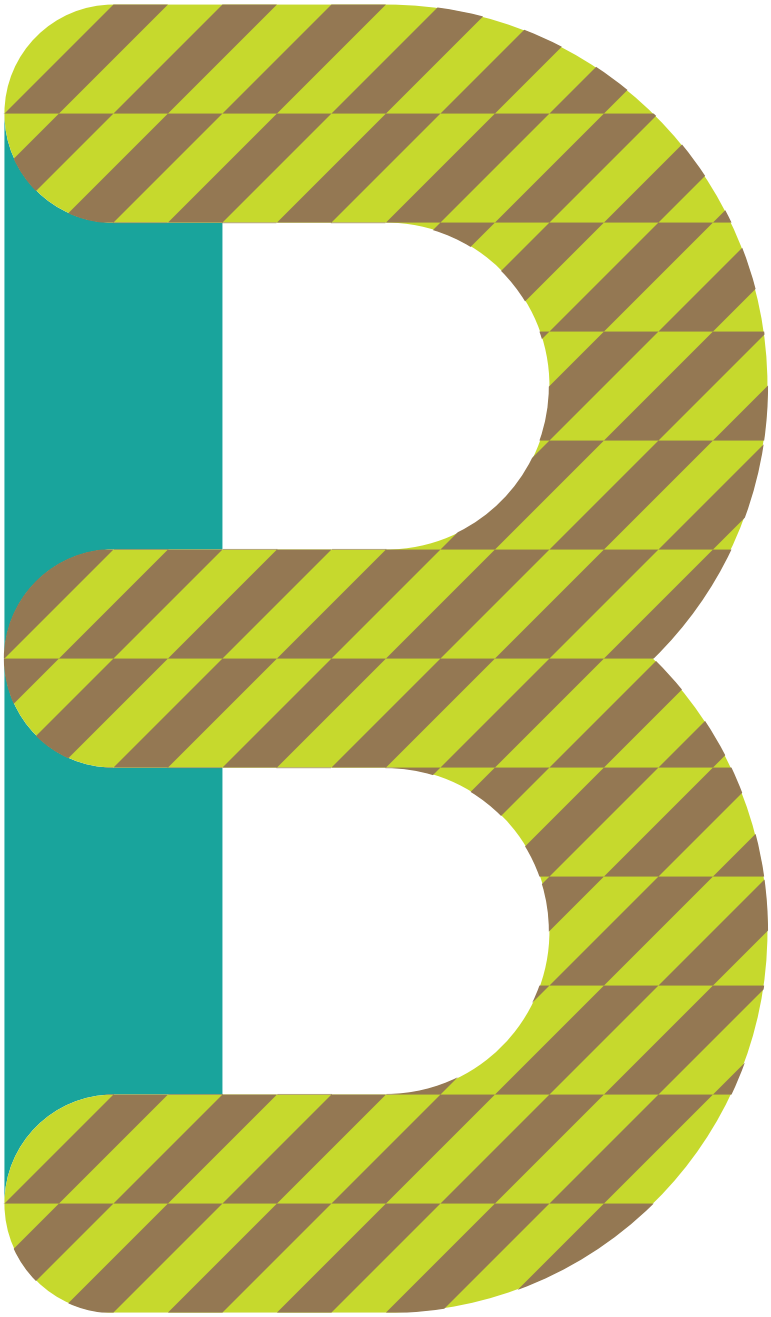


Mail: Simply Redefined

Burke is a Canada Post Smartmail Marketing™ Expert partner. This means we take care of all the details to get your end product into the right hands quickly and efficiently. We help you navigate the complex world of personalized mail, neighbourhood mail, precision targeting, variable data, and more. By targeting your mail, you will send out fewer pieces to the right customer, and by working with us, you gain access to our expertise and experience that will turn your mail campaign into a success.

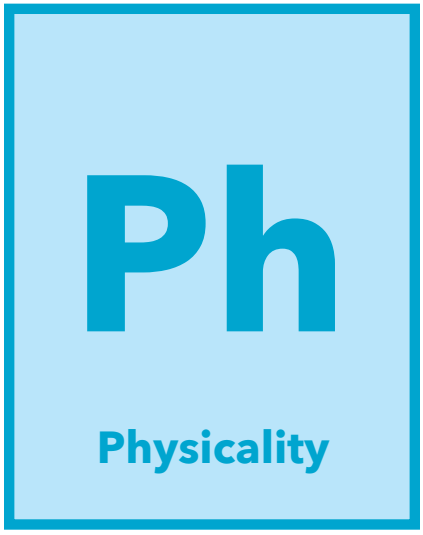
Burke is your media: simply redefined.

Smartmail Marketing EXPERT Partner
CANADA POST POSTES CANADA

WHAT IS SMART MAIL MARKETING?

Smartmail Marketing is the Science of Activation™. Using Smartmail Marketing, you can find new customers and increase the value of your existing ones—a more intelligent approach to direct mail, now referred to as personalized mail.

Inspire more customers to action with a potent mix of physical experience, data and connectivity. The Smartmail Marketing™ approach blends these three powerful elements, proven to make your marketing mix more relevant and more engaging.



PHYSICALITY

In a digitally connected world, physicality is essential to smarter activation. Delivering physical brand experiences has a stronger impact on emotional memory and motivates behaviour because it puts the brand directly in the customer's hands and drives action.

DATA

Smarter targeting balances reach with precision to deliver relevance, value and personalization that increases interest and activation.

CONNECTIVITY

Is the ability to create stronger connections across media touch-points. Using the power of physicality to amplify activations and drive an overall positive brand and customer experience will yield higher customer returns.

For more information visit www.canadapost.ca/smartmail

PERSONALIZED MAIL

Personalized Mail is the best way to speak directly to the people you want to reach. This form of mail is sent directly to the type of customer that would be interested in your product or services. Whether you have a customer data list or you require our team to create one for you, we have the abilities to spread your brand and increase your customer return.

- It lets you engage one-to-one with your customers and prospects, delivering messaging with the most personal level of relevance.
- It's ideal for addressed mailings that attract new customers, launch new products, create loyalty with your customers, fundraise and open doors for your sales force.
- If you already have household or business information, use Personalized Mail to deliver your message to the people who matter most to your business.

Personalized Mail™ Prices

CANADA POST POSTES CANADA

This *Price Sheet* forms part of the Personalized Mail™ Agreement.

Category	Price per Item		
Machineable	**Standard Up to 50 g**	**Oversize Up to 500 g**	
Postal Indicia	$0.505	$0.75 + $0.0034 per g over 50 g	
Postage Meter	$0.50	**Up to 50 g** $0.75	n/a
Phantom Price[1]	$0.50	$0.75	

Special Handling	Standard		Oversize		Dimensional	
	Up to 50 g	Over 50 g up to 100 g	Up to 500 g	Over 500 g up to 1.36 kg	Up to 500 g	Over 500 g up to 1.36 kg
Postal Indicia	$0.57	$0.61	$0.71 + $0.0034 per g over 50 g	$2.75 + $0.0040 per g over 500 g	$1.55 + $0.0018 per g over 50 g	$3.02 + $0.0040 per g over 500 g
Postage Meter	$0.57	$0.61	**Up to 50 g** $0.71	**Over 50 g up to 500g** $2.75	n/a	
Phantom Price[1]	$0.34		$0.33		$0.73	

	Price per Item
Machineable Mini-catalogue	**Standard Up to 50 g**
	$0.485
Phantom Price[1]	$0.48

Option	
Return to Sender[2]	Included when selected at the time the Order is created and item bears the Return Postage Guaranteed (RPG) postal indicia.

[1] Additional postage payable for the difference between the actual volume and the minimum volume of a mailing that does not meet the minimum volume requirement.

[2] Return to Sender is not available for Dimensional Personalized Mail items. These items will be treated as undeliverable.

Qualifying Customers may have access to lower prices by signing an Agreement. For further details contact the Commercial Service Network. All prices are subject to any applicable rebates, discounts, fees, surcharges, adjustments and taxes.

For further details please visit our website at **canadapost.ca/cppmguides**.

*Rates are current at time of printing. Canada Post may change their rates at any time.

NEIGHBOURHOOD MAIL

Target potential customers in specific areas such as neighborhoods, zones or FSAs and find the right customers for your business, large or small.

- Zero in on specific neighbourhoods with your marketing message.
- Target the best areas for your business, using geodemographic profiles like age, income, marital status and much more.
- Reach homes and apartments in a specific neighbourhood – or the entire country.
- Items are delivered with regular addressed mail, so your catalogues and flyers are more likely to be viewed and read.

Neighbourhood Mail™ Prices

CANADA POST POSTES CANADA

This *Price Sheet* forms part of the Neighbourhood Mail™ Agreement.

	Price per Item	
Weight	**Standard**	**Oversize**
Up to 50 g	17.0¢	18.0¢
Over 50 g up to 100 g	19.1¢	20.5¢
Over 100 g	28.8¢ + 0.24¢ per g over 100 g	30.0¢ + 0.24¢ per g over 100 g

Options	**Standard**	**Oversize**
Transportation	1.05¢	1.05¢
Specified Delivery Start Date	1.0¢	No charge

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For further details visit our website at **canadapost.ca/cpnmguides.**

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POSTAL CODE TARGETING

The Postal Code Targeting service is an effective direct marketing medium that offers you the ability to target a specific geographic or demographic profile at the Postal Code level. Postal Code Targeting is a standard machineable mail item with a unique 2D barcode printed on each mail item.

Postal Code Targeting is an acquisition solution, targeting your high value prospects within a defined geographic area, at every point of call (houses, apartments, businesses) for a postal code. Postal Code Targeting can be used to create a targeted campaign as it provides geographic, demographic and lifestyle information. This service allows you to create a data file of potential customers that resembles your existing customers or target audience, driving a better return on investment. Postal Code Targeting is ideal when producing quick-to-market campaigns that are both cost-effective and highly-targeted.

- Generate Powerful Results - Use postal code data to identify, target, and market directly to your ideal customers.
- Maximize Marketing ROI - Optimize acquisition dollars by suppressing existing customers from campaigns.
- Enrich Your Own Data - Strengthen your data by coupling it with Canada Post data for refined targeting to your best prospects.
- Drive Action - Send unique offers and promotions to households most inclined to respond.

Postal Code Targeting Price

CANADA POST POSTES CANADA

This *Price Sheet* forms part of the Postal Code Targeting Agreement.

Category	Price per Item
Machineable	**Standard (Up to 50 g)**
	32.7¢

Qualifying Customers may have access to lower prices by signing an Agreement. For further details contact the Commercial Service Network.
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CUSTOMIZED POSTAL INDICIA

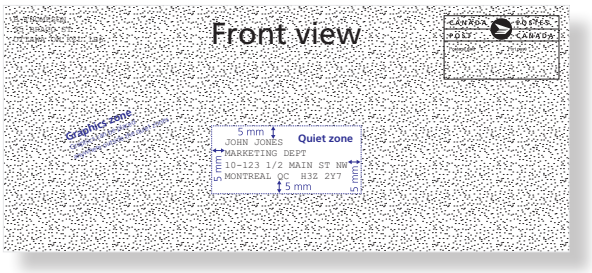
Communicate with your audience before they even open the envelope. Trigger interest and make your message stand out by utilizing the free customized Postal Indicia feature from Canada Post.

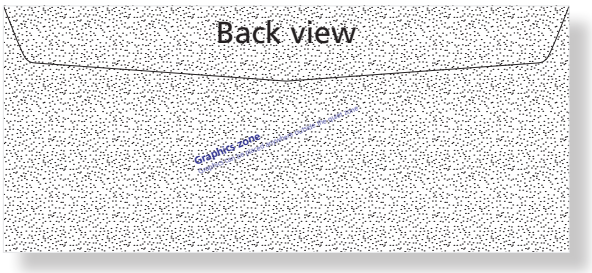
Build loyalty and strengthen customer relations by adding a personal touch with the customized Postal Indicia, making your mail easily recognizable and keeping your brand top of mind.

Contact Burke to have your customized indicia designed by our experienced and mail-savvy creative team.

CUSTOM ENVELOPES

In many cases, the envelope is the first piece of branding your customer will see. It's easy to make your brand stand out in the mail by adding some creative flair to your envelope design. However, there are limitations to the amount of artwork that can be added to your envelope. There are three small quiet zones on all envelopes, but there is still more than enough room to make your envelope pop!





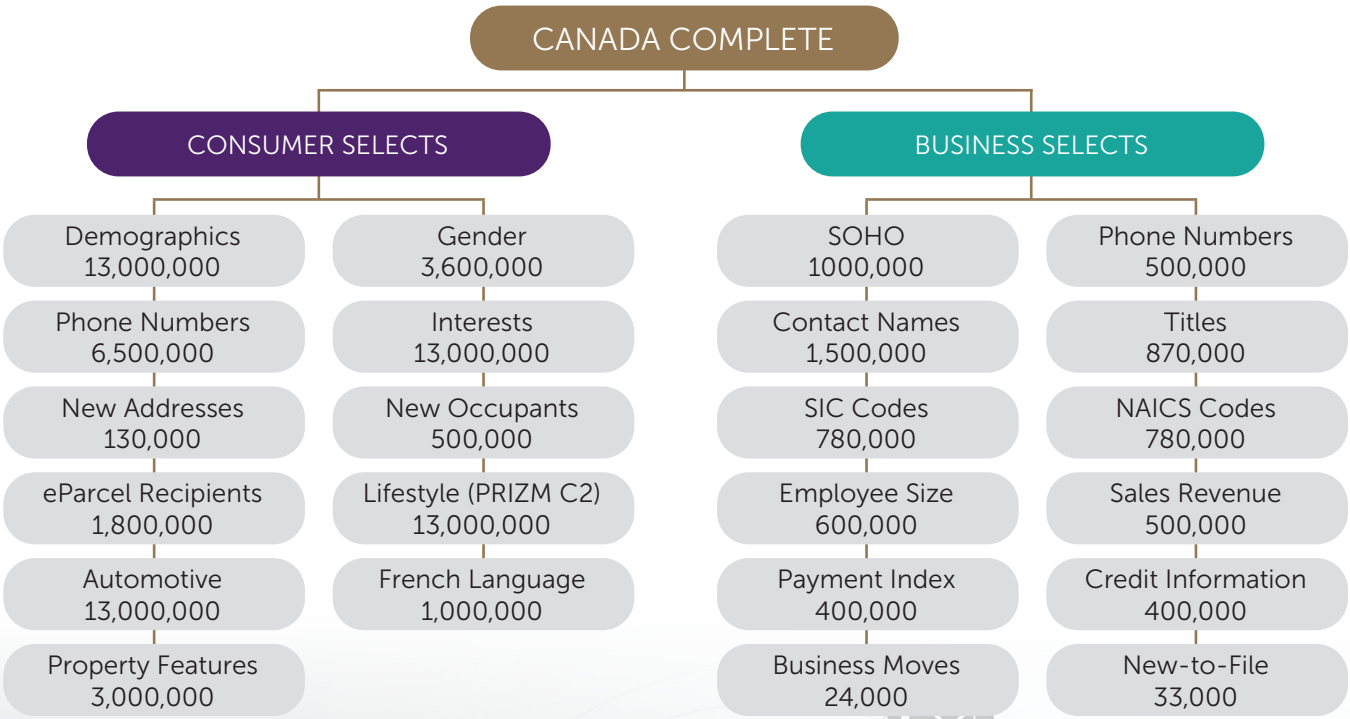
DELIVERY STANDARDS

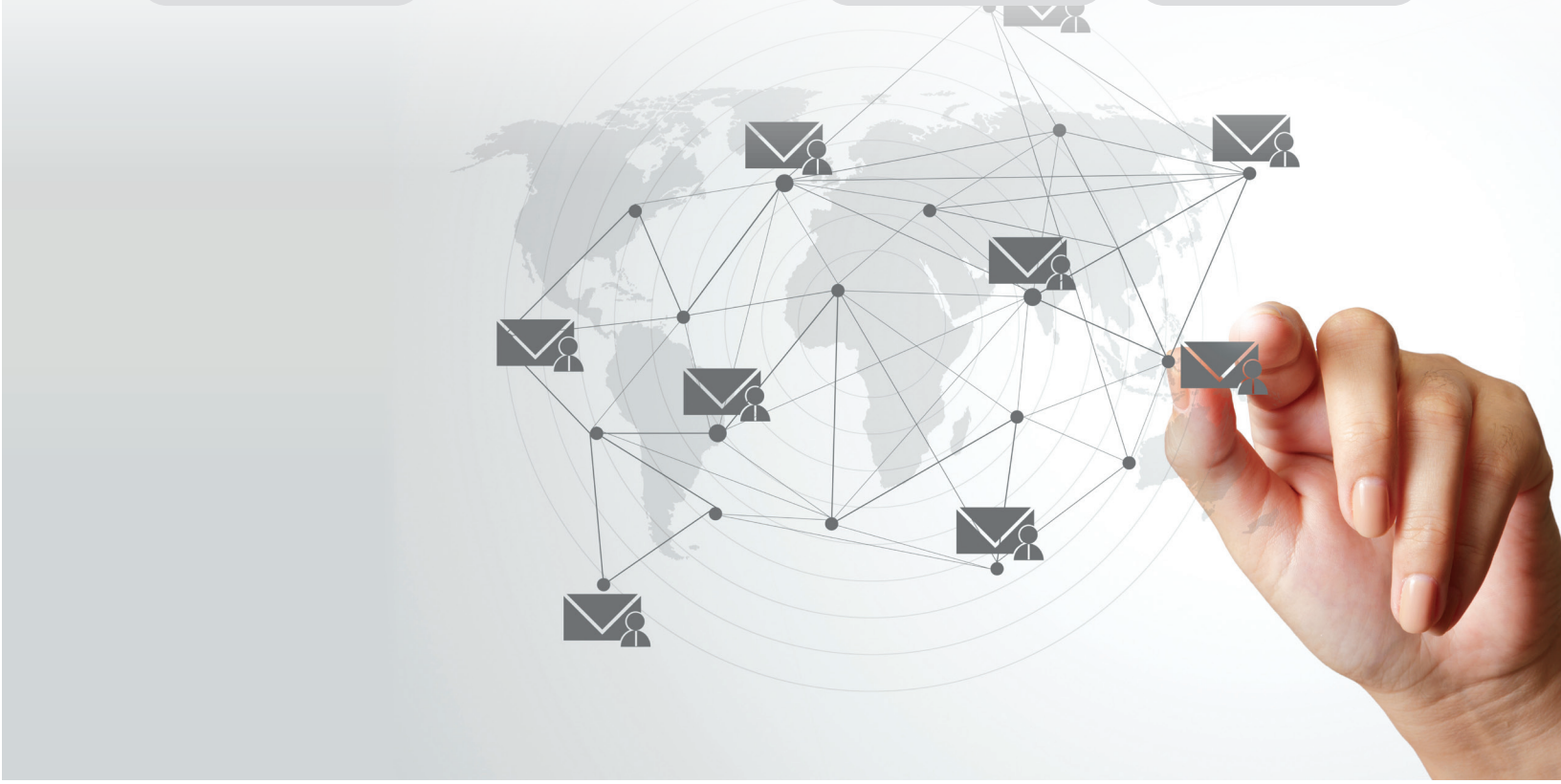
For Direct Marketing and Transaction Mail (domestic)

SERVICES	MAJOR URBAN CENTRES			NON-MAJOR URBAN CENTRES			NORTHERN REGIONS & REMOTE CENTRES		
L: LOCAL P: PROVINCIAL N:NATIONAL	L	P	N	L	P	N	L	P	N
Personalized Mail™ [Machineable Short and Long (S/L)] Business Reply Mail™	3 days	4 days	5 days	3 days	4 days	5 days	3 days	4-7 days	5-9 days
Personalized Mail™ (Presort and Machineable Oversize) Publications Mail™*	3 days	3-5 days	4-8 days	3 days	3-5 days	5-9 days	3 days	3-6 days	5-13 days
Lettermail™ (Incentive Lettermail™ and Registered Mail™)	2 days	3 days	4 days	2 days	3 days	4 days	2 days	3-6 days	4-8 days
Neighbourhood Mail™	2 days	3-4 days	3-7 days	2 days	3-4 days	5-9 days	2 days	3-5 days	6-13 days

* Subtract 1 day for time-committed Publications Mail

COMPREHENSIVE LIST OF SELECTS FOR ENHANCED TARGETING





Publications Mail™ Prices

This *Price Sheet* forms part of the Publications Mail™ Agreement.

Category	Price per Item		
Machineable	**Standard Up to 50 g**	**Oversize Up to 500 g**	
	$0.53	$0.83 + $0.0038 per g over 100 g	
Special Handling[1]	**Standard and Oversize - Up to 1.36 kg**		
	Local	**Regional**	**National**
	$0.61 + $0.0038 per g over 200 g	$0.64 + $0.0040 per g over 200 g	$0.68 + $0.0040 per g over 200 g
Delivery Facility Presort	**Standard and Oversize - Up to 1.36 kg**		
	Local Rural	**Regional Rural**	**National**
	$0.52 + $0.0030 per g over 100 g	$0.66 + $0.0037 per g over 100 g	$0.84 + $0.0039 per g over 100 g

Features/Options	Price per Item
Samples	
Per Loose Sample[2]	$0.10
Bundles of Unaddressed Copies	**Up to 22.7 kg**
Per Bundle	$2.68 + $3.97 per kg
Undeliverable (uPM)	**Up to 22.7 kg**
Return Postage[3]	$1.58 + $3.60 per kg
uPM Processing Fee	$1.50

Annual Fee (non-refundable)	$235

[1] Special Handling category pricing applies to all types of groupings determined by the presortation software [Delivery Mode Direct (DMD), Delivery Facility (DF), Distribution Centre Facility (DCF), Forward Consolidation Point (FCP) and Residue].

[2] The price "per loose sample" does not apply to sample(s) that are bound or affixed to pages within the publication, however the weight of these sample(s) must be included in the overall weight of the publication. The weight of loose samples should not be included with the weight of the publication.

[3] Applies to Publications Mail items (including Bundles of Unaddressed Copies) that are returned by mail, in addition to the uPM processing fee.

Use of the Electronic Shipping Tools (EST) to prepare, transmit and submit an *Order* (*Statement of Mailing*) is mandatory to access Machineable and Special Handling prices. A manually prepared *Order* will be priced at the applicable Delivery Facility Presort - National prices.

All prices are subject to any applicable rebates, discounts, fees, surcharges, adjustments and taxes.
For further details please visit our website at **canadapost.ca/pmguides**.

*Rates are current at time of printing. Canada Post may change their rates at any time.

Business Reply Mail™ Prices

CANADA POST POSTES CANADA

This *Price Sheet* forms part of the Business Reply Mail™ Agreement.

		Price per Item returned			
	Annual Fee (non-refundable)	Machineable Standard	Non-machineable Other (Non-standard and Oversize)		
		Up to 50 g	Up to 100 g	Over 100 g up to 200 g	Over 200 g up to 500 g
Domestic	$810.00	$0.96	$2.43	$3.15	$4.31
International	$810.00	$2.37	n/a	n/a	n/a

All prices are subject to any applicable rebates, discounts, fees, surcharges, adjustments and taxes.
For further details, please visit our website at **canadapost.ca/brmguides.**

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PERSONALIZED MAIL CHECKLIST PLANNER

Primary Objectives

- ☐ Bring customers into our store(s)
- ☐ Drive orders on our website
- ☐ Drive downloads on our website
- ☐ Generate new sales leads/appointments
- ☐ Boost call volume or orders
- ☐ Drive event attendance
- ☐ Other: _____

_____

_____

_____

_____

_____

Mailing List

Which list(s) do you plan on using to reach your target audience?

- ☐ My own list of customers
- ☐ My own list of prospects
- ☐ Need to rent a list
- ☐ All of the above

Target Audience (if renting a list)

Describe the key attributes of the customer your campaign is targeting. Start with the typical customer profile based on age, gender, income, lifestyle, location, industry, number of employees, etc.

☐ Consumers

_____

_____

_____

_____

_____

_____

_____

☐ Businesses

_____

_____

_____

_____

_____

_____

_____

Desired Mail Quantity

Campaign/test 1: _____

Campaign/test 2: _____

Campaign/test 3: _____

Campaign/test 4: _____

Offers

Define your offer; offers should motivate customers or prospects to respond immediately.

Campaign/test 1: _____

Campaign/test 2: _____

Campaign/test 3: _____

Campaign/test 4: _____

Call to Action/Desired Response

- ☐ Redeem coupon
- ☐ Go to website
- ☐ Mail in a business reply
- ☐ Call to order/inquire
- ☐ Visit store/place of business
- ☐ Schedule an appointment
- ☐ Other: _____

_____

Product or Service Profile

List the main benefits of your product or service and the corresponding features that support it.

Benefits	Features
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Timing

Desired in-home delivery date of your mailers: _____

Budget

List your total campaign budget. This should account for creative services, printing, mailing list, mailing services and postage fees, and any other estimated expenses.

$ _____

NOTES:

burkegroup.ca/mail

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