



TURNKEY COST PROJECTION - June 1, 2008

8-Panel - 11 x 17 Direct Mail Campaign - Variable Number of Households - Four Mailing Drops

(Folded down twice to 8 1/2" X 5 1/2" - Four Color Process on 100 lb. Gloss White Text)

Households on List	2,500		5,000		7,500		10,000		12,500		15,000	
Total Pieces Mailed	10,000		20,000		30,000		40,000		50,000		60,000	
	Total	Per Piece	Total	Per Piece	Total	Per Piece	Total	Per Piece	Total	Per Piece	Total	Per Piece
Design Fees	\$4,750	0.4750	\$4,750	0.2375	\$4,750	0.1583	\$4,750	0.1188	\$4,750	0.0950	\$4,750	0.0792
Mailing List*	502	0.0502	502	0.0251	621	0.0207	774	0.0193	927	0.0185	1,080	0.0180
Printing	2,083	0.2083	2,878	0.1439	3,689	0.1230	4,481	0.1120	5,263	0.1053	6,039	0.1006
Mailhouse/Lettershop	1,038	0.1038	1,488	0.0744	1,938	0.0646	2,388	0.0597	2,838	0.0568	3,288	0.0548
Postage**	2,305	0.2305	4,610	0.2305	6,915	0.2305	9,220	0.2305	11,525	0.2305	13,830	0.2305
Grand Total	\$10,677	1.0677	\$14,227	0.7114	\$17,912	0.5971	\$21,613	0.5403	\$25,303	0.5061	\$28,986	0.4831

PAYMENT SCHEDULE - FOUR MAILING DROPS

Installment #1 (To start Design) (Now)	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750						
Installment #2 (Printing/Mailing List) (in 4 to 6 weeks)	2,584	3,379	4,309	5,255	6,190	7,118						
Installment #3*** (First Mailing Drop) (1 - 2 weeks later)	836	1,524	2,213	2,902	3,591	4,279						
Installment #4*** (Second Mailing Drop) (6 - 8 weeks later)	836	1,524	2,213	2,902	3,591	4,279						
Installment #5*** (Third Mailing Drop) (6 - 8 weeks later)	836	1,524	2,213	2,902	3,591	4,279						
Installment #6*** (Fourth Mailing Drop) (6 - 8 weeks later)	836	1,524	2,213	2,902	3,591	4,279						
Grand Total	\$10,677	1.0677	\$14,227	0.7114	\$17,912	0.5971	\$21,613	0.5403	\$25,303	0.5061	\$28,986	0.4831

* Based on variable number of households as shown above. Includes income filter for carrier routes within a certain radius or within selected zipcodes - additional filters will increase cost.

** Projected postage charge based on 5-Digit Automation rate. Actual postage charge may vary depending on final mailing list and actual saturation levels for specific carrier routes.

*** Timing of Mailing Drops based on typical client's mailing drops - actual times of mailing drops will vary depending on actual client's preference.