

Direct Mail Services

From design through to posting, we can cater for all your direct mail needs.

Direct Mail is widely accepted to be one of the very best mediums for presenting a marketing message. It is the way that forward thinking companies ensure they are in prime position against the competition every time!

We can provide you with the following services:

Campaign Planning

Data Procurement

Database Building

Print Personalisation

Storage & Fulfilment

Postal Service

Data Procurement

	Cost
New Database	£20.00 set up cost
Cost Per Record	£0.40 per record

Data Cleaning

Run data through MPS (Mail Preference Service)	£20.00 set up cost
<i>Removing records of people who do not wish to be mailed</i>	£0.02 per record
Run De-duplicate Routine	£10.00 set up cost
<i>Removes all duplicate records</i>	£0.02 per record

Printing of Variable Information

	£20.00 set up cost
Printing Address on Envelope	£0.02 per record
Laser Printed Letter (black only)	£0.07 per record
Digitally Printed in Full Colour	Please ask for details

Envelopes

Plain white envelope printed in black only	£40.00 set up cost
DL Envelopes	£0.04 per record
C5 Envelopes	£0.06 per record
C4 Envelopes	£0.07 per record
Plain white window envelope printed in black only	£40.00 set up cost
DL Envelopes	£0.05 per record
C5 Envelopes	£0.06 per record
C4 Envelopes	£0.08 per record

(For Multiple colours or Full colour, please refer to our Standard Envelopes for prices)

Mail Fulfilment

Inclusion of Inserts (up to a maximum of six)	£25.00 set up cost
<i>E.g. Letter + Leaflet = 2 Inserts</i>	£0.02 per insert

Mailsort

Whenever possible jobs should be mailsorted.	£20.00 set up cost
<i>If mailsort can be used the savings on post will usually more than cover all the Direct Mail costs.</i>	£0.01 per insert

These costs do not include postage. Postage is charged at cost, based on weight and size. All costings are subject to sight of copy.