

THE POWER OF DIRECT MAIL



FOR EVERY **\$167**
SPENT ON DIRECT MAIL
IN THE U.S., MARKETERS
SELL **\$2,095** IN GOODS
(A 1,255% RETURN).

5.1%

Direct Mail's average household response rate is 5.1% (compared to 0.6% for email, 0.9% for paid search, and 0.4% for social media).

Response rates
to Direct Mail are
DOUBLED
when a Magnet
is included.

8x

On average, we have found that a magnet order is repeated approximately 8 times.

25YRS

We have programs that have been reordering magnets for over 25 years.

THE AVERAGE PERSON OPENS THE FRIDGE **15 - 20** TIMES A DAY, WHICH MEANS BETWEEN **5,475** AND **7,300** IMPRESSIONS EVERY YEAR.

COST PER IMPRESSION FROM **ONE MAGNET** IS **\$0.00001402**.

\$66.5 MILLION WAS SPENT ON DIRECT MAIL DURING THE 2016 PRESIDENTIAL CAMPAIGN.

71% of U.S. respondents don't pay attention to most advertisements online while 63% read printed advertising mail (at least once a week) that 's addressed to them and delivered to their home.

84% of Millennials take the time to look through their mail and 64% would rather scan for useful information in the mail than email.

90% Up to 90% of Direct Mail gets opened, while only 20-30% of email gets opened.

SOURCES:

Reported by Accenture - The Data & Marketing Association (DMA) and Compu-Mail 2017; Data & Marketing Association 2017.

ULTIMATE GUIDE TO DIRECT MAIL



LETTER RATE CRITERIA

Letter Rate is a classification of mail based on the size of the mailer. All of our postcards are mailed at automation letter rate.

NON-FOLDED POSTCARDS

Dimensions

Length: 5" Min - 11.5" Max
Height: 3.5" Min - 6.125" Max
Thickness: .007" Min - .25" Max

Aspect Ratio

Length divided by height must be between 1.3 and 2.5. (see diagram right)



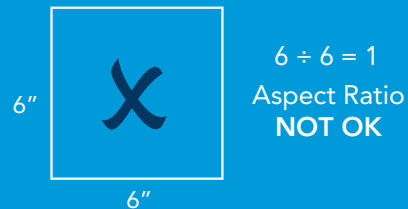
FOLDED POSTCARDS

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Height: 3.5" Min - 6.125" Max
Thickness: .007" Min - .25" Max

Aspect Ratio

Length divided by height must be between 1.3 and 2.5. (see diagram above)



Tabs

- Fold on bottom requires 2 tabs on top. (see diagram below)
- Fold on leading edge requires 2 tabs on the trailing edge. (see diagram below)
- For letter folds, the address panel MUST go on the center back panel for letter automation rates with 2 tabs on top.
- No tabs are allowed on the bottom of the folded postcard.

If the magnet (or any item) is attached to the outside of the folded piece it will not go at letter automation rates.



Bottom Fold



Leading
Edge Fold

POSTAGE

FIRST CLASS POSTAGE

- Delivery is 2-5 days, minimum of 200 pieces.
- Must be under 1 ounce to avoid additional charges.
- Includes forwarding and return service.

PRESORTED FIRST CLASS POSTAGE

- Discounted rate for presorting (mail prepared in separate trays by zip code).
- Delivery is 2-5 days, minimum of 500 pieces.
- Must be under 3.5 ounces to avoid additional charges.
- Includes forwarding and return service.
- The address file must be **NCOA***

PRESORTED STANDARD POSTAGE

- Delivery is 5-10 days, minimum is 200 pieces.
- Minimum is 200 pieces.
- Must be under 3.5 ounces to avoid additional charges.
- The address file must be **NCOA***

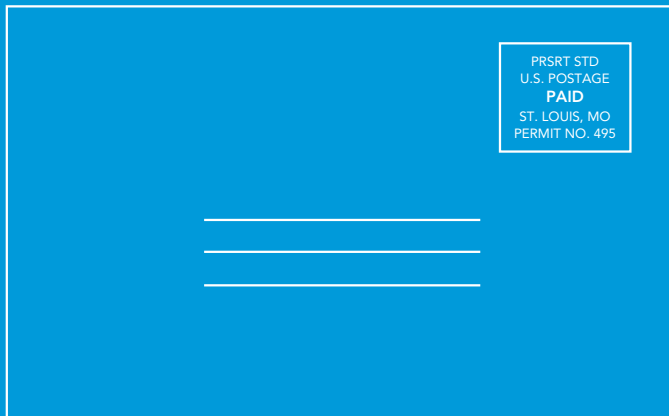
NON-PROFIT POSTAGE

- Delivery is 7-12 days, minimum is 200 pieces.
- Must be under 3.5 ounces to avoid additional charges.
- The customer must already have a non-profit status set up in the U.S.
- If we are mailing a non-profit piece, the customer must provide an Authorization Number.
Exception: If a company has already done a mailing with us at the St. Louis Post Office, we just need to refer to the previous sale order number.
- A return address is required on all non-profit mailings and must match the address on file with the USPS.
- The address file must be **NCOA***

- * **NCOA (National Change of Address) is a verification mailing list that updates to be as current as possible within the last 95 days of the mail date.**
 - We can NCOA the file for an additional charge depending on size or list. (Minimum is \$120.)
 - The customer can add "Or Current Resident" to their list (or we can add for an additional charge) and NCOA is not required.
 - The customer can request all change of addresses that are updated during this verification.

INDICIAS

An indicia is the permit imprinted on the mail piece, in the upper right corner, that denotes postage payment.



COMPANY PERMIT

- A company permit is one in which the exact name of the company or individual holding the permit is shown in the indicia in place of the city, state, and permit number.
- A return address is required on the mail piece if using a company permit that does not include the city and state.

MAIL ANYWHERE

- Available at no additional cost.
- We can use the customer's permit.
- We need to know the city and zip where the permit is held.
- We need the CRID#. For non-profit, the CRID# and authorization# is required.

ADDITIONAL INFORMATION

- We can prepare and enter the mail in St Louis and then truck to another USPS.
- Customers request this option because the postage is less expensive and usually delivers quicker.
- The customer needs to be advised there is an additional charge to freight the pieces to the USPS.
- We can show the savings in postage and the cost to freight it to the USPS so the customer knows what the savings will be.

Mail that has an indicia cannot be dropped in the blue USPS collection boxes.

MAILING LISTS

PURCHASING A MAILING LIST

How many times will it be used?

- One time use – Resident/Occupant (always changing/moves).
- One time use – Names requested for mail recipient.
- Multiple used over one year – Business list.

How does the customer want the mailing list generated?

- The larger the list, the more expensive the list becomes.
Examples: By age, gender, marital status, income, location and more.

SUPPLYING A MAILING LIST

- Microsoft Excel is the preferred format (but not limited to).
- All information must be in separate fields.

ZIP CODE SORTING (for postal determination)

5-Digit

- Mail pieces that are sorted to a specific 5-digit zip code are given a preferred postage rate.

AADC (Automated Area Distribution Center)

- Service area by 3-digit zip code prefix for automation rate letter-size mailings.
- All remaining pieces are sent to Mixed AADC (this is mail that is sent to all parts of the country).

ECR (Enhanced Carrier Route) or Saturation Mailing

- The customer must supply their address file with the walk sequence/carrier route fields in order for them to receive ECR rates.

Basic Carrier Route: 10 or more mail pieces for each carrier route.

High Density Route: 125 or more mail pieces for each carrier route.

High Density Plus Route: 300 or more mail pieces for each carrier route.

Saturation Route: Mailing to at least 90% of the residential addresses within a carrier route.

- Depending on the list provided, postal rates will vary depending on the zip code sorting or the list.

MULTIPLE MAIL DROPS

- This is when the customer wants to produce all of the pieces up front and then mail them at different times. We cannot base the mailing on the total number of pieces. Each release will need to be quoted individually. Storage fees also apply.

QUICK REFERENCE

LETTER RATE POSTAGE

- First Class: \$0.50 up to 1 oz.
- Presort First Class: \$0.460 - \$0.389 up to 3.5 oz.
- Presort Standard: \$0.305 - \$0.259 up to 3.5 oz.
- Non-profit: \$0.184 - \$0.138 up to 3.5 oz. (Return address is required.)

SUPERSEAL CARDS

- Magnet must be 1/2" from all edges.
- If magnet is 3" x 5" or larger, 1" from all edges is required.
- If magnet is .030 mil", 1" from all edges is required and the minimum card size should be 6" x 9" (SS05).

PERFORATED CARDS & STICK-UP CARDS

- Magnet must be 1/2" from the edge.
- If mailing, the USPS recommends that the magnet is on the leading edge.

ROMANCE CARDS

- Magnet must be 1/4" from all edges.
- These cards mail at non-auto/non-machinable rates. Do not use the rates above.

BI-FOLD CARDS

- Magnet must be 1/4" from all edges and folds.
- These cards require 2 tabs at the top if the fold is at the bottom OR 2 tabs on the trailing edge if the fold is on the leading edge.

ADDITIONAL INFORMATION

- Magnets cannot exceed 26 sq. in. to qualify for letter rate postage.
- Allow a 4" L x 1.5" H area for the address block.
- Address proofs will be sent for approval of the layout. This is so the customer can verify that all of the information required is printing in the address block before we process the mail.

Go to www.themagnetgroup.com to see all of our Direct Mail Postcards.