

HOW CAN *Bulk Mail* SAVE ME TIME AND MONEY?

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WHETHER YOU ARE
USING YOUR OWN
PRINTED PIECES OR
TAKING ADVANTAGE
OF OUR “DESIGN TO
DELIVERY” SERVICES,
WE HAVE THE
EXPERIENCE AND
EQUIPMENT TO
SAVE YOU MONEY
ON MAILING.

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Q: How can I save money?

A: If we prepare your mailing to go out at the bulk rate, a letter that would have cost you 46 cents in first-class postage can be mailed at a postage rate of 26 cents or less. This savings is offered by the post office because our bulk mail services do some of the work the post office would normally do. The key is that what you would have paid in postage is considerably less than what you pay us to process your mailing. Here’s a look at your savings:

	Bulk mailing through Bouwer Printing	Doing it yourself
Postage per piece	26 cents (average)	46 cents
Cost per piece to label, sort, & deliver using your mailing list	8.7 cents (average)	Your cost to print labels and your valuable time spent applying them or printing envelopes
Total mailing cost per piece	34.7 cents	46 cents + more time
Savings per piece	11.3 cents, plus the agony of addressing and labeling!	None!

Q: Isn’t bulk mailing complicated and time-consuming?

A: Yes! That’s where we can help. We have the experience and equipment to save you money on mailing. If you use our services all you do is give us your mailing list in a digital format (or purchase a list through our or your own supplier) and we’ll take it from there. We:

- Check your list for accuracy,
- Eliminate duplicates,

continued

Mail

- Add the ZIP+4 extension,
- Check your list against the Post Office National Change of Address registry,
- Add the post office bar code,
- Print the addresses directly onto your mailing piece,
- Sort according to postal regulations,
- Complete the required post-office paperwork, and
- Deliver the mail to the post office for mailing.

Q: Is the expense of direct mail worth it?

A: Yes! Bulk mail allows you to deliver an effective message directly to those people who have the highest probability of responding to your offer. It's well documented that while the cost per 1,000 contacts is higher than newspaper or media advertising, the cost per responses or cost per sale is the lowest of any advertising medium. What does this mean to you? It means the quality of your contacts is better because you are getting more responses and making more sales per 1,000 pieces than you would get using any other means of advertising. Because direct mail targets your specific audience (and not an entire subscription body or listening audience), your message is carried directly and only to those people you want to receive it. Direct mail is clearly the industry's hardest working advertising dollar!

Q: Why do people use Bower Printing's bulk mail services?

A: Direct mail advertising using bulk mail allows you to place your information in the hands of every consumer you want to reach. Direct mail advertising using bulk mail doesn't rely on the consumer to "come to the advertisement" as traditional print and media ad methods do; instead, direct mail goes directly to your consumer, eliminating waste. Bower Printing & Mailing can save you considerable advertising dollars by showing you how to target your audience and take advantage of bulk mail postage rates. We have been doing bulk mailing for more than 15 years, and we are happy to share our experience with our customers.

Q: How can I make my mailing an effective, stress-free experience while saving money?

A: First, decide the following:

- Who do you want to reach with your mailing? All households in Shawano? All businesses in Appleton? All home owners over 30 in New London with a combined income of over \$40,000?
- What do you want to say to your audience? That you're having a fabulous grand-opening sale? That you have a new product? That you're moving to a new location?
- When do you want to do the mailing? Consider avoiding holidays or other heavy mail times. Give yourself plenty of time to make all the preparations.
- How much can you spend? Be sure to consider the entire direct mail campaign, including postage. Establish a bottom-line budget to avoid over-spending.

THEN call us ...

- To help you purchase or set up a mailing list that specifically targets the audience you want to reach.
- To help you design a mailer that will be the most effective promotion for the least amount of expense, catch the attention of the recipients, and reflect the professional image of your company or group.
- To help you select the most exciting papers and inks for your mailing while staying within your budget and complying with current postal regulations.
- To help you estimate the total cost of your direct mail campaign.
- To help you more fully understand our "design to delivery" bulk mailing services and answer any other questions you may have.

Call us today for your free consultation! Or, let us know if you'd like us to add you to our invitation list for our next FREE bulk mail seminar.