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Nearest Neighbor Program and Area / Radius Postcards

10 pt. C2S



Nearest Neighbor postcards arrive in the consumers mailboxes ready to read – In only a few seconds, your message has been read: **“Your neighbors went with us, we are proud of our work, and we can help you too!”** You’ve also informed them that you have a “showroom” right there in their own neighborhood and given them a reason to **CALL YOU!**

Nearest Neighbor mailings are the most economical way to target your customers **without doing any work.** Colony Press will acquire the resident list with names, choose the closest homes, print and mail Jumbo 6 X 9 Postcards starting at only **44¢!** Also, ask about our ability to track your mail, add variable data fields, and provide scrubbed call lists.

How to get started:

Email/Fax your target addresses or target areas (City, ZIP, County, etc.) to JR@ColonyPress.com and let us know what card you want to use and we’ll take it from there. You can choose from our ready-to-use designs, some of which are available to view at www.ColonyPress.com, or we can design a postcard for you. A one time \$150 graphic design fee applies to orders of custom postcards when ordering less than 3,000 pieces. You can also supply your own print ready artwork in a .pdf format for no charge.

The grid below can be used for pricing based on quantity mailed and type of postcard. These prices include the price of the postcard, all processing, charges for single family resident lists with resident names, postage, and delivery to the post office.

Area/Radius Mailings (Customer can supply Walk Sequence list)						
QTY	6x9 4/1	6x9 +4/4	6x11 4/1	6x11 + 4/4	8.5 x 11	8.5x11 + 4/4
<3M	\$0.44	\$0.47	\$0.49	\$0.53	\$0.71	\$0.77
3,000	\$0.43	\$0.46	\$0.48	\$0.52	\$0.69	\$0.75
4,000	\$0.42	\$0.45	\$0.47	\$0.51	\$0.67	\$0.73
5,000	\$0.41	\$0.44	\$0.46	\$0.50	\$0.65	\$0.71
6,000	\$0.40	\$0.43	\$0.45	\$0.49	\$0.63	\$0.69
7,000	\$0.39	\$0.42	\$0.44	\$0.48	\$0.61	\$0.67
8,000	\$0.38	\$0.41	\$0.43	\$0.47	\$0.59	\$0.65
9,000	\$0.37	\$0.40	\$0.42	\$0.46	\$0.57	\$0.63
10,000	\$0.36	\$0.39	\$0.41	\$0.45	\$0.55	\$0.61
15,000	\$0.35	\$0.38	\$0.40	\$0.44	\$0.53	\$0.59
20,000	\$0.34	\$0.37	\$0.39	\$0.43	\$0.51	\$0.57

Colony Press 2009 Direct Mail Jumbo Postcard Pricing -- Price includes list, card, and postage.

Area/Radius Mailings (Customer can supply Walk Sequence list)						
QTY	6x9 4/1	6x9 +4/4	6x11 4/1	6x11 + 4/4	8.5 x 11	8.5x11 + 4/4
<3M	\$0.44	\$0.47	\$0.49	\$0.53	\$0.71	\$0.77
3,000	\$0.43	\$0.46	\$0.48	\$0.52	\$0.69	\$0.75
4,000	\$0.42	\$0.45	\$0.47	\$0.51	\$0.67	\$0.73
5,000	\$0.41	\$0.44	\$0.46	\$0.50	\$0.65	\$0.71
6,000	\$0.40	\$0.43	\$0.45	\$0.49	\$0.63	\$0.69
7,000	\$0.39	\$0.42	\$0.44	\$0.48	\$0.61	\$0.67
8,000	\$0.38	\$0.41	\$0.43	\$0.47	\$0.59	\$0.65
9,000	\$0.37	\$0.40	\$0.42	\$0.46	\$0.57	\$0.63
10,000	\$0.36	\$0.39	\$0.41	\$0.45	\$0.55	\$0.61
15,000	\$0.35	\$0.38	\$0.40	\$0.44	\$0.53	\$0.59
20,000	\$0.34	\$0.37	\$0.39	\$0.43	\$0.51	\$0.57

Consumer Mailing - Some selects may increase price					
6x9 4/1	6x9 +4/4	6x11 4/1	6x11 + 4/4	8.5 x 11	8.5x11 + 4/4
\$0.48	\$0.51	\$0.53	\$0.57	\$0.77	\$0.83
\$0.47	\$0.50	\$0.52	\$0.56	\$0.75	\$0.81
\$0.46	\$0.49	\$0.51	\$0.55	\$0.73	\$0.79
\$0.45	\$0.48	\$0.50	\$0.54	\$0.71	\$0.77
\$0.44	\$0.47	\$0.49	\$0.53	\$0.69	\$0.75
\$0.43	\$0.46	\$0.48	\$0.52	\$0.67	\$0.73
\$0.42	\$0.45	\$0.47	\$0.51	\$0.65	\$0.71
\$0.41	\$0.44	\$0.46	\$0.50	\$0.63	\$0.69
\$0.40	\$0.43	\$0.45	\$0.49	\$0.61	\$0.67
\$0.39	\$0.42	\$0.44	\$0.48	\$0.59	\$0.65
\$0.38	\$0.41	\$0.43	\$0.47	\$0.57	\$0.63

Customer Supplied List (Non-Walk Sequence)						
QTY	6x9 4/1	6x9 +4/4	6x11 4/1	6x11 + 4/4	8.5 x 11	8.5x11 + 4/4
<3M	\$0.47	\$0.50	\$0.52	\$0.56	\$0.81	\$0.87
3,000	\$0.46	\$0.49	\$0.51	\$0.55	\$0.79	\$0.85
4,000	\$0.45	\$0.48	\$0.50	\$0.54	\$0.77	\$0.83
5,000	\$0.44	\$0.47	\$0.49	\$0.53	\$0.75	\$0.81
6,000	\$0.43	\$0.46	\$0.48	\$0.52	\$0.73	\$0.79
7,000	\$0.42	\$0.45	\$0.47	\$0.51	\$0.71	\$0.77
8,000	\$0.41	\$0.44	\$0.46	\$0.50	\$0.69	\$0.75
9,000	\$0.40	\$0.43	\$0.45	\$0.49	\$0.67	\$0.73
10,000	\$0.39	\$0.42	\$0.44	\$0.48	\$0.65	\$0.71
15,000	\$0.38	\$0.41	\$0.43	\$0.47	\$0.63	\$0.69
20,000	\$0.37	\$0.40	\$0.42	\$0.46	\$0.61	\$0.67

Basic Business by SIC code - less \$.06 for supplied list					
6x9 4/1	6x9 +4/4	6x11 4/1	6x11 + 4/4	8.5 x 11	8.5x11 + 4/4
\$0.55	\$0.58	\$0.60	\$0.64	\$1.06	\$1.12
\$0.54	\$0.57	\$0.59	\$0.63	\$1.04	\$1.10
\$0.53	\$0.56	\$0.58	\$0.62	\$1.02	\$1.08
\$0.52	\$0.55	\$0.57	\$0.61	\$1.00	\$1.06
\$0.51	\$0.54	\$0.56	\$0.60	\$0.98	\$1.04
\$0.50	\$0.53	\$0.55	\$0.59	\$0.96	\$1.02
\$0.49	\$0.52	\$0.54	\$0.58	\$0.94	\$1.00
\$0.48	\$0.51	\$0.53	\$0.57	\$0.92	\$0.98
\$0.47	\$0.50	\$0.52	\$0.56	\$0.90	\$0.96
\$0.46	\$0.49	\$0.51	\$0.55	\$0.88	\$0.94
\$0.45	\$0.48	\$0.50	\$0.54	\$0.86	\$0.92

Prices are based on average postage costs for each type of list -- all mailings are subject to postage surcharges if required.

Consumer/Business mailing prices can vary if advanced selects are requested & minimum list fees may apply for orders under 3,000.

Prices subject to change without notice.