

Cost of reaching residents by printed mail via USPO

Using current postage rates and a quote from the second largest mail house in Portland, the costs of several options of marketing through the US Postal service are shown below. Quotes are as of November 9th, 2009.

Option A covers all 5,429 residential addresses in the S.M.I.L.E area. Option B adds 3,188 more residences in the Eastmoreland area east to 34th and the southern part of the Brooklyn neighborhood north to Powell.

Costs include printing, paper, addressing, pre-sort and delivering to the post office. They do not include graphic or creative services. Printing is from artwork supplied to them.

	Option A	Option B
Full color/2 sided 4 X 6 Postcards	\$1,446.63	\$2,146.76
1 color/1 sided, folded self-mailer	\$1,548.63	\$2,243.76
1 color #10 envelope, 1 color/1 side folded insert	\$1,646.63	\$2,411.76
Full color/1 side, folded self-mailer	\$2,041.63	\$3,061.76

The per/item cost for Option A range from .266 cents to .376 cents

The per/item cost for Option B range from .249 cents to .355 cents

The postal charge included in the above is .139 cents per piece.