

# Direct Mail

## THE ADVANTAGES OF DIRECT MAIL DISTRIBUTION

The direct mail strategy provides superior value. The distribution is targeted, sent specifically and personally to those customers and prospects advertisers most want to reach, influence and serve. When done correctly there is no waste.

Calendars, Memo Books, Notebooks, or Journals by mail provide the opportunity to integrate other promotional and marketing tools. A complete package might include: a "thank you" letter, special offer, an invitation to visit a website, coupons or announcements.

By having calendars mailed, businesses **save the cost of in-bound, bulk freight and the time and effort required** by their staffs to distribute. With direct mail, the customer controls the exact time of distribution without additional staff handling. Recipients are delighted to receive a fresh, new calendar in the mail and welcome this method of distribution.

## TRU ART WILL MAKE CHOOSING DIRECT MAIL EASY AND EFFECTIVE

Tru Art has an established reputation in direct mail expertise. Let our experienced staff manage your mailing campaign. We have premium-package postal software, automated high-speed inkjet addressing equipment and various labeling capabilities. Tru Art's state-of-the-art equipment, coupled with extensive staff experience, results in a combination that achieves best delivery times and lowest applicable USPS postage costs!

### TRU ART'S DIRECT MAIL SERVICE AND FEES

- Your mail will be routed through Tru Art's postal permit.
- We will process your mail through the USPS network in a manner that is secure, accurately sorted, and well managed.
- Our software verifies deliverable addresses, updates addresses, sorts the mail in pre-sort order and generates delivery barcode.
- We filter-out undeliverable addresses to avoid waste and postage expenses.
- The USPS is provided with complete documentation to facilitate expedited postal handling.
- Other fees may apply depending on the nature of the mailing and if there are international addresses. Contact factory for details, including required extra packaging.

Typical Fees for **BULK RATE or FIRST CLASS** Service Mailing, are:

- List Certification, \$90.00 (G)
- Mailing Administration, \$90.00 (G)
- Bulk Mail Service, \$0.78 (G) each, plus postage

Tru Art will review customer provided mailing list and advise if address corrections are required based on USPS software verification. Customer can make the changes and re-submit the mailing list.

If preferred, Tru Art can, upon request, provide the address research and corrections to the list submitted at a charge of \$90.00 (G) per hour. An estimated cost for address research and list correction will be provided for prior approval. Tru Art will provide a copy of the corrected list for the customer.

## SUBMITTING MAIL LISTS

The preferred format for providing lists for mailing is Excel Spreadsheet file. The list should be arranged such that each field is separate in a spreadsheet cell, examples:

Company Name	Recipient Name	Address 1	Address 2	City	State	Zip Code
ABC Co., Inc.	John Smith	123 First St.	PO Box 006	Any City	Any State	99999

First Name	Last Name	Address 1	Address 2	City	State	Zip Code
John	Smith	123 First St.		Any City	Any State	99999

Utilizing direct mail to distribute calendars substantially increases the effectiveness of the calendar advertising investment for your customers. Using Tru Art's Direct Mail Operations Center makes selling and handling direct mail efficient, effective and easy for you and your buyer.

**Note:** Mailings sent in December can be subject to USPS delays.  
Mail prior to Thanksgiving for best results.