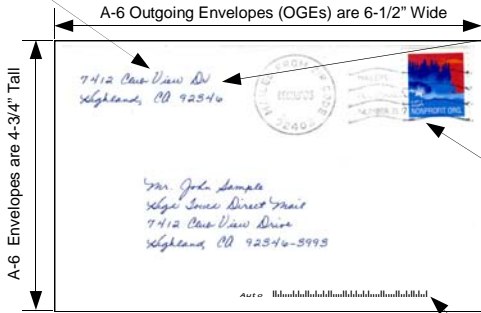


A-6 PACKAGE OVERVIEW

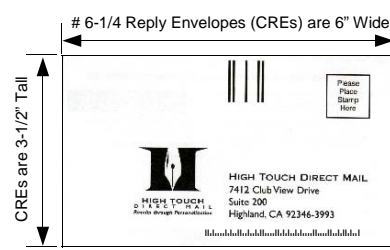
We have received a special written exemption from the USPS that allows us to HandScript™ just the return address (with no organizational identification) in the return address block. This is otherwise **not legal to do**. This adds curiosity, makes mail look more personal, and **ALWAYS** (ok, **almost** always) **GETS MAIL OPENED!**

Our standard outgoing envelope (OGE) addressing process includes Computer HandScript™ addressing of both the outgoing **addressee** and organization **return** blocks in **blue** or **black**. Outgoing envelopes requiring preprinted logos and/or type-set reply addresses require pre-printing and cost more. Back flap addressing printing also costs more. However, our Computer HandScripted™ return address treatment actually **gets opened more often than pre-printed envelopes**, and the credibility factor that is usually sought by preprinting brand icons on envelopes is still prevalent in what's printed inside. But we can pre-print your return if you wish for slightly more.



1. A-6 Carrier Envelope
(24# WW 4-3/4" x 6-1/2")

We have a special written exemption allowing us to cancel nonprofit, bulk, or pre-sort first class stamps. The USPS regulations actually prohibit others from doing this! This makes discount mail look first class and **GETS IT OPENED!** We call this our **High Touch PostCode™!**



2. # 6-1/4 Reply Envelope
(24# WW 3-1/2" x 6")

Our standard Courtesy Reply Envelope (CRE) is printed in black. Additional **COLOR** costs slightly more.

I recommend using a **forgiving** approach in designing cover art. While digital high-speed laser color equals and can even exceed the quality of offset, there can be very slight shifting. So we discourage using designs that require precise registration (with critical border margins). This card represents a tolerable compromise.

Cards are printed on 9 pt. 65# **Cougar Opaque** (or similar) cover stock, scored in the middle and folded down to 4-1/2" x 5-7/8".



3. Cover Note card (5-7/8" x 9" flat, folds to 4-1/2" x 5-7/8", 4-color).

Bar Codes are printed in the lower right corner **NOT** above the address block. Because they don't scream "I'm junk mail" **your envelope will always get opened & since they're bar coded, you save on postage.** Imagine the impact of a 42¢ stamp for about 14¢! **That's ONE THIRD the first class cost!**

Four Color front & back cover printing is included. Just send art sized to the aspect ratio!

No bleeds on note card and a 1/2" no-print zone on all four sides is necessary.

While the back cover cannot be personalized, in addition to contact information, valuable message space is available.

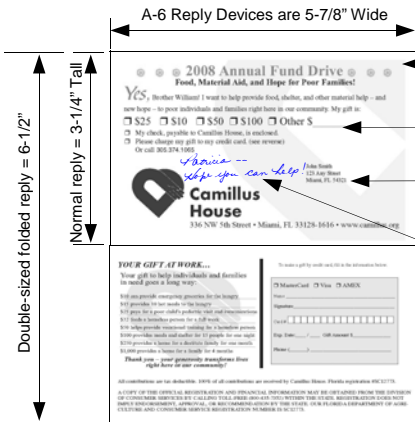


4. Inside Note card (5-7/8" x 9" flat, folds to 4-1/2" x 5-7/8" 2-color. Note: P.S. must have the variable name on a separate line as pictured above to avoid odd wrapping on long names and text must be brief enough to fit space allowed with a 1/2" no-print zone.

If you wish, we can cross out a "Dear Friend" salutation and personalize the card with the donor's name written above it, writing at an angle in our **BLUE** Computer HandScript™.

A 1/2" no-print area on all four sides is required.

HandScripted™ notes are available in any of our 80 styles. Genuine HandWriting™ (actually written by human hand) is also available, just call for a quote since the price is based on a per-word count. FYI, in a major test of Computer HandScript™ versus real handwriting, our Computer HandScript™ (1.) **cost less**, (2.) got a **better response rate**, and (3.) it even raised a **higher average gift!** I'll send you a pdf of test data for the asking. Either process is available. Both work!



5. Reply Device Our standard reply device prints 1/0 in black. If two-sided, we are able to add variable data on **only one side**. Our price assumes **black ink only** printed on 60# text (extra cost applies for **color**). The normal reply measures 5-7/8" x 3-1/4". A **double-sized** reply device is also available at slightly higher cost. Double-sized replies print flat on 5-7/8" x 5-7/8" stock and fold down to the same size as our smaller 3-1/4" x 5-7/8" reply device to fit a 3-1/2" x 6" CRE.

No bleeds on reply art and a 1/2" no-print zone on all four sides is necessary.

Variable gift strings can be printed on RDs.

Printing variable donor data is standard on RDs.

If it's in your data, we can print it. We can even print a HandScripted™ personal note using your donor's first name.

To add a second side or to double the size and fold the reply costs only slightly more.

Bleeds are OK on **most** inserts.

Additional inserts can be added if desired.



Inserts quoted *per job*. Normally we try to size these to fit inside an A-6 envelope, so the brochure's folded final dimension is about 4-1/2" x 5-7/8", although we can produce any size piece you need. If mailing a size other than an A-6, we would design the piece to be appropriate to package.

6. Additional Inserts (e.g. brochures, buck slips etc.) Please note all size, production specifications, any special letter shop requirements such as folding, etc. Pricing depends on the exact specifications and, of course, on whether the client supplies any pre-printed material. Client is responsible to ensure that package remains within weight tolerance for postage rate sought.

Canadian jobs printed in the U.S. are shipped to Detroit, MI then picked up by our Windsor, ON mail shop for final preparation. Obviously our High Touch PostCode™ is neither useful nor available (unless you mail a large volume within the U.S., in which case it would be valuable for that segment). U.S.-prepared mail shipped to our Detroit/Windsor mail shop incurs shipping costs to Detroit.