



TURNKEY COST PROJECTION - February 1, 2010

8-Panel - 11 x 17 Direct Mail Campaign - Variable Number of Households - Four Mailing Drops

(Folded down twice to 8 1/2" X 5 1/2" - Four Color Process on 100 lb. Gloss White Text)

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
Design Fees	\$4,750	0.475	\$4,750	0.238	\$4,750	0.158	\$4,750	0.119	\$4,750	0.095	\$4,750	0.079
Mailing List (1)	502	0.050	502	0.025	621	0.021	774	0.019	927	0.019	1,080	0.018
Printing	2,192	0.219	3,029	0.151	3,883	0.129	4,717	0.118	5,540	0.111	6,357	0.106
Mailhouse/Lettershop	1,038	0.104	1,488	0.074	1,938	0.065	2,388	0.060	2,838	0.057	3,288	0.055
Postage (2)	2,387	0.239	4,774	0.239	7,161	0.239	9,548	0.239	11,935	0.239	14,322	0.239
Grand Total	\$10,869	1.087	\$14,542	0.727	\$18,352	0.612	\$22,176	0.554	\$25,990	0.520	\$29,796	0.497

PAYMENT SCHEDULE (3) - FOUR MAILING DROPS

Installment #1 (To start Design) (Now)	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750	\$4,750
Installment #2 (Printing/Mailing List) (in 4 to 6 weeks)	2,694	3,531	4,504	5,490	6,467	7,436
Installment #3 (First Mailing Drop) (1 - 2 weeks later)	856	1,565	2,275	2,984	3,693	4,402
Installment #4 (Second Mailing Drop) (8 - 13 weeks later)	856	1,565	2,275	2,984	3,693	4,402
Installment #5 (Third Mailing Drop) (8 - 13 weeks later)	856	1,565	2,275	2,984	3,693	4,402
Installment #6 (Fourth Mailing Drop) (8 - 13 weeks later)	856	1,565	2,275	2,984	3,693	4,402
Grand Total	\$10,869	1.087	\$14,542	0.727	\$18,352	0.612

- (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!