

Special Retro (1999) Pricing for Computer HandScript™ Direct Mail Packages

Basic Pricing List For Common Sizes:

Quantities . . .	A-8	A-7	A-6	A-1	NEW A-1	#10	#10 2 pg ¹	#10 2 pg ²	#7-3/4	Envelopes Only
200 - 499:	\$1.83	\$1.78	\$1.75	\$1.72	\$1.65	\$1.78	\$1.83	\$1.85	\$1.75	\$0.33
500 - 2,499	\$1.78	\$1.73	\$1.70	\$1.67	\$1.60	\$1.73	\$1.78	\$1.80	\$1.70	\$0.25
2,500 - 4,999:	\$0.97	\$0.92	\$0.89	\$0.86	\$0.79	\$0.92	\$0.97	\$0.99	\$0.89	\$0.21
5,000 - 24,999:	\$0.77	\$0.72	\$0.69	\$0.66	\$0.49	\$0.72	\$0.77	\$0.79	\$0.69	\$0.20
25,000 - 49,999:	\$0.73	\$0.68	\$0.65	\$0.62	\$0.46	\$0.68	\$0.73	\$0.75	\$0.65	\$0.19
50,000 - 99,999:	\$0.69	\$0.64	\$0.61	\$0.58	\$0.43	\$0.64	\$0.69	\$0.71	\$0.61	\$0.18
100,000 - 149,999:	\$0.66	\$0.61	\$0.58	\$0.55	\$0.42	\$0.61	\$0.66	\$0.68	\$0.58	\$0.17
150,000 - 249,999:	\$0.62	\$0.57	\$0.54	\$0.51	\$0.41	\$0.57	\$0.62	\$0.64	\$0.54	\$0.16
250,000 - 499,999:	\$0.57	\$0.52	\$0.49	\$0.46	\$0.40	\$0.52	\$0.57	\$0.59	\$0.49	\$0.15
500,000 - 999,999:	\$0.54	\$0.49	\$0.46	\$0.43	\$0.39	\$0.49	\$0.54	\$0.56	\$0.46	\$0.14
1,000,000-plus (call)										
Carrier Envelope Size:	5-1/2x8-1/8	5-1/4x7-1/4	4-3/4x6-1/2	4-1/8x5-1/2	4-1/8x5-1/2	4-1/8x9-1/2	4-1/8x9-1/2	4-1/8x9-1/2	3-7/8x7-1/2	
Reply Envelope Size:	3-5/8x8-5/8	3-5/8x6-1/2	3-1/2x6	3-5/8x5-1/8	3-5/8x5-1/8	3-7/8x8-7/8	3-7/8x8-7/8	3-7/8x8-7/8	3-3/4x6-3/4	
Unfolded Card/Letter:	8x10	6.33x10	5-7/8x9	4-3/4x6-1/2	4-3/4x6-1/2	8-1/2x11	8-1/2x11	8-1/2x11	7x10	
Reply Device Size:	3x8	3x6-1/3	3-1/4x5-7/8	3-1/4x4-3/4	3-1/4x4-3/4	3x8-1/2	3x8-1/2	3x8-1/2	3x6	
Note:	Stock sizes are approximate and may vary ±1/8". Envelopes are converted from 24# white wove stock, note cards are printed on 65# 9pt. opaque cover, and reply slips are printed on the same stock as the note card or on 60# or 70# text stock, depending on availability. All #10 and #7-3/4 projects come with a perforated reply device attached to letter. To ensure matching, all pieces bear a discrete sequence number.				* Our Best Value!		¹ 1-Sheet 2 sides Personalized p 1	² 2-Sheets 1 side Personalized p 1	Stock is extra & Quoted by job	

Our Basic Package Includes **Four Items** With All Printing, Personalization, and Mail Shop **INCLUDED**:

- 1.) HandScript™-Addressed Envelope 2.) HandScript™-Personalized Note Card 3.) Reply Device 4.) Reply Envelope**

Our typical package features typed body copy on a note card with a one or two line P.S. in **BLUE** Computer HandScript™. We then write both the return and outgoing addresses in **BLUE** Computer HandScript™. Often we will cross out the "Dear Friend" at the top of the card or letter and add the donor's name in **BLUE** HandScript™ above the pre-printed salutation. Samples of what this looks like are shown in the A-6 PACKAGE OVERVIEW that accompanies this price guide. While this is our *typical* approach, we can do just about anything you wish. We even offer fully hand-personalized mail using human hand writers, though the cost is higher. Moreover, in an A/B test of 150,000 note cards mailed by American Heart Association, a **computer-simulated handwriting package actually out-performed one produced in real handwriting**. We always affix live postage stamps and cancel them to look first class and get opened. We have special written approval to do this, since the USPS rules actually prohibit the canceling of discount stamps (nonprofit, bulk or first class presort). Finally, our prices are competitive, **but we'll meet or beat any comparable offer!**

Prices for addressing envelopes only in Computer HandScript™ require our standard \$199 set up fee and do not include cost of envelope stock or offset printing return addresses if required. Client-supplied envelopes require a 10 percent overage for set up and waste (a 15 percent overage is required for jobs under 5,000). Prior testing of stock is required to ensure it will run effectively. Actual shipping costs back to the client are extra and quoted by the job.

* **NEW A-1 Generic Package—Our Best Value!** Our newest package is a **generic** version of our fully personalized A-1-size package. Its intimate size virtually guarantees the envelope will **get opened**. To keep costs as low as possible, however, only one of the four components of the package is personalized—the outgoing envelope. The outgoing envelope is addressed and the generic (non-variable) note inside the card are printed in **BLACK** Computer HandScript™. The reply device is returned from the donor in a window reply envelope.

Additional Standard Charges for ALL jobs:

- ◆ **Set Up Fee:** \$199, which covers the several hours it takes to convert ordinary type into Computer HandScript™.
- ◆ **Delivery of Mail to our Post Office:** \$49 which covers the cost of sorting, traying and trucking mail to the USPS.
- ◆ **Postage:** Costs for postage are **NOT** included above per piece rate table and are calculated for class chosen.
- ◆ **Deposit and Postage:** Postage and a 50% production deposit on jobs is required 10 days in advance of drop.

Variable Charges (Note: You are charged ONLY if you request these OPTIONAL services):

- ◆ **Drop Shipping or USPS Palletized Mail—**upon request, we can enter mail at our BMEU (Business Mail Entry Unit) and ship it **at extra cost** by freight to your local Post Office (quoted per job). Alternatively, we can palletize Mail so the Post Office can route qualifying mail on pallets to enter the mail at a Post Office near where most of your constituents live (extra cost just \$99; the benefit is this service shaves net delivery time of mail to homes).
- ◆ **Proof-of-Mailing Forms** for first class mail (USPS form 3606). Nonprofit proof of mailing (USPS form 3602) free.
- ◆ **Versioning—**for jobs with multiple segments, if each segment requires its own copy, a fee of \$70 per additional version applies. But if segment variations are built into data and only one art file is used, there are no extra costs.
- ◆ **Overnight Deliveries** of proofs incur express charges. Proofs emailed as pdfs incur **no additional charges**.
- ◆ **Additional Art or Data Work** required costs \$90/hr. This can usually be avoided by following template guides.



Canceling mail with this postmark has increased response by 27 percent!

Note: It is not legal to cancel nonprofit, first class presort, or bulk rate stamps without a special exemption from the USPS. High Touch has such an exemption from the regulations that prohibit the cancellation of such stamps. Testing has shown that by canceling these classes of postage stamps, response can increase **as much as 27.27%**, since envelopes **look like full-rate first class mail** when stamps are mailed canceled rather than naked!

Revised Sept 15, 2009.
Prices are subject to change without notice.
Call for an exact quote.

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