



**TURNKEY COST PROJECTION - June 1, 2008**  
**Super-Size Postcard Direct Mail Campaign - Variable Number of Households - Four Mailing Drops**  
(6" X 11 3/8" - Four Color Process on 100# Gloss White Cover)

| 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     |
| <b>Design Fees</b>          | \$1,800        | 0.1800        | \$1,800         | 0.0900        | \$1,800         | 0.0600        | \$1,800         | 0.0450        | \$1,800         | 0.0360        | \$1,800         | 0.0300        |
| <b>Mailing List*</b>        | 502            | 0.0502        | 502             | 0.0251        | 621             | 0.0207        | 774             | 0.0193        | 927             | 0.0185        | 1,080           | 0.0180        |
| <b>Printing</b>             | 2,059          | 0.2059        | 2,623           | 0.1312        | 3,206           | 0.1069        | 3,790           | 0.0948        | 4,376           | 0.0875        | 4,955           | 0.0826        |
| <b>Mailhouse/Lettershop</b> | 948            | 0.0948        | 1,308           | 0.0654        | 1,668           | 0.0556        | 2,028           | 0.0507        | 2,388           | 0.0478        | 2,748           | 0.0458        |
| <b>Postage**</b>            | 2,305          | 0.2305        | 4,610           | 0.2305        | 6,915           | 0.2305        | 9,220           | 0.2305        | 11,525          | 0.2305        | 13,830          | 0.2305        |
| <b>Grand Total</b>          | <b>\$7,613</b> | <b>0.7613</b> | <b>\$10,843</b> | <b>0.5421</b> | <b>\$14,209</b> | <b>0.4736</b> | <b>\$17,612</b> | <b>0.4403</b> | <b>\$21,016</b> | <b>0.4203</b> | <b>\$24,412</b> | <b>0.4069</b> |

**PAYMENT SCHEDULE - FOUR MAILING DROPS**

|  |                |               |                 |               |                 |               |                 |               |                 |               |                 |               |
|--|----------------|---------------|-----------------|---------------|-----------------|---------------|-----------------|---------------|-----------------|---------------|-----------------|---------------|
| <b>Installment #1</b><br>(To start Design)<br>(Now)                      | \$1,800        | \$1,800       | \$1,800         | \$1,800       | \$1,800         | \$1,800       |                 |               |                 |               |                 |               |
| <b>Installment #2</b><br>(Printing/Mailing List)<br>(in 4 to 6 weeks)    | 2,561          | 3,125         | 3,826           | 4,564         | 5,303           | 6,034         |                 |               |                 |               |                 |               |
| <b>Installment #3***</b><br>(First Mailing Drop)<br>(1 - 2 weeks later)  | 813            | 1,479         | 2,146           | 2,812         | 3,478           | 4,144         |                 |               |                 |               |                 |               |
| <b>Installment #4***</b><br>(Second Mailing Drop)<br>(6 - 8 weeks later) | 813            | 1,479         | 2,146           | 2,812         | 3,478           | 4,144         |                 |               |                 |               |                 |               |
| <b>Installment #5***</b><br>(Third Mailing Drop)<br>(6 - 8 weeks later)  | 813            | 1,479         | 2,146           | 2,812         | 3,478           | 4,144         |                 |               |                 |               |                 |               |
| <b>Installment #6***</b><br>(Fourth Mailing Drop)<br>(6 - 8 weeks later) | 813            | 1,479         | 2,146           | 2,812         | 3,478           | 4,144         |                 |               |                 |               |                 |               |
| <b>Grand Total</b>   | <b>\$7,613</b> | <b>0.7613</b> | <b>\$10,843</b> | <b>0.5421</b> | <b>\$14,209</b> | <b>0.4736</b> | <b>\$17,612</b> | <b>0.4403</b> | <b>\$21,016</b> | <b>0.4203</b> | <b>\$24,412</b> | <b>0.4069</b> |

\* 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.