

ACQUISITION ADMAIL™ – ACQUISITION LIST

This Rate Card forms part of the Acquisition Admail™ Agreement.

Classification	Databases
Type	Residential Addresses
List Universe	12,956,234
Minimum Order	5,000
Base Cost/Thousand	\$85.00*
Postage Starting At	Addressed Admail Rates
Profile Updated	Monthly

* Prices do not include applicable postage prices, in effect at the time of mailing.

The Acquisition Admail service enables cost-effective and accurate targeting of prospects at the Postal CodeSM level using addresses. A key benefit is the ability to exclude existing customers from prospect mailings.

With 13 million addresses available, the Acquisition Admail service provides access to accurate Canadian residential, apartment suites, and new mover addresses.

List terms:

- For mailing purposes only
- For one-time use only – Inquire for the Re-use option
- Valid for 6 months
- Must hold an Addressed Admail Agreement
- Must provide a sample of the mail piece
- List delivered to an authorized third-party service provider
- Full terms and conditions are set out in the Acquisition Admail Agreement, together with the Addressed Admail Agreement

Services Available	Costs
Address Accuracy report for output file	Included
Suppression of Canadian Marketing Association 'Do Not Mail' addresses	Included
Secure file transmission	Included
Suppression of customer-provided lists	\$10/M [†]

[†]Charges are based on the number of suppression records submitted.

Provincial Breakdown:					
ON	37.4%	QC	26.9%	BC	13.2%
AB	10.0%	MB	3.1%	NB	2.2%
NL	1.0%	NS	2.8%	PE	0.5%
SK	2.7%	NT	0.1%	YK	0.1%

Note: For mailing purposes, applicable postage prices apply.

National Data Selects

Selects	Costs
FSA/LDU	\$15.00/M
Residence type	\$20.00/M
Residence ownership	\$20.00/M

Demographic Selects

Selects	Costs
Age	\$20.00/M
Household size	\$20.00/M
Household income	\$20.00/M
Marital status	\$20.00/M
Employment status	\$20.00/M
Education level	\$20.00/M

Mover Selects

Selects	Costs
New Addresses	\$35.00/M
New Occupants	\$35.00/M
1-month hotline	\$25.00/M
3-month hotline	\$20.00/M
6 and 9-month hotlines	\$15.00/M

Lifestyle Select

Selects	Costs
PRIZM C2 (minimum three clusters)	\$40.00/M

Property Selects – Ontario

Selects	Costs
Dwelling type	\$20.00/M
Reconstruction period	\$20.00/M
Property features	\$20.00/M
Year home was built	\$20.00/M
Home value	\$25.00/M

For more Ontario Property Selects, please see Canada Post's Property Features Data Card.

PRIZM C2 is a proprietary trademark of Environics Analytics.
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