



## TURNKEY COST PROJECTION - February 1, 2010

### 4-Panel - Postcard Direct Mail Campaign - Variable Number of Households - Four Mailing Drops

(8 1/2" X 12" folded to 8 1/2" X 6" - Four Color Process on 80 lb. White Gloss Cover)

Households on List	2,500		5,000		7,500		10,000		12,500		15,000	
Total Pieces Mailed	10,000		20,000		30,000		40,000		50,000		60,000	
	Total	Per Piece	Total	Per Piece	Total	Per Piece	Total	Per Piece	Total	Per Piece	Total	Per Piece
<b>Design Fees</b>	\$2,750	0.275	\$2,750	0.138	\$2,750	0.092	\$2,750	0.069	\$2,750	0.055	\$2,750	0.046
<b>Mailing List (1)</b>	502	0.050	502	0.025	621	0.021	774	0.019	927	0.019	1,080	0.018
<b>Printing</b>	2,697	0.270	3,499	0.175	4,302	0.143	5,084	0.127	5,867	0.117	6,650	0.111
<b>Mailhouse/Lettershop</b>	1,038	0.104	1,488	0.074	1,938	0.065	2,388	0.060	2,838	0.057	3,288	0.055
<b>Postage (2)</b>	2,387	0.239	4,774	0.239	7,161	0.239	9,548	0.239	11,935	0.239	14,322	0.239
<b>Grand Total</b>	<b>\$9,373</b>	<b>0.937</b>	<b>\$13,012</b>	<b>0.651</b>	<b>\$16,772</b>	<b>0.559</b>	<b>\$20,543</b>	<b>0.514</b>	<b>\$24,316</b>	<b>0.486</b>	<b>\$28,089</b>	<b>0.468</b>

### PAYMENT SCHEDULE (3) - FOUR MAILING DROPS

<b>Installment #1</b> (To start Design) (Now)	\$2,750	\$2,750	\$2,750	\$2,750	\$2,750	\$2,750						
<b>Installment #2</b> (Printing/Mailing List) (in 4 to 6 weeks)	3,199	4,000	4,923	5,857	6,793	7,729						
<b>Installment #3</b> (First Mailing Drop) (1 - 2 weeks later)	856	1,565	2,275	2,984	3,693	4,402						
<b>Installment #4</b> (Second Mailing Drop) (8 - 13 weeks later)	856	1,565	2,275	2,984	3,693	4,402						
<b>Installment #5</b> (Third Mailing Drop) (8 - 13 weeks later)	856	1,565	2,275	2,984	3,693	4,402						
<b>Installment #6</b> (Fourth Mailing Drop) (8 - 13 weeks later)	856	1,565	2,275	2,984	3,693	4,402						
<b>Grand Total</b>	<b>\$9,373</b>	<b>0.937</b>	<b>\$13,012</b>	<b>0.651</b>	<b>\$16,772</b>	<b>0.559</b>	<b>\$20,543</b>	<b>0.514</b>	<b>\$24,316</b>	<b>0.486</b>	<b>\$28,089</b>	<b>0.468</b>

- (1) Based on variable number of households as shown above. Includes income filter for carrier routes within a certain radius or within selected zipcodes - additional filters will increase cost.  
 (2) Projected postage charge based on 5-Digit Automation rate. Actual postage charge may vary depending on final mailing list and actual saturation levels for specific carrier routes.  
 (3) Pay-as-you-go payments shown - Monthly Payments with NO INTEREST CHARGES are also available directly from Practice Cafe to help with your cash flow - Ask us about them!