

# Invite † Welcome † Grow

## 2007/2008 Postcard and Flyer Mailing Program Costs

### Purchase of Mailing Lists

Residential mailing list qualified by basic criteria such as zip code, home ownership, age of adult members, the presence of children in selected age ranges and length of residence will cost approximately \$0.055/name for single use (\$0.08/name for a year's unlimited use) with a minimum charge of \$85.00. We will combine orders whenever possible to eliminate the minimum charge. The total cost would then be as follows:

<b>Quantity Purchased =</b>	<b><u>500</u></b>	<b><u>1,000</u></b>	<b><u>2,000</u></b>	<b><u>4,000</u></b>	<b><u>6,000</u></b>	<b><u>10,000</u></b>
<b>Single Use Cost =</b>	\$85	\$85	\$110	\$220	\$330	\$550
<b>Multiple Use Cost =</b>	\$85	\$85	\$160	\$320	\$480	\$800

### Production Costs

**Option 1 - Postcards:** The total cost, including design work, for printing 6x9 inch postcards for one parish with full color front & back (4/4) on white 12pt c2s gloss card stock and processing them for mailing (addressing the postcards, preparation of the mailing and delivery to the Post Office) would be as follows:

<b>Quantity Produced =</b>	<b><u>500</u></b>	<b><u>1,000</u></b>	<b><u>2,000</u></b>	<b><u>4,000</u></b>	<b><u>6,000</u></b>	<b><u>10,000</u></b>
<b>Total Postcard Cost =</b>	\$350	\$475	\$625	\$1,150	\$1,450	\$2,025
<b>Cost/Postcard =</b>	\$0.65	\$0.45	\$0.30	\$0.28	\$0.24	\$0.20

**Option 2 - Flyers:** The total cost, including design work, for printing 8-1/2x11 inch tri-folded and tabbed flyers for a group of three or four parishes with full color front & back (4/4) on white 80# gloss text stock and processing them for mailing would be as follows:

<b>Quantity Produced =</b>	<b><u>500</u></b>	<b><u>1,000</u></b>	<b><u>2,000</u></b>	<b><u>4,000</u></b>	<b><u>6,000</u></b>	<b><u>10,000</u></b>
<b>Total Flyer Cost =</b>	-	\$700	\$865	\$1,175	\$1,500	\$2,050
<b>Cost/Flyer =</b>	-	\$0.70	\$0.42	\$0.28	\$0.25	\$0.20

### Estimated Postage Costs( Non-profit up to 3.3 oz)

All mailing pieces will be designed and processed to minimize the postage and the customers will only be billed for the required postage. The new postal rates are a function of how the addresses are distributed among Zip Codes so it is not possible to accurately estimate the required postage without having the address list in hand. Typical non-profit rates range between \$0.10 and \$0.16. Assuming a mid-range rate of \$0.14, the estimated postage costs would be as follows:

<b>Quantity Mailed =</b>	<b><u>500</u></b>	<b><u>1,000</u></b>	<b><u>2,000</u></b>	<b><u>4,000</u></b>	<b><u>6,000</u></b>	<b><u>10,000</u></b>
<b>Estimated Postage =</b>	\$70	\$140	\$280	\$560	\$840	\$1,400

If there are any questions, please contact Richard Woodyatt by phone at (610) 865-9946t or by email at [richard.woodyatt@minutemanpress.com](mailto:richard.woodyatt@minutemanpress.com).