

## ACQUISITION ADMAIL™ – NEW OCCUPANTS LIST

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

List Options	Acquisition List	Acquisition List Plus
<b>Type</b>	Residential Mover Addresses	Residential Mover Addresses
<b>Minimum Order</b>	5,000	20,000
<b>Base Cost/Thousand</b>	\$120.00*	\$110.00*
<b>Postage Starting At</b>	38 cents	30 cents**
<b>List Validity</b>	6 months	90 days
<b>List Universe</b>	470,502	
<b>List Updated</b>	Monthly	

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

\*\* Charges are on a per-piece basis and may vary. See Delivery Pricing table on page 2 for details.

The Acquisition Admail service enables cost-effective and accurate targeting of prospects at the Postal Code<sup>OM</sup> level using addresses.

New Occupants is a new mover mailing list with over 470,000 new residential changes registered each year. Available through Canada Post, the New Occupants service lets you target addresses that have just experienced a recent transition in occupancy. A key benefit is that new homeowners are a prime audience for your marketing and advertising messages.

List terms:

- For mailing purposes only
- For one-time use only – Inquire for the Re-use option
- 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 <sup>†</sup>

<sup>†</sup> Charges are based on the number of suppression records submitted.

Provincial Breakdown:					
<b>ON</b>	39.3%	<b>QC</b>	22.9%	<b>BC</b>	15.4%
<b>AB</b>	12.5%	<b>MB</b>	2.7%	<b>NB</b>	1.7%
<b>NL</b>	0.8%	<b>NS</b>	2.0%	<b>PE</b>	0.2%
<b>SK</b>	2.2%	<b>NT</b>	0.1%	<b>YK</b>	0.1%

### National Data Selects

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

Mover Selects	Costs
1-month hotline	\$25.00/M
3-month hotline	\$20.00/M
6 and 9-month hotlines	\$15.00/M

Demographic 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

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

Property Selects – Ontario	Costs
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.

## ACQUISITION ADMAIL™ – NEW OCCUPANTS LIST... continued

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### Delivery

- An Addressed Admail Agreement is required to access Acquisition Admail List Plus postage prices.
- Minimum volume per order of 20,000 pieces or 80% of list records rented (whichever is greater).  
The mailing must be done within one order (Statement of Mailing) within 90 days of receiving the list.
- The Acquisition Admail List Plus option is available for select categories of Addressed Admail items.  
For detailed postage pricing information, please see below.

Machineable Category	Price per Item		
Machineable Presort (MP) Short and Long	Short and Long (S/L) Up to 50 g		
Delivery Mode Direct (DMD)	30¢		
Delivery Facility (DF)	32¢		
Distribution Centre Facility (DCF)	34¢		
Forward Consolidation Point (FCP)	35¢		
Residue	37¢		
Machineable Mail (MM) Short and Long & Oversize	Short and Long (S/L) Up to 30 g	Short and Long (S/L) Over 30 g up to 50 g	Oversize (O/S) Up to 500 g
	33¢	34¢	58¢ + 0.27¢ per g over 50 g

Non-machineable Category	Price per Item	
Letter Carrier Presort (LCP) Short and Long & Oversize	Short and Long (S/L) Up to 100 g	Oversize (O/S) Up to 500 g
Delivery Mode Direct (DMD)	34¢ + 0.2¢ per g over 50 g	47¢ + 0.27¢ per g over 50 g
Delivery Facility (DF)	37¢ + 0.2¢ per g over 50 g	53¢ + 0.27¢ per g over 50 g
Distribution Centre Facility (DCF)	39¢ + 0.2¢ per g over 50 g	54¢ + 0.27¢ per g over 50 g
Forward Consolidation Point (FCP)	47¢ + 0.2¢ per g over 50 g	66¢ + 0.27¢ per g over 50 g
Residue	48¢ + 0.2¢ per g over 50 g	67¢ + 0.27¢ per g over 50 g

Notes: Applicable Addressed Admail Return to Sender prices apply, when option chosen by customer.

Use of the Electronic Shipping Tools (EST) to prepare and submit an order (Statement of Mailing) is mandatory to access Acquisition Admail List Plus prices.

Manually-prepared orders are not accepted.

All prices subject to any applicable fees, charges, surcharges and taxes.

### How to reach us for questions regarding:

Commercial Service Network

Payment and Account Information

Electronic Shipping Tools Information/Registration

Acquisition Admail List

**1-866-757-5480**

**1-800-267-7651 or email [cmg@canadapost.ca](mailto:cmg@canadapost.ca)**

**[canadapost.ca/obc](http://canadapost.ca/obc)**

**1-877-281-4137**