



ILLUSTRATED PERMITS USED BY RELIGIOUS GROUPS

Talk by Earle L. Covert

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Religious Groups have a very large number of Illustrated Permits. We show 44 different users who have over 550 different permits. With the exception of two Jewish Groups, all of these are in my collection. Dr. Mark Berner supplied scans of these two groups, for which I thank him.

No other groups – food banks, automobile dealers, health related appeals, insurance companies, schools etc. have the same diversity.

Canada Post provided a template (changed from time to time) for the customized indicia on its website along with detailed postal indicia requirements and specifications. The permit indicia are available for Addressed Admail (since renamed Personalized Mail™), Lettermail and Publications Mail.

The indicia must be bilingual, and Canada Post recommends that French appear first for mailings originating from Quebec. A business or organization with a bulk mailing agreement with Canada Post downloads the template, and adds its artwork and agreement number to the template.

These custom indicia are much more appealing to bulk mailers because there is no extra fee for mailing costs by adding an image to the indicia.

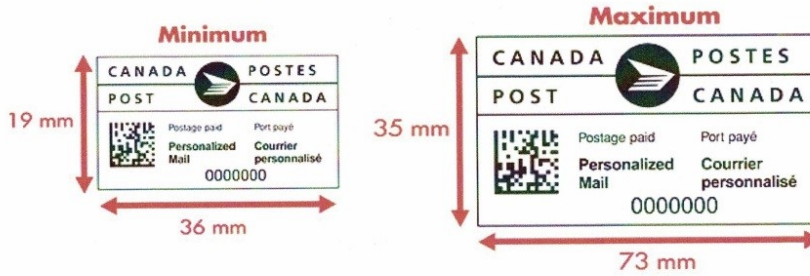
This illustration below is taken from the Canada Post's website. We will not show the first two as they are not Illustrated Permits.

I define an Illustrated Permit as one which has one or more of the following: -

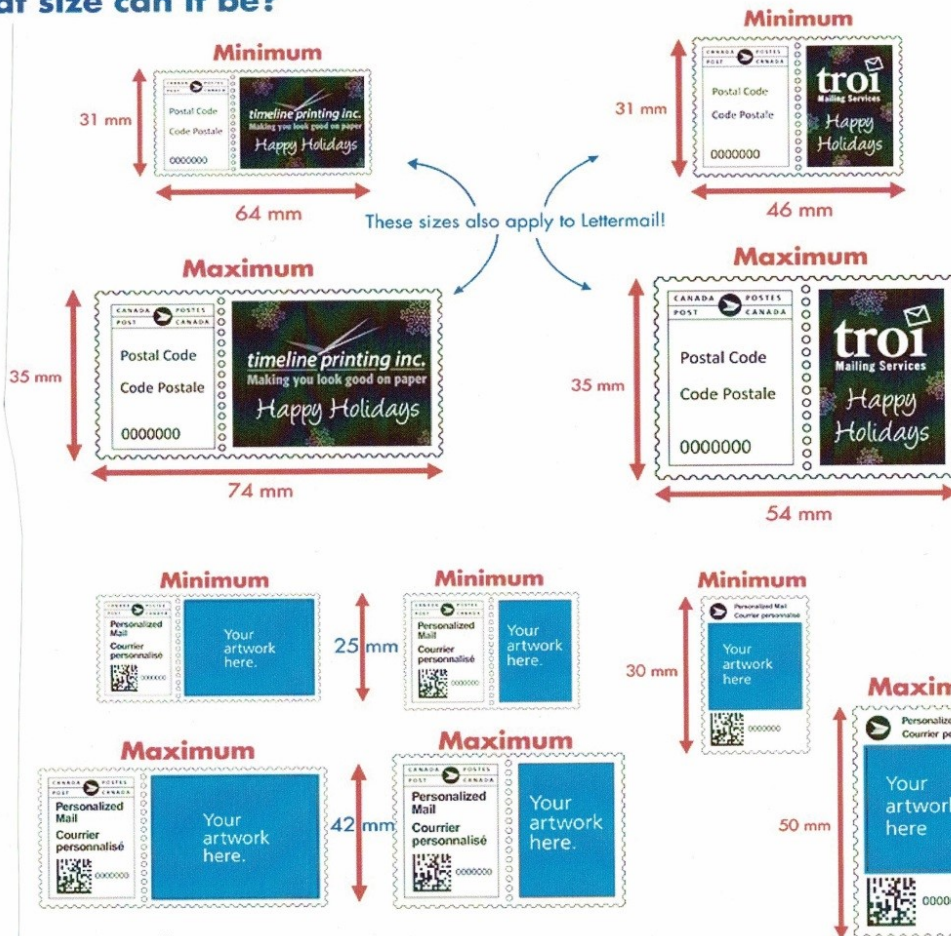
- a picture
- a logo
- a company's name or
- advertising text.



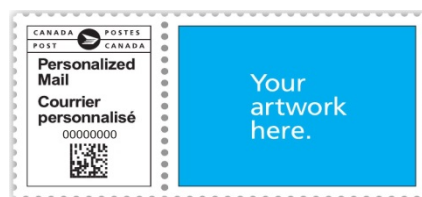
What size should my indicia be?



I want a custom indicia, to really make my brand stand out. What size can it be?



New style introduced early in 2021 has the number and code stacked vertically instead of side by side.

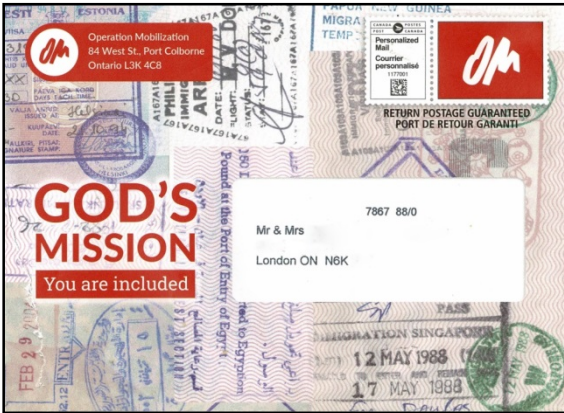




A couple of words of explanation are necessary. The number in the indicia can often be used to identify the user. However, this is not always the case. Some totally unrelated users, often with small mailings, have the same user number. These appear to originate from mailing houses which use their permit number, for all of the users for which they produce mailings.

Also some large users such as Air Miles and Canada Post Corporation use several permit Numbers.

For each user we show the scan of the entire envelope and an enlarged scan of the permit only. We also have a description of their purpose, sometimes their history and the type of services they provide. These are taken from their website, Wikipedia or Google. It is not my intention to read them all as they will be available on the website.



OPERATION MOBILIZATION

If you collect the Illustrated Permits, and find one not shown on bnaps.org under Online Resources – Permit Mail, Please send me a scan of the entire front of the item and, if known, the date it was used to ecovert6@gmail.com. I will acknowledge the source with initials under the item, unless requested not to.

If you don't collect them, don't throw them away, send them to

Earle L. Covert

P. O. Box 1190

Raymond, AB T0K 2S0

I will be glad to pay your postage. Thanks.

Earle