



Direct Mail Campaign

[Direct Mailing - Letters](#)

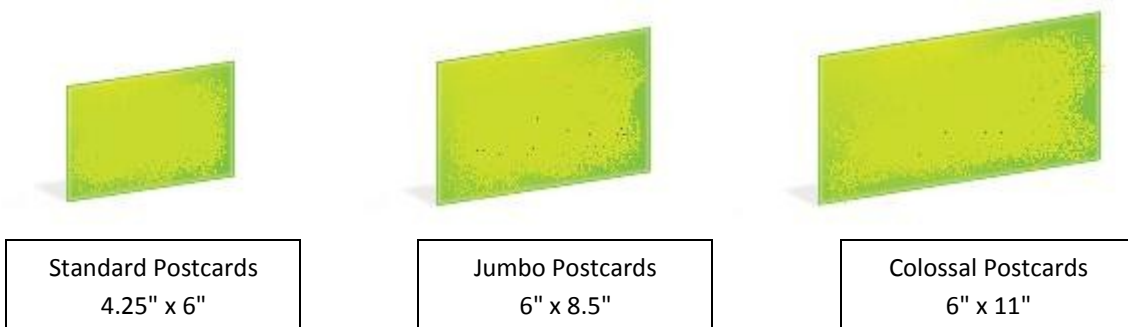
[Direct Mailing - Postcards](#)

[Direct Mailing - Postcard Design Services](#)

There are a few costs that go into launching a direct mail campaign. You have the design, printing, postage, mailing and the list.

Postcards

You have 3 choices with Direct Contact Marketing Group when it comes to postcard size:



Here are our costs for print and quantities:

Postcard	Standard	Jumbo	Colossal
Quantity	4.25" x 6"	6" x 8.5"	6" x 11"
5000	0.33	0.40	0.45
10,000	0.32	0.38	0.43
25000	0.31	0.37	0.42
50000	0.30	0.36	0.41
100000+	0.29	0.35	0.40

Pricing include: Printing, Postage, Addressing, Mail Merge and Presort



Postcard Design Services

We can design the best direct mail postcard for you!

How does it all work?

- Do you have your own graphic designer or someone you like working with?
- Are you yourself a graphic designer?

If you answered yes to either of those questions you do not need our postcard design services. However, we have very specific file requirements for art submission. You do need to make sure you have these. There is even a checklist that you'll need to submit with your art to ensure you or your postcard designer complied with these requirements. This will allow us to deliver a great product to you.

If you do use the Direct Contact Marketing Group to design your direct mail postcard we always make sure the file is set up correctly so that it prints the way you think it is going to. That may sound a bit odd but the truth is Graphic Design is a very technical subject.

There are lots of folks out there that think they know what they're doing but in the end they really don't and you wind up disappointed. (That's why we require the checklist to be submitted with your art.)

The different types of postcard design requirements

A. You need full conceptual postcard design (that means we'll be doing a lot of work)

In order to design your direct mail postcard we'd like you to fill out a little questionnaire that we can fax to you. Or your sales rep can get the questions answered over the phone. These questions help us to write your copy and choose photos from our vast library of stock photography. Our fee for full conceptual postcard design is only \$199. There is no extra charge for using any of our stock images or for the copy writing. If you investigate this rate we think you'll find it to be very, very fair. We're not saying it's the least expensive out there but we really do know what we're doing. Our design team has a combined 50 years of experience and we do these day in and day out.

B. We're designing it, but you know exactly what you want

1. There are those of you who will give us one photo, a headline and the exact text you want printed on the back of your direct mail postcard. Our fee for designing the card is \$99.
2. There are those of you who do know exactly what you want but you don't have any photos of your own and you're not quite sure how to express what you'd like to communicate. You belong up in the 'full conceptual postcard design' section and the fee to design your card is \$199. The only time it is less than that is if you provide the one photo and the text. More than one photo means more than one scan and more time and complexity added to the job.

C. Larger Postcards - 6"x 8.5" or 6"x11"

Again, if you are simply using one photo, a headline and text on the back, our design fee is still only \$99. However, 90% of the time these larger cards are much more complex in design than the smaller ones, simply because there is more space to work with thus more goes into it. These can run anywhere from as low as \$199 up to \$350. I will go over the details and give you a quote.



Letters

Our letters and postcards use personalized data for every one of your customers - financial calculations, payments, lender name, property descriptions, dates, numbers - everything is personalized. In hundreds of studies this has proven to increase response rates by up to 300%.

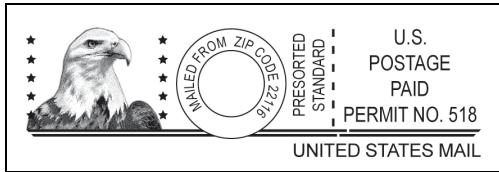
Our letters are FULL COLOR- this has proven to increase response by up to 100%.

We do NOT use templates. Your letter or postcard is 100% customized for your company.

Your letter is on # 28lb stationary quality paper. Your envelope is a double window business envelope.

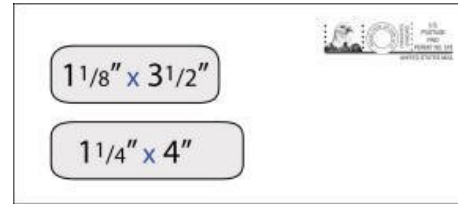
Your stamp indicia looks like 1ST class mail. Your presentation is the best in the industry.

Indicia



Our professional indicia makes your standard mail look like First Class mail. This increases your open rate and builds trust with your customers. Plus we ship your mail directly into your local distribution center. You get First Class delivery speed at the cost of standard mail!

Double window Business Envelope



Your double window envelope gives you a more professional presentation. Show your logo, return address, tag line or special offer in full color through the window! More people will open your letter - and it's included in your price.

Pricing

Quantity	Postage INCLUDED
5,000 Letters	.41 each
10,000 Letters	.39 each
25,000 Letters	.38 each
50,000 Letters	.37 each
100,000 Letters	.36 each

Pricing include: Design, Printing, Postage, Addressing, Mail Merge and Presort