

"Dear Neighbor" Marketing Campaign

Addressing, Stamping, Collating, Folding, Inserting, Mailing & List Management

Three 8½x11 Sales Letters, with or without a photo, at proper intervals:
 Letter 1 - Day 1, Letter 2 - Day 10, Letter 3 - Day 17

Step 1: Select Paper.

White Golden Rod Blue Yellow Green

Step 2: Select Quantity

	500 <small>PER WEEK FOR 3 WEEKS</small>	1,000 <small>PER WEEK FOR 3 WEEKS</small>	2,000 <small>PER WEEK FOR 3 WEEKS</small>
Dear Neighbor Sales Letter (1st, 2nd & 3rd)	1,500 Units - \$130	3,000 Units - \$175	6,000 Units - \$310
Envelope - #10 with machine printed return address (2 Lines)	1,500 Units - \$130	3,000 Units - \$155	6,000 Units - \$280
Preparing sales letter for mailing: Collating; Folding; Inserting; Applying stamp; Pre-sort; Post Office bag, box & deliver; Mailing list development & preparation; Post Office paperwork; Setup	1,500 Units - \$225	3,000 Units - \$350	6,000 Units - \$600
Addressing envelopes by hand	1,500 Units - \$260	3,000 Units - \$500	6,000 Units - \$980
Package Total:	1,500 Units - \$745	3,000 Units - \$1,180	6,000 Units - \$2,170

Choose One:

6,000 - 2,000 per week for 3 weeks - **\$2,170**..... \$ _____

3,000 - 1,000 per week for 3 weeks - **\$1,180**..... \$ _____

1,500 - 500 per week for 3 weeks - **\$745**..... \$ _____

Step 3: Choose Two (2) Mailing List Criteria in Zip Code _____

- | | |
|---|---|
| 1.) <input type="checkbox"/> Homeowner | 4.) <input type="checkbox"/> Age: <input type="checkbox"/> 0-35 <input type="checkbox"/> 36-65 <input type="checkbox"/> 66 & Up |
| 2.) <input type="checkbox"/> Gender: <input type="checkbox"/> M <input type="checkbox"/> F | 5.) <input type="checkbox"/> Income: <input type="checkbox"/> 15k-35k <input type="checkbox"/> 36k-70k <input type="checkbox"/> 71k & Up |
| 3.) <input type="checkbox"/> Credit Card User | 6.) <input type="checkbox"/> Family With Children |

Each Additional Criteria is \$25 - _____ x \$25 - _____

Choose Mailing List Quantity:

500.....\$85 - _____

1000.....\$105 - _____

2000.....\$190 - _____

Entire List - 8¢ Per Name..... _____ x \$.08 - _____

Step 4: Choose Postage.

	Price (each)	Quantity	Subtotal
<input type="checkbox"/> First class with stamp.....Postage Cost Each (3 to 5 day delivery time)	42¢ Each x _____	_____ =	_____
<input type="checkbox"/> Pre-sorted standard mail with stamp.....Postage Cost Each (7 to 14 day delivery time)	31¢ Each x _____	_____ =	_____
	Cost \$		_____
	8% Tax \$		_____
	Total Project \$		_____

Authorization: I hereby authorize Fasprint to complete the above print job at the price and terms provided above.

Credit Card # _____ Exp. _____ CVC #: _____

Ship to: Name _____ Company _____

Street Address _____ City _____ State _____ Zip _____

Telephone () _____ - _____ Fax () _____ - _____ Email _____ @ _____

Authorizing Signature _____ Date _____

