



SOLO HIGH GLOSS POSTCARDS

TARGETED LIST - RATE STRUCTURE

<i>SOLO</i>	<i>SOLO</i>	<i>SOLO</i>	<i>SOLO</i>	<i>SOLO</i>	<i>SOLO</i> <i>Print & Fold</i>	<i>SOLO</i> <i>Print & Fold</i>	<i>DOUBLE</i> <i>POSTCARD</i>
4x6	6x9	4x10	6x11	8 1/2 X 11	11 X 17	POSTCARD	

3,000	\$0.66	\$0.78	\$0.78	\$0.81	\$1.15	\$1.22	\$1.27
4,000	\$0.61	\$0.74	\$0.74	\$0.77	\$0.98	\$1.06	\$1.09
5,000	\$0.57	\$0.66	\$0.66	\$0.70	\$0.88	\$0.95	\$0.97
7,500	\$0.53	\$0.61	\$0.61	\$0.65	\$0.75	\$0.82	\$0.83
10,000	\$0.50	\$0.56	\$0.56	\$0.60	\$0.68	\$0.75	\$0.76
15,000	\$0.47	\$0.53	\$0.53	\$0.56	\$0.61	\$0.68	\$0.68
20,000	\$0.45	\$0.51	\$0.51	\$0.53	\$0.57	\$0.64	\$0.64

	SATURATION MAILING						DOUBLE POSTCARD
4,000	4x6	6x9	4x10	6x11	8 1/2 X 11	11 X 17	
PRINT	84.10	126.00	126.00	137.00	201.33	225.87	236.39
SERVICE	22.00	22.00	22.00	22.00	28.00	28.00	28.00
POSTAGE	173.00	173.00	173.00	173.00	173.00	173.00	173.00
LIST	8.00	8.00	8.00	8.00	8.00	8.00	8.00
\$/M	287.10	329.00	329.00	340.00	410.33	434.87	445.39
TOTAL	1,148.40	1,316.00	1,316.00	1,360.00	1,641.32	1,739.48	1,781.56
\$/PIECE	0.29	0.33	0.33	0.34	0.41	0.43	0.45
CPP	0.405	0.44	0.44	0.45	0.54	0.57	0.59
RETAIL	1,620.0	1,760.0	1,760.0	1,800.0	2,161.3	2,299.5	2,341.6
PROFIT	471.60	444.00	444.00	440.00	520.00	560.00	560.00
P%	29%	25%	25%	24%	24%	24%	24%
50%	15%	13%	13%	12%	12%	12%	12%
COMMISSION	\$235.80	\$222.00	\$222.00	\$220.00	\$260.00	\$280.00	\$280.00
PER PIECE	\$0.0590	\$0.0555	\$0.0555	\$0.0550	\$0.0650	\$0.0700	\$0.0700

	SATURATION MAILING						DOUBLE POSTCARD
5,000	4x6	6x9	4x10	6x11	8 1/2 X 11	11 X 17	
PRINT	73.05	104.50	104.50	116.31	169.10	193.20	200.15
SERVICE	19.00	19.00	19.00	19.00	25.00	25.00	25.00
POSTAGE	173.00	173.00	173.00	173.00	173.00	173.00	173.00
LIST	8.00	8.00	8.00	8.00	8.00	8.00	8.00
\$/M	273.05	304.50	304.50	316.31	375.10	399.20	406.15
TOTAL	1,365.25	1,522.50	1,522.50	1,581.55	1,875.50	1,996.00	2,030.75
\$/PIECE	0.27	0.30	0.30	0.32	0.38	0.40	0.41
CPP	0.40	0.43	0.43	0.44	0.53	0.56	0.57
RETAIL	2,000.0	2,150.0	2,150.0	2,200.0	2,625.5	2,796.0	2,830.8
PROFIT	634.75	627.50	627.50	618.45	750.00	800.00	800.00
P%	32%	29%	29%	28%	29%	29%	28%
50%	16%	15%	15%	14%	14%	14%	14%
COMMISSION	\$317.38	\$313.75	\$313.75	\$309.23	\$375.00	\$400.00	\$400.00
PER PIECE	\$0.0635	\$0.0628	\$0.0628	\$0.0618	\$0.0750	\$0.0800	\$0.0800

	SATURATION MAILING						DOUBLE POSTCARD
7,500	4x6	6x9	4x10	6x11	8 1/2 X 11	11 X 17	
PRINT	59.54	85.20	85.20	98.08	125.62	149.17	152.86
SERVICE	19.00	19.00	19.00	19.00	25.00	25.00	25.00
POSTAGE	173.00	173.00	173.00	173.00	173.00	173.00	173.00
LIST	8.00	8.00	8.00	8.00	8.00	8.00	8.00
\$/M	259.54	285.20	285.20	298.08	331.62	355.17	358.86
TOTAL	1,946.55	2,139.00	2,139.00	2,235.60	2,487.15	2,663.78	2,691.45
\$/PIECE	0.26	0.29	0.29	0.30	0.33	0.36	0.36
CPP	0.40	0.43	0.43	0.44	0.48	0.52	0.52
RETAIL	3,000.0	3,225.0	3,225.0	3,300.0	3,612.2	3,863.8	3,891.5
PROFIT	1,053.45	1,086.00	1,086.00	1,064.40	1,125.00	1,200.00	1,200.00
P%	35%	34%	34%	32%	31%	31%	31%
50%	18%	17%	17%	16%	16%	16%	15%
COMMISSION	\$526.73	\$543.00	\$543.00	\$532.20	\$562.50	\$600.00	\$600.00
PER PIECE	\$0.0702	\$0.0724	\$0.0724	\$0.0710	\$0.0750	\$0.0800	\$0.0800

	SATURATION MAILING						DOUBLE POSTCARD
10,000	4x6	6x9	4x10	6x11	8 1/2 X 11	11 X 17	
PRINT	49.38	71.25	71.25	83.97	104.14	128.64	129.73
SERVICE	18.00	18.00	18.00	18.00	24.00	24.00	24.00
POSTAGE	173.00	173.00	173.00	173.00	173.00	173.00	173.00
LIST	8.00	8.00	8.00	8.00	8.00	8.00	8.00
\$/M	248.38	270.25	270.25	282.97	309.14	333.64	334.73
TOTAL	2,483.80	2,702.50	2,702.50	2,829.70	3,091.40	3,336.40	3,347.30
\$/PIECE	0.25	0.27	0.27	0.28	0.31	0.33	0.33
CPP	0.37	0.40	0.40	0.41	0.45	0.49	0.49
RETAIL	3,700.0	4,000.0	4,000.0	4,100.0	4,491.4	4,936.4	4,947.3
PROFIT	1,216.20	1,297.50	1,297.50	1,270.30	1,400.00	1,600.00	1,600.00
P%	33%	32%	32%	31%	31%	32%	32%
50%	16%	16%	16%	15%	16%	16%	16%
COMMISSION	\$608.10	\$648.75	\$648.75	\$635.15	\$700.00	\$800.00	\$800.00
PER PIECE	\$0.0608	\$0.0649	\$0.0649	\$0.0635	\$0.0700	\$0.0800	\$0.0800

Std business list cost is 55.00/m (minimum 65.00)

To add phones where available is an additional 12.00/m

To add contact names is an additional 24.00/m

Postage estimate is 245.00/m

Let me know if you need anything else.

Thks

Kim