



July 21, 2009

Attn: Mailing

Item: Post Card	Quantity:	Price:	Total:	4" x 6"
8-1/2"x 5-1/2" Color Post Card,	10,000	.0855/ea	\$ 855	\$ 675
14 Pt. full color 2 sided, 4/4, UV coated,	5,000	.1150/ea	\$ 575	\$ 475
one side. (5 day production)	2,500	.1736/ea	\$ 434	\$ 345
	1,000	.2150/ea	\$ 215	\$ 185

Item: Zip Code Search, label, Process

Zip Code search, sort, ink jet label & print	10,000	.113/ea	\$ 1125
(Zip code search by age, income or other criteria)	5,000	.139/ea	\$ 697
* Specialty list QUR	2,500	.170/ea	\$ 425
	1,000	.275/ea	\$ 275

Item: Postage, Bulk rate

Post card mailing Bulk rate (<u>estimate</u>)			
(Actual rate is charged at cost/ per piece	10,000	.23 ea	\$ 2,300
Based on bulk rate charges .233-.270 ea)	5,000	.24 ea	\$ 1,200
	2,500	.25ea	\$ 625
	1,000	.25ea	\$ 225

Item: Art Work

Post Card creation, 3 hrs.	3	45/hr	\$ 135
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Notes:

Total does reflect local tax or shipping.

Delivery in 9-12 working days

FOB plant (CA).

Quote good for 30 days.

*QUR- quote upon request

COST ANALYSIS:

Compare the cost of stamps alone to a complete direct mailing post card project..

Stamps only:	vs.	Design, Printed, Zip code search, labeled and Postage included:
(Cost of stamp, \$0.44/ea)		(This total is all values from previous page.)
As of 5.11.09		
10k \$4,400 / .44/ea	vs.	10K \$4,415/ .44/ea
5K \$2,200 / .44 ea	vs.	5K \$2,607/ .52/ea

2.5K \$1,100 / .44ea vs. 2.5K \$1,619 / .648/ea

Return on Investment (ROI):

The below ROI is based on a 1% response rate. The national average response rate is 2%.

Your direct mail postcard could be worth the following:

New Customers response numbers based on:

.01 % of 2,500 = 25, estimated customer response rate,	National average .02% customer responses =	50
.01 % of 5,000 = 50, estimated customer response rate,	National average .02% customer responses =	100
.01 % of 10,000 = 100, estimated customer response rate,	National average .02% customer responses =	200

Your potential profit:

Customers spends \$100 each: Customers spend \$500 each: Customers spend \$1,000 each:

100@ \$100 \$10,000	100@\$500 \$50,000	100@ \$1000 \$100,000
50@\$100 \$ 5,000	50@\$500 \$ 25,000	50@\$1000 \$ 50,000
25@\$100 \$ 2,500	25@\$500 \$ 12,500	25@\$1000 \$ 25,000

Conclusion:

The break even point can be realized very quickly for this marketing proposal. If your customers averages \$1,000 at purchase you only need 5 new customers to break even on a 10,000 card mailing. If your customers spend \$500 at a purchase you only need 6 of them for a 5,000 card mailing to break even.

In all cases a strong ROI is realized. For an investment of \$4,415 could bring your business as much as \$100,000 even if you realize just one half the national average response rate for direct mailing!

What makes a direct mailing successful?

- *The message,*
- *The call to action,*
- * The target list!*

We can help make your mailing campaign successful. We're experts at driving business to your door step!