

MAILING PRICE LIST

We can help you target the market you want to reach by supplying the right list, designing the right mail piece and mailing it the best way to get you the **most impact** for your money.

STANDARD MAILERS

Price Includes printing & mailing services. Presort postage rates **NOT** included in price. Mailing services include data processing of one supplied list, C.A.S.S. Certification, N.C.O.A, De-dupe list, Pre-sorting, Ink-jet setup and addressing as well as delivery to the Post Office.

	1000	2500	5000	7500	10000
4 X 6 POST CARD 4/4 ON 14PT WITH UV COATING ON FRONT	\$267	\$373	\$495	\$703	\$873
5.5 X 8.5 POST CARD 4/4 ON 14PT WITH UV COATING ON FRONT	\$361	\$515	\$673	\$985	\$1235

EVERY DOOR DIRECT MAILERS (EDDM)

Price includes printing only. EDDM postage rates **NOT** included in price. Customer is responsible for bundling and delivering the mail pieces to the Post Office.

	1000	2500	5000	7500	10000
6.5 X 9 POST CARD 4/4 ON 14PT WITH UV COATING	\$203	\$323	\$517	\$765	\$1007
6 X 11 POST CARD 4/4 ON 14PT WITH UV COATING	\$235	\$369	\$583	\$855	\$1084
8.5 X 11 POST CARD 4/4 ON 14PT WITH UV COATING	\$303	\$439	\$803	\$1137	\$1346

Effective May 2019. Prices subject to change.

**18320 PAULSON DR. UNIT A
PORT CHARLOTTE, FL 33954**

941.625.2833
INFO@BUFFALOGRAFFIX.COM
BUFFALOGRAFFIX.COM

5 TIPS TO MASTER DIRECT MAIL MARKETING

1

UNDERSTAND YOUR PERFECT CUSTOMER

Consider who your ideal consumer or clientele is and narrow in on these prospects! Gear your message towards those who may be in need of your products and services.

2

DO TARGETED MAILINGS

Keep your customer data/list accurate and up to date so you can target your current clientele. If you don't have your own list or just need to build upon your current list, you can purchase a mailing list in order to hone in on specific demographics (age, gender, etc.) or those with certain assets (home, boat, pool, car, etc.). Would you rather target a specific location than people? Saturation or EDDM mailers are a great way to target geographic areas at a lower postage rate.

3

WOW THEM WITH AN EXCITING OFFER

Create urgency. Offer incentives like special deals - something discounted or free! Create a call to action that is not to be missed or forgotten, with great design and attention-grabbing content.

4

MEASURE YOUR RESPONSES AND SALES

Be sure that you record and analyze your responses. Monitor and track calls that result from your mailing by using a code or special offer they must ask for when contacting you. Use this info to ensure your customer data remains current and accurate. Calculating your ROI for each mailing will help you better formulate future marketing plans.

5

REINFORCE AND FOLLOW UP

Repeat mailings to the same list or area in order to remain at the top of your customers' minds. You can make a new offer, change the look or layout of your mail piece, or use the exact same content to see how it affects your response rate.