

## Customer-Retention Newsletter Menu & Pricing

**NOTE:** New clients are charged a one-time set-up fee of \$150.

### 1. The Works

(Newsletters + Coupon Sheet + Imprinted Envelopes)\*

Newsletter Quantity	Price per piece
500	\$1.53
1,000	\$1.31
2,500	99¢
5,000	81¢
7,500	75¢
10,000	59¢
15,000	53¢
20,000	48¢
25,000	43¢

\*A coupon sheet is 8.5 X 11" and is divided into three coupons—you choose the offers.

### 2. The Classic

(Newsletters + Imprinted Envelopes)

Newsletter Quantity	Price per piece
500	\$1.29
1,000	\$1.10
2,500	80¢
5,000	63¢
7,500	52¢
10,000	45¢
15,000	42¢
20,000	36¢
25,000	32¢

### 3. The Lean, Mean Marketing Machine

(Self-mailing newsletters)\*\*

Newsletter Quantity	Price per piece
500	\$1.19
1,000	94¢
2,500	71¢
5,000	54¢
7,500	50¢
10,000	39¢
15,000	37¢
20,000	35¢
25,000	32¢

\*\*Self-mailing newsletters are tri-folded and tabbed.

### 4. To Go\*\*\*

(What it costs for us to do the mailing for you)

Number of pieces	Price per piece
500	51¢
1,000	29¢
2,500	25¢
5,000	12¢
7,500	11¢
10,000	10¢
15,000+	9¢

\*\*\*Mail processing does NOT include postage. Budget 21¢ per piece for postage. To mail your newsletters for you, we require an electronic copy of your customer list (an Excel spreadsheet is preferred).