

**POSTCARD**

Dimensions: 8 1/2" x 5 1/2"  
 Paper Stock: 100# coated two sides (white)  
 Ink Color: 4-color process (two sides)  
 Special Effects: Front and back of postcard may bleed  
 Please provide 3/8" bleed on each side  
 Copy: Please allow 3/8" border on each side for live copy

- Pressruns will be the second Wednesday of each month.
- Mailings can begin as early as the next day.
- Deadlines: Rough art is due no later than three weeks prior to pressrun.

Electronic art files are due no later than two weeks prior to pressrun.

Customer supplied mailing lists must be received two weeks prior to mailing date.



**PRICES (COST PER PIECE)**

Quantity	5,000 – 10,000	10,001 – 15,000	15,001 – 25,000	25,001 – 35,000	35,001 – 50,000	50,001+
Base Price (per piece)	\$0.28	\$0.25	\$0.22	\$0.19	\$0.17	\$0.15

**Base Price Includes:**

- Design, layout and copywriting
- Production
- Ink-jetting, sorting and first post office delivery
- Mailing list using any or all of the options listed below (Postage is not included. Postage estimates will be provided.)

**Mailing List Options:**

- Household Income
- Home Value
- Dwelling Type
- Presence of Children
- Age

*Advertisers also have the option to utilize their own mailing list in conjunction with any or all of the options above.*