

Rates

A



STANDARD POSTCARD

Dimensions: 6" x 4.25"
 Ink color: Full color front and back
 Paper stock: 10 pt. gloss cover (white)
 Special effects: Both sides of postcard may bleed.

Quantity	10,000	20,000	30,000	40,000	50,000	100,000
Price	\$3,855	\$6,515	\$9,210	\$11,760	\$14,275	\$26,544

B



OVERSIZE POSTCARD

Dimensions: 6" x 9"
 Ink color: Full color front and back
 Paper stock: 10 pt. gloss cover (white)
 Special effects: Both sides of postcard may bleed.

Quantity	10,000	20,000	30,000	40,000	50,000	100,000
Price	\$3,985	\$7,025	\$9,570	\$12,460	\$15,200	\$28,100

C



JUMBO POSTCARD

Dimensions: 6" x 11"
 Ink color: Full color front and back
 Paper stock: 10 pt. gloss cover (white)
 Special effects: Both sides of postcard may bleed.

Quantity	10,000	20,000	30,000	40,000	50,000	100,000
Price	\$4,230	\$7,330	\$10,395	\$13,260	\$16,300	\$29,900

D



MAGNET POSTCARD

Dimensions: 6" x 11" with magnet on back, perforations for three tear-off coupons
 Ink color: Full color front and back
 Paper stock: 10 pt. gloss cover (white)
 Special effects: Both sides of postcard may bleed.

Quantity	10,000	20,000	30,000	40,000	50,000	100,000
Price	\$7,290	\$12,780	\$19,170	\$25,160	\$29,550	\$56,900

E



FLYER (TRI-FOLD)

Dimensions: 8.5" x 11", tri-folded to 8.5" x 3.67" for mail.
 Ink color: Full color front and back
 Paper stock: #80 Jenson text (white)
 Special effects: Both sides of flyer may bleed.

Quantity	10,000	20,000	30,000	40,000	50,000	100,000
Price	\$4,110	\$7,352	\$10,210	\$13,880	\$17,100	\$32,200

F



FLYER/ENVELOPE PACKAGE

Dimensions: 8.5" x 11", tri-folded to 8.5" x 3.67" for mail, plus #10 white window envelope.
 Ink color: Full color front and back of flyer, plus 2 color imprinting on envelope.
 Paper stock: #80 Jenson text (white)
 Special effects: Both sides of flyer may bleed.

Quantity	10,000	20,000	30,000	40,000	50,000	100,000
Price	\$5,190	\$8,780	\$12,600	\$16,600	\$20,450	\$38,400

Effective 5/14/2008

ADVERTISING INFORMATION

Estimate standard rate postage @ \$.199 per piece included in the following prices. Postage rate in all direct mail packages is a fixed rate.

Advertising Contact

Michael DeLosier

Target Marketing Manager
 313-222-6875
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 mdelosier@dnp.com

Direct mail packages include:

- Creative (produce in-house or accept client-supplied creative)
- Color and clarity check of creative file
- Printing of mail piece
- Targeted mail list (consumer or B-to-B)
- Address correction to ensure delivery
- Automated mail list processing (special processing to avoid the Bulk Mail Center to achieve faster and more accurate delivery)
- Mail piece processing (ink-jet addressing, folding, inserting, tabbing and specialty address wraps)
- Postage (automated discounted 1st class rates, standard rates, saturation rates and standard mail non profit rates)
- Delivery to post office sectional center facility (SCF) to speed up delivery (save 4 to 6 days on delivery)

Out-of-the-box or custom designs

We offer a menu of direct mail designs and packages that can be quickly and easily executed or, if desired, our responsive staff will work at creating a custom designed mail piece that's tailored to your needs. Whatever you choose, you can count on flexibility and affordability!

Put the power of our direct mail division, Target Direct, to work for your business. Contact your Detroit Media Partnership representative or call 313-222-6875 for more information.