

These best practices will help ensure our partners execute successful Postal Code Targeting (PCT) campaigns.

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1 ORDER ENTRY AND ITEM PREPARATION

1.1 Data file

When requesting geographic targeting, we recommend you submit shapefiles (see [Appendix A](#)) or lists of postal codes, forward sortation areas (FSAs) or cities. Appendix “A” highlights the key steps to assist in creating shapefiles.

PDFs and JPGs are considered on a case-by-case basis, as they are time consuming and inaccurate due to assumptions when drawing the boundaries.

Bitmaps are **not** accepted.

1.2 Order preview and testing

When previewing or testing an order using Electronic Shipping Tools (EST Online or EST Desktop), add an A to your mailing ID to prevent it from being locked in when you are ready to create your live order. You may delete your preview template or correct your temporary mailing ID before you submit your order.

1.3 Return address

Do **not** indicate a return address on the mail item.

1.4 Standalone templates to verify PCT specifications

Templates are available online in the Postal Code Targeting Customer Guide under Quick Links. For quality assurance during production, they can be printed on an acetate to determine compliance of the PCT mail item with address and quiet zone specifications.

1.5 Calculating the weight of the item

To determine that the PCT item meets the minimum requirement in grams per square metre (gsm), use the following formula or contact your paper supplier for gsm weight information:

$$\frac{1406.5 \times \text{basic stock weight}}{\text{sheet size}} = \text{weight in gsm}$$

For example:

$$\frac{1406.5 \times 80 \text{ (cover)}}{20 \times 26} = 216 \text{ gsm}$$

APPENDIX A: SHAPEFILE

WHAT ARE GIS TOOLS?

GIS Tools are used by you to select and target a desired geographic location. In order to provide the addresses, you must submit your selections to us in the form of a shapefile. To assist you in doing so, the following document highlights the key steps required for the following three available applications:

1. In- House GIS Tool
2. ArcGIS Online
3. Google Maps

DATA FORMATS

We always recommend that you export your data selection as a **shapefile**.

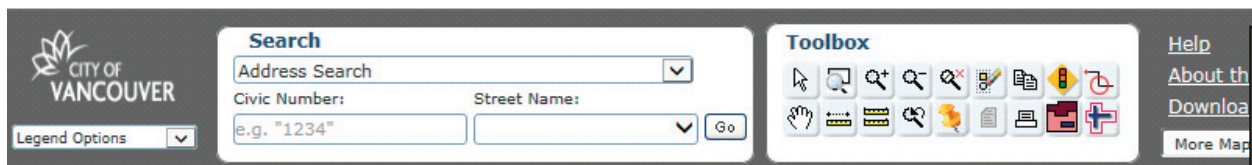
Shapefiles contain the following seven extensions:

- Export_Output.dbf
- Export_Output.prj
- Export_Output.sbn
- Export_Output.sbx
- Export_Output.shp
- Export_Output.shp.xml
- Export_Output.shx

GIS TOOLS

In-House

Some organizations, such as municipalities, have access to open source data available for shapefiles. If so, it may not be necessary to invest in a GIS tool. The following is a step-by-step example from the City of Vancouver.



1. Select "Data Formats"



2. Scroll down and select "Shapefiles"

SHP

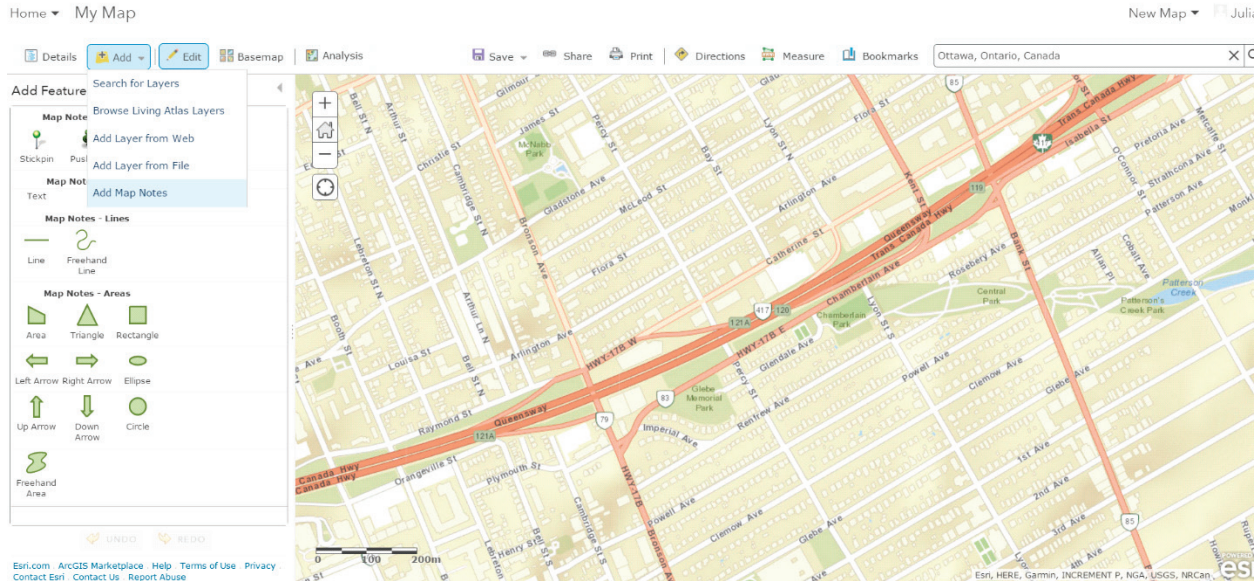
SHP (pronounced "shape") is a "de facto GIS standard" format native to ESRI GIS software. It can be consumed by a wide variety of ESRI and non-ESRI software packages.

- [Learn more about SHP](#)

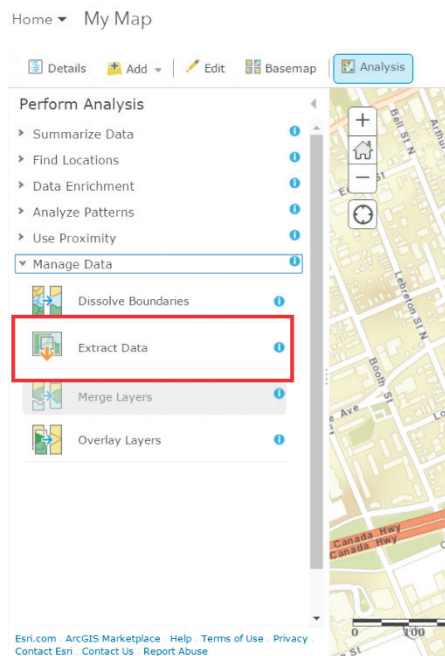
ARCGIS ONLINE

ArcGIS Online is available for a Free 60-day trial, which is followed by an annual subscription fee. With this tool you are able to draw boundaries and lines, place points, and save your data as a shapefile.

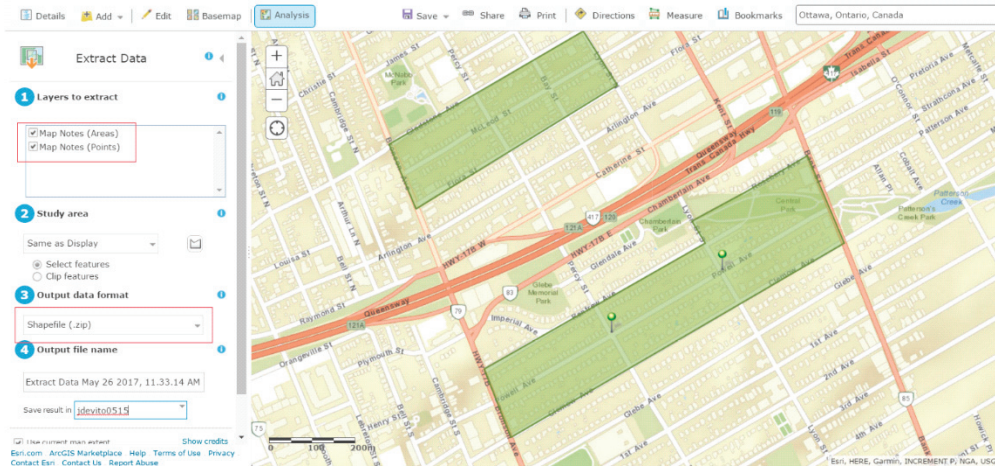
1. Navigate to <http://desktop.arcgis.com/en/arcmap/>.
2. To create boundaries, zoom to the target area.
3. On the menu bar click "Add" and then "Map Notes" - name your project.



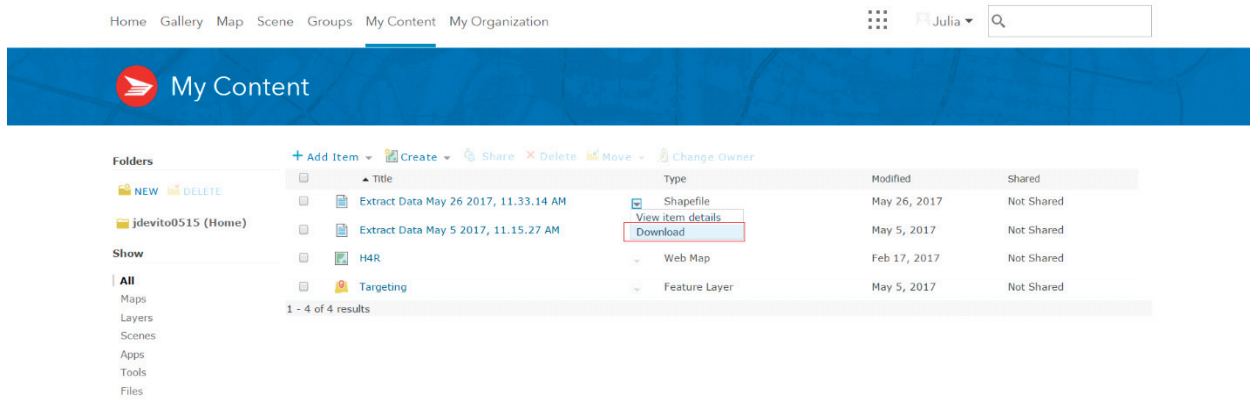
4. Choose whether you'd like to draw a Boundary (area) or a Point (stickpin).
5. Once you have finished drawing your boundaries, choose "Analysis" on the menu bar.
6. Go to "Manage Data", and then choose "Extract Data".



7. Check off your projects at the top, and choose to save your data as a shapefile.



8. Click the home button at the top of the page and choose "My Content".



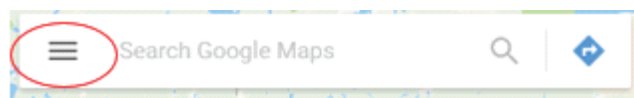
9. Download your shapefile by clicking the arrow beside the file.

GOOGLE MAPS

PLEASE NOTE THAT THIS APPLICATION SHOULD ONLY BE USED AS A LAST RESORT

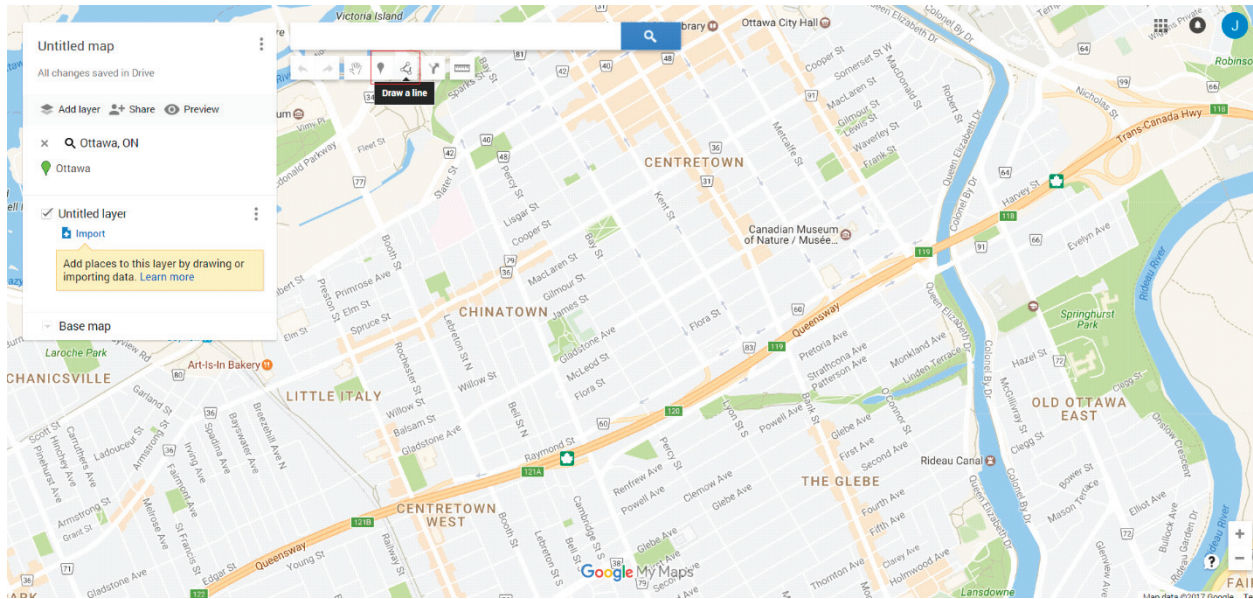
Although Google Maps allows you to use create a map, the application only allows for the data to be exported as a .kml file. Please note that .kml files are NOT recommended due to technical issues, but can be tested prior to the submission of request.

1. Navigate and sign-in to <https://www.google.ca/maps/>.
2. In the search bar, click the "Menu" button.

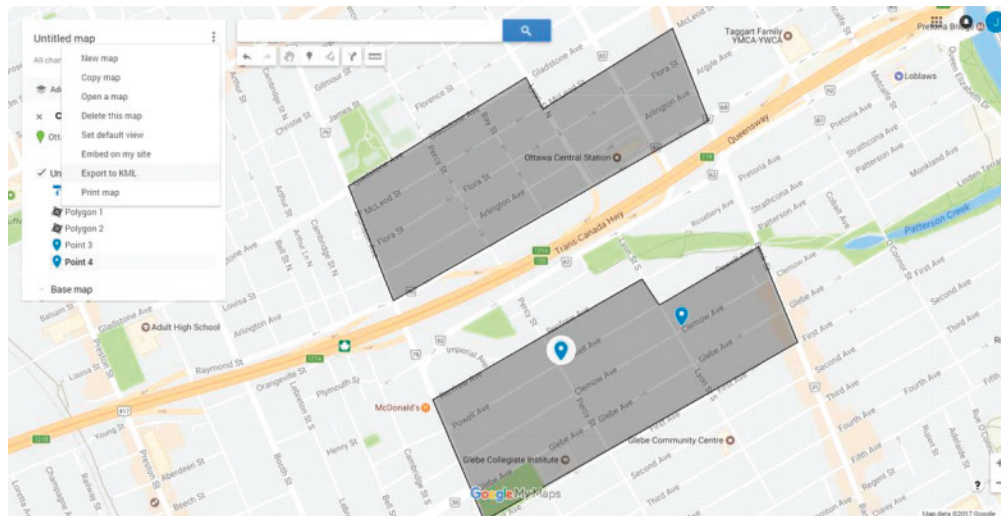


3. In the menu, choose "Your places".
4. Choose "Maps", and at the very bottom click "Create Map".
5. Zoom into your desired target area.

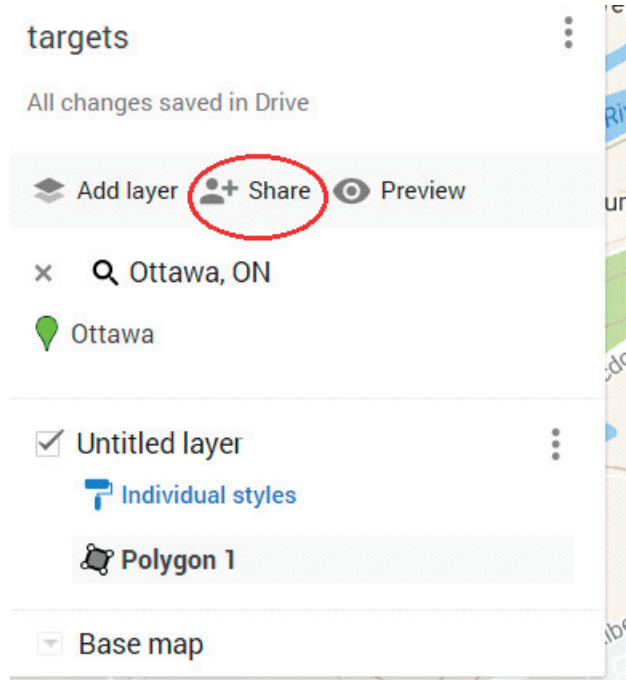
6. Using the tools under the search bar, draw boundaries and add points.



7. Once you are done, click on the three dots beside your map title and choose "Export KML".



8. You can also send someone the link to what you created by choosing the "Share" option. The recipient will also be able to save the information as a .kml.



For Example:

https://drive.google.com/open?id=1FSmvzbsR9oNXELVlz_km_qVHzpA&usp=sharing