

Plans & Pricing - Direct Mail

What's Involved?

A direct mail campaign has many pieces. Here's a quick checklist of what you need to consider when planning a campaign.

Setup Services

- ✓ Campaign Supervision
- ✓ Copywriting
- ✓ Graphic Design

Production Services

- ✓ Mailing list
- ✓ Printing
- ✓ Addressing and personalization
- ✓ Mail processing
- ✓ Postage
- ✓ Reply mail
- ✓ Phone call tracking
- ✓ Landing page

Your choice of formats

Direct mail offers many different formats and sizes. For the purposes of this guide, we have provided pricing for four (4) common formats. But you are not limited to these. These include:

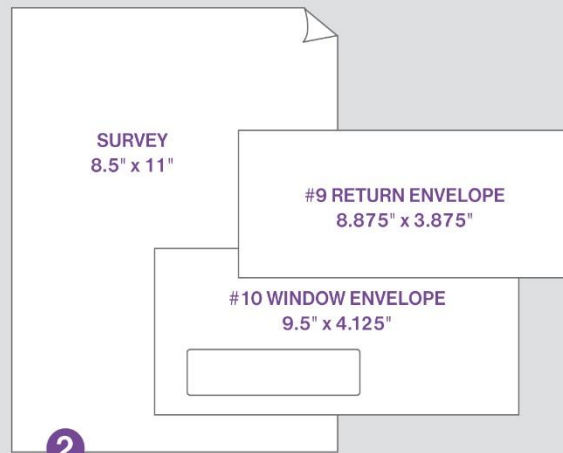
- **6x11 Postcard** – Postcards are one of the most popular formats today. A 6x11 postcard is the largest size available for basic (letter rate) postage.
- **Letter Package** – The letter package includes a #10 window envelope, a 1 or 2-page letter and business reply card. Reply card is personalized.
- **Survey Mailer** – This package includes a #10 window envelope, a 1-page/2-sided survey and #9 business reply envelope. Survey is personalized.
- **Folded Self-Mailer** – The folded self-mailer is a one-piece format that includes three panels plus a business reply card. Measures 6x28 inches, folding down to a 6x9 mailer.

Choose a Format



Letter Package

The letter package includes a #10 window envelope, a 1-page letter and business reply card. Reply card is personalized.



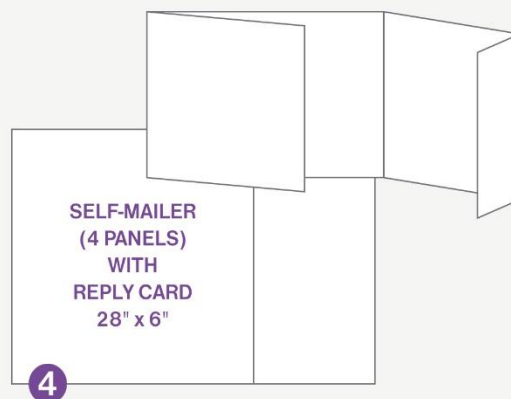
Survey Mailer

This package includes a #10 window envelope, a one-page/2-sided survey and #9 business reply envelope. Survey is personalized.



11 x 6 Postcard

Postcards are one of the most popular formats today. A 11 x 6 postcard is the largest size available for basic (letter rate) postage.



Folded Self-Mailer

The self-mailer is a one-piece format that includes three panels plus a business reply card. Measures 28 x 6 inches, folding down to a 9 x 6 mailer.

Please note you are not limited to these formats or dimensions. If you have an idea for a variation of these formats – or an entirely new format – let us know and we'll work up an estimate for you.

We have also provided pricing for four quantities, but again, you're not locked into those quantities. You can mail any quantity you want – even tiny quantities of 100 pieces.

Services & Pricing

as of 11/4/16

Our Services

Choose from four service options (1) Full-Service Campaigns, (2) Copy/Creative, (3) Project Consulting and (4) Monthly Coaching.

1-Full-Service Campaigns

Full-service pricing includes mailing list, printing, addressing, mail processing and standard/bulk rate postage plus one landing page. Setup costs include discounted creative services.

QTY	<u>2,500</u>	<u>5,000</u>	<u>10,000</u>	<u>20,000</u>
6x11 Postcard				
Setup	\$1,500	\$1,500	\$1,500	\$1,500
Production	<u>\$2,870</u>	<u>\$4,411</u>	<u>\$7,546</u>	<u>\$13,846</u>
Total	\$4,370	\$5,911	\$9,046	\$15,346

Letter Package

Setup	\$1,500	\$1,500	\$1,500	\$1,500
Production	<u>\$3,412</u>	<u>\$5,090</u>	<u>\$8,442</u>	<u>\$15,180</u>
Total	\$4,912	\$6,590	\$9,942	\$16,680

Survey Mailer

Setup	\$1,500	\$1,500	\$1,500	\$1,500
Production	<u>\$3,412</u>	<u>\$5,090</u>	<u>\$8,442</u>	<u>\$15,180</u>
Total	\$4,912	\$6,590	\$9,942	\$16,680

Folded Self-Mailer

Setup	\$2,500	\$2,500	\$2,500	\$2,500
Production	<u>\$4,522</u>	<u>\$6,300</u>	<u>\$10,156</u>	<u>\$17,650</u>
Total	\$7,022	\$8,880	\$12,656	\$20,150

Non-Profits – if you are eligible for non-profit postage, reduce costs by 10 cents per piece

If you need a different format, or different specifications, or different quantities, please call us and we will provide a custom quote.

If you don't need some of the services shown above, again, we can provide a custom quote.

2-Copy/Creative

Looking for a copywriter or creative team for your direct mail? Here's what we charge ...

	<u>Copy</u>	<u>w/Design</u>
6x11 Postcard	\$1,500	\$2,500
Letter Package	\$1,500	\$2,500
Survey Mailer	\$1,500	\$2,500
Folded Self-Mailer	\$2,000	\$3,500

Same creative may be used for multiple mailings. Simple modifications or tweaks may be made for minimal extra cost. Will quote other formats as well.

3-Project Consulting

Consulting services are provided to solve a problem with your program – increase your response rate, improve lead quality, suggest new formats, implement testing, etc. We can help you with any aspect of your direct mail campaign – lists, offers, formats, copy, design, response, production, tracking and measuring, testing and more.

Project Fees start at \$2,500

4-Monthly Coaching

While consulting is intended to solve a specific problem, coaching provides ongoing guidance and support. Includes up to four scheduled phone calls per month plus unlimited email.

Monthly Fees start at \$1,000 per month (\$1,500 first month)

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