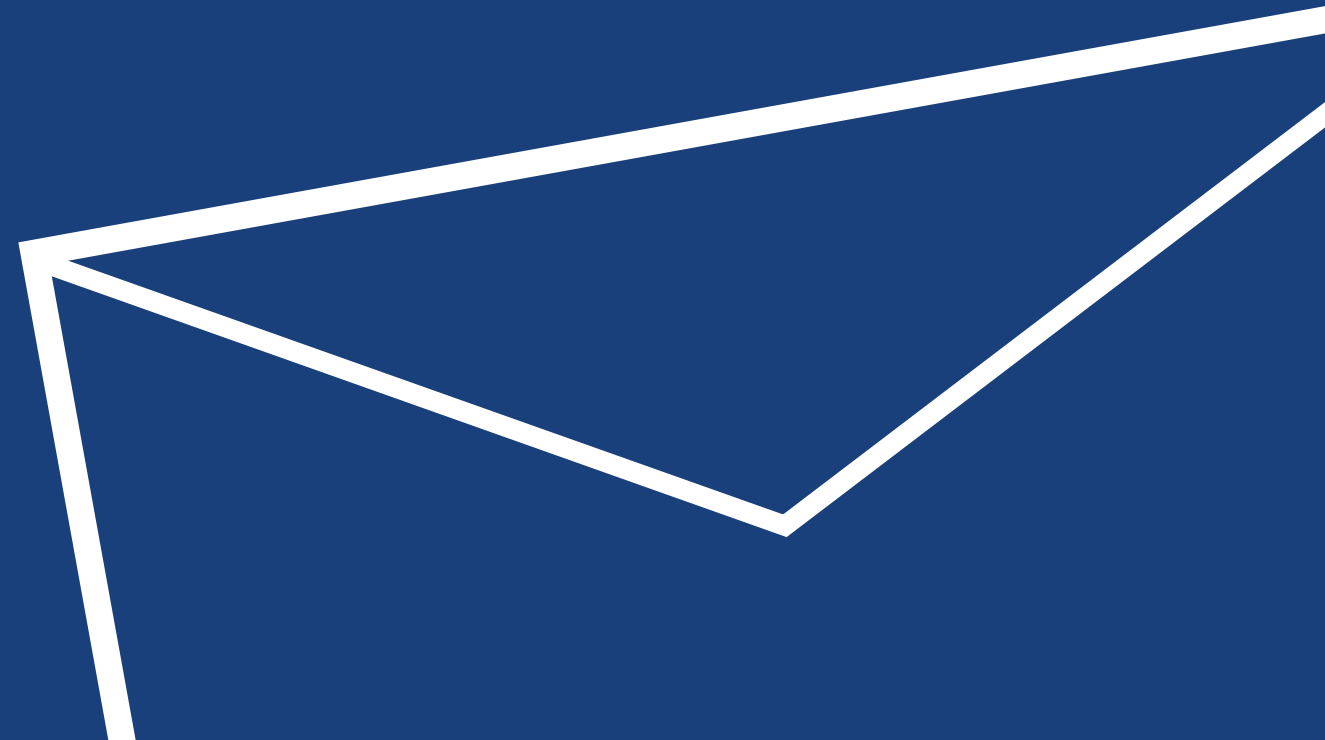


Direct Mail

GateHouse Media - New England

254 Second Street
Needham, MA 02494

781-433-6920



DIRECT MAIL SOLUTIONS



GateHouse Media is dedicated to offering our clients more effective marketing strategies than any other source.

In addition to our local and regional publications we have the ability to provide integrated marketing programs that include direct mail, promotional signage and all the elements your dealership needs to succeed.



Three Types of Mail and the Service Standard:

Saturation Mail

is mail that goes to every household (home/apartment) on a particular postal route within a zip code. There are no undeliverable pieces with saturation mail, as the lists come directly from USPS vendors who update monthly. These pieces are addressed to "Resident," "Occupant," or "Postal Customer." No pieces are returned to the customer. This is the fastest moving and lowest priced mail in the postal system.

Service Standard: 4 business days from the mail date. This means that if you have a mail drop date that falls on a Monday, that your customer's pieces may arrive in-homes on Tuesday, Wednesday, Thursday, or Friday to be within the service standard.

Standard Class List Mail

is mail that goes to either a customer's list, or a list that the customer rents for a list broker such as Polk or InfoUSA. List mail is standard class mail. Although lists are sent through the National Change of Address (NCOA) system for move updates, we recommend that list mail be addressed to the person's name with the added line, "OR CURRENT RESIDENT." In this manner, even if Mary Smith does not live at the address, the piece will be delivered to that household. There is typically no forwarding or return with this type of mail, unless an ancillary service endorsement is added to the piece. (For information on these services, please ask your direct mail specialist.)

Service Standard: In-home dates for list mail are difficult to predict. The service standard is 5-7 days, but to some far-away zip codes may take up to 14 days. This type of mail is best for non-dated sales, newsletters, customer list mailings that are not time sensitive, and for event mailings where the event is more a week out from the mail date, and the customer acknowledges that some portion of the list may be delivered later. It is possible, if it is slow mail day, that list mail will get overnight delivery service. Your customer needs to be aware of this possibility.

Pre-sorted First Class Mail

This class of mail is the same as \$0.42 stamped mail except that we pay a lower postal rate by adding the delivery point bar code and by providing the initial zip sort to the postal service.

Service Standard: THREE DAYS TO ANY POINT IN THE US. In Massachusetts, generally first class mail will be delivered overnight, two day at worst. This is the best class of mail if the client is mailing a list for a dated event. Hence, if my event is Friday, I can plan my drop so that Gatehouse's mail date is Monday. The in-home date can be Tuesday, Wednesday or Thursday – all in time for the Friday event.

Signs & Banners

Give your promotion additional impact with high-impact signs, banners and hang tags. Effectively using signage during a promotion has proven to increase sales, closing ratios and customer retention of the promotional offers.

	Price
3' x 10' Custom Printed Vinyl Banner, 4 color process	\$202.50
Custom Promotional Hang Tags (200 pack)	\$200.00
22" x 28" Double-sided Hanging Signs with grommets	\$30.00

Program Pricing & Options

Direct mail strategies can include a wide range of options including list types, mail class and additional elements such as scratch-off seals and sweepstakes. Below are some of the most popular formats along with additional options to make every promotion the best it can be.

Saturation Mail (residential list)

	5,000	10,000	15,000	20,000	25,000	30,000
5-1/2 x 8-1/2 postcard, 4 color	.49	.37	.34	.32	.30	.30
5-1/2 x 11 oversized postcard	.50	.39	.35	.33	.32	.31
8-1/2 x 11, #10 standard window envelope, 2 color	.40	.37	.36	.36	.38	.36
8-1/2 x 14, #10 standard window envelope, 4 color	.57	.48	.45	.44	.43	.42
11 x 17 tri-fold self-mailer	.51	.42	.39	.37	.36	.35

First Class Mail

	5,000	10,000	15,000	20,000	25,000
4 x 6 Postcard	.58	.47	.43	.41	.40
5-1/2 x 8-1/2 postcard, 4 color	.71	.60	.57	.54	.53
5-1/2 x 11 oversized postcard	.72	.61	.57	.55	.54
8-1/2 x 11, #10 standard window envelope, 2 color	.62	.59	.59	.58	.60
8-1/2 x 14, #10 standard window envelope, 4 color	.79	.70	.67	.66	.65
11 x 17 tri-fold self-mailer	.75	.66	.62	.61	.60

Standard Class Mail (to a list)

	5,000	10,000	15,000	20,000	25,000
5-1/2 x 8-1/2 postcard, 4 color	.61	.50	.46	.44	.43
5-1/2 x 11 oversized postcard	.62	.51	.47	.45	.44
8-1/2 x 11, #10 standard window envelope, 2 color	.52	.49	.49	.48	.50
8-1/2 x 14, #10 standard window envelope, 4 color	.69	.60	.57	.56	.55
11 x 17 tri-fold self-mailer	.65	.56	.52	.51	.50

List Options:

Demographic Selects	\$0.09 per record
- Homeowners	
- Income Levels	
- Age	
- Occupation	
NCOA (required by USPS 11/08):	\$100
Scratch-off Seal	.03 per record
Laser personalization in letter forms	.06 per record

Call Your local GateHouse representative or Nancy at 781-433-6923