



iAddress™ Updater

February 2015, Volume 8, Number 2

Change to CMA matching rules

We have updated the matching for do-not-mail processing in response to requests. There will now be three options for matching:

- Full name + Address (will remove individuals from the mailing)
- Last name + Address (will remove families with the same last name from the mailing)
- Address only (will remove everyone at the household from the mailing)

These options will allow mailers to determine how loosely they wish to match consumers who have added their names to the Do-Not-Contact registry with the Canadian Marketing Association. This change is effective immediately.

Reminder - Lévis Amalgamation Data

A large municipal amalgamation occurred in January, 2015 in Lévis, Québec. Approximately 50,000 addresses were affected. Canada Post has provided Flagship with the address change information and it is available through the software at no charge. The option to check against the Lévis data is shown on the Correction/Validation screen. For complete instructions, please see the January, 2015 newsletter.

Uploading Mailing Plans to the EST Desktop 2.0

Our technical support receives a number of calls with questions about uploading mailing plans to Canada Post's Electronic Shipping Tools Desktop 2.0 application. The following instructions outline how to upload these plans.

There are two distinct types of mailings when it comes to mailing plans; machineable and presort. These two types of mailings have different methods of being uploaded into the EST Desktop software that Canada Post provides for mailers. If you attempt to upload a presort mailing plan through the method for machineable mail, you will encounter an error, and vice versa. Detailed below are the methods for uploading both machineable and presort mailing plans.

Presort Mailing Plans (AA Special Handling, Publications LCP)

Presort mailing plans are in either an .xml or .zip format and are for Addressed Admail Special Handling or Publications LCP. They can be uploaded via the file menu in the EST. If you have exported a compressed mailing plan (.zip) then you will need to select the "ZIP Files" or "All Files" option from the "Files of type" dropdown.

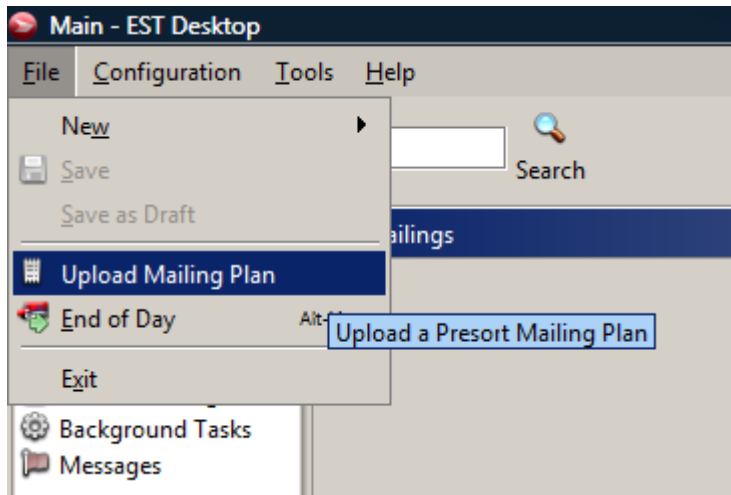


Figure 1: Upload a Presort Mailing Plan via the File menu

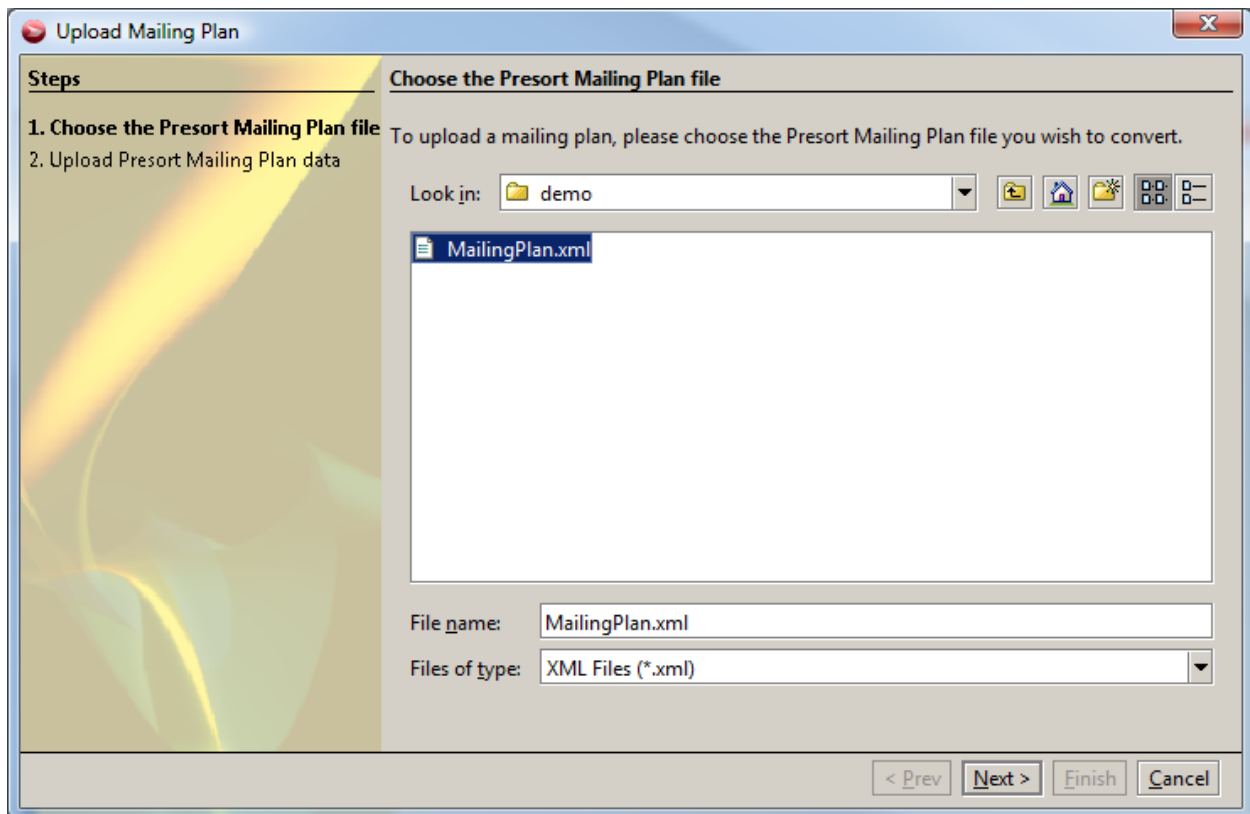


Figure 2: Select the Presort Mailing Plan file (either in .xml or .zip format)

After uploading the mailing plan file, you will be able to create a mailing plan directly from this mailing or import it into a mailing you have already created. To create the mailing directly from the mailing plan, select "New->Mailing from Mailing Plan" from the File menu. This will bring up a window where you can select a previously uploaded mailing plan.

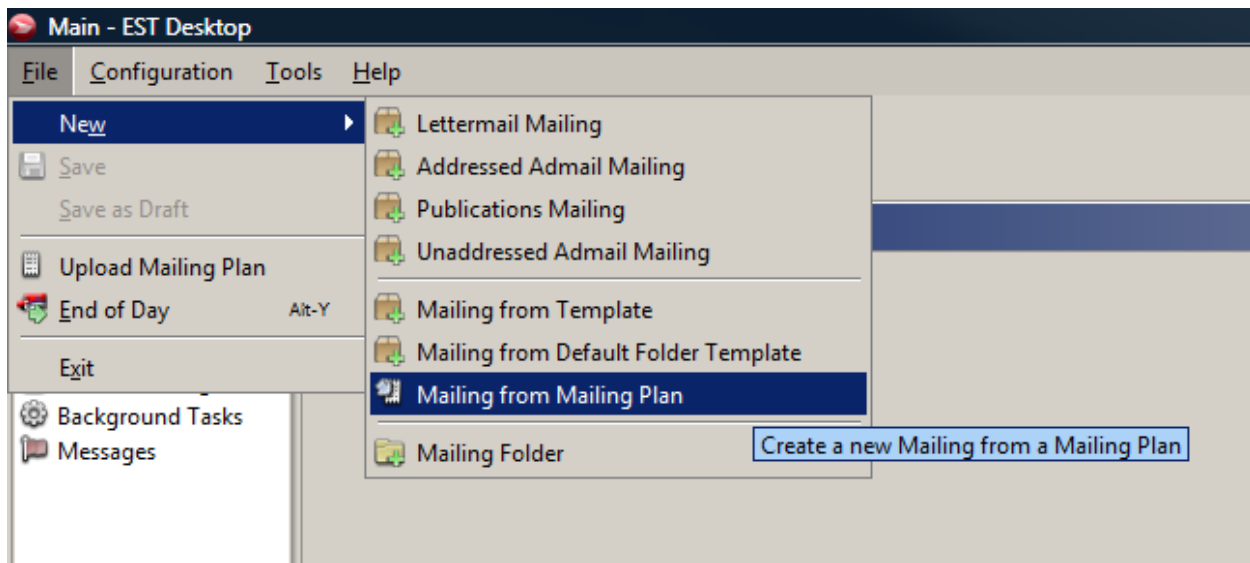


Figure 3: Select Mailing from Mailing Plan to create a new mailing from the mailing plan.

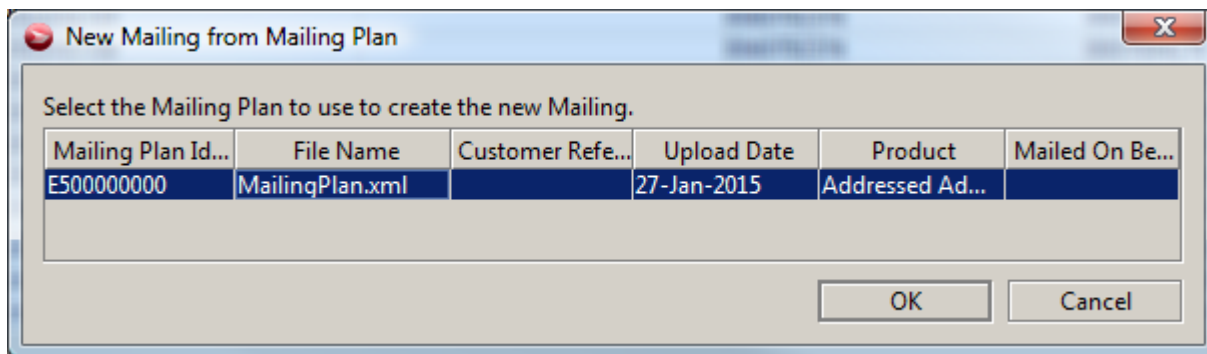


Figure 4: Select previously uploaded mailing plan

Machineable Mailing Plans

Machineable mailing plans are in a .txt format and are for any of the machineable formats (Addressed Admail, Publications or Lettermail). They can be uploaded by importing into a created mailing by clicking the Import button and then selecting your mailing plan file.

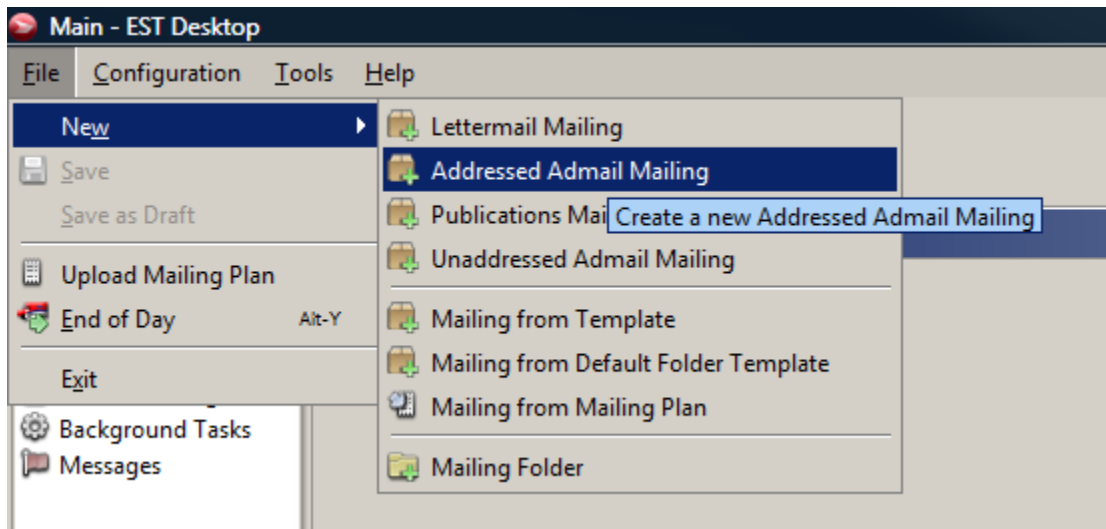


Figure 5: Create a new mailing

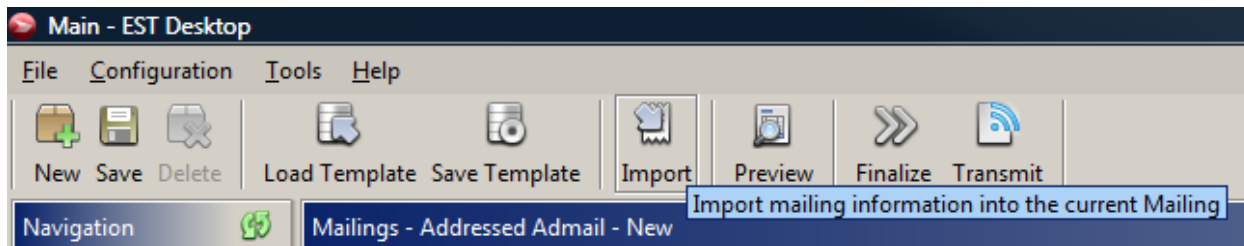


Figure 6: Click the Import button

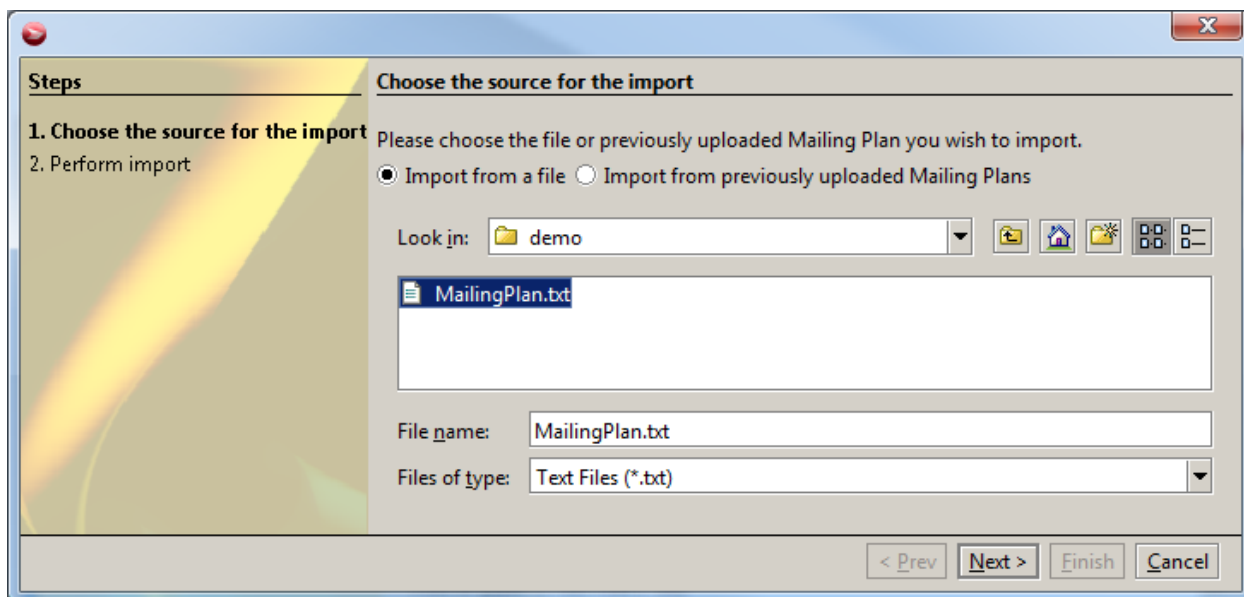


Figure 7: Select the machineable mailing plan file.

iAddress™ Web Training

Flagship Software continues to offer **Web Training!**

If you are a new customer, would like a refresher course on **iAddress™** or if you have new hires, please contact Carolyn at 1-866-672-0007 ext. 3 or carolyn@flagshipsoftware.com to schedule a web session.

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