

**THE PRACTICE
MARKETING KIT** 

We have a wide variety of high-quality printing options, available to you at an extremely affordable price. Additional quantities can be quoted, starting as low as 500 pieces. And if you'd like a price quote for three or four color printing, please give us a call at **1-800-214-4303**, or email at printservices@pmgideology.com. We're ready to answer all your questions.

Direct Mail Postcards:

Size: 6" x 9"

Kind of Paper (recommended): Uncoated Cougar Smooth Cover

Paper weight: 100#

Quantity	Print Cost (Two color)	List Cost (1)	Mailing Cost	Standard Postage	Total
1,000	\$483	\$65	\$300	\$240	\$1,088
5,000	\$836	\$325	\$370	\$1,200	\$2,731
10,000	\$1,231	\$650	\$600	\$2,400	\$4,881
15,000	\$1,610	\$975	\$900	\$3,600	\$7,085
20,000	\$1,932	\$1,300	\$1,100	\$4,800	\$9,132

Rack Brochures:

Size: 7" x 8¼"

Single fold size: 3 ½" x 8¼"

Kind of Paper (recommended): Uncoated Cougar Smooth Cover

Paper weight: 80#

Printing Costs

Quantity	Two Color	Three Color	Four Color
1,000	\$598	\$710	\$810
5,000	\$1,265	\$1,392	\$1,737
10,000	\$1,737	\$1,845	\$2,254
15,000	\$2,243	\$2,300	\$2,772
20,000	\$2,703	\$2,800	\$3,151

(1) Mailing lists can be customized across a wide variety of demographic variables. Additional variables will increase the cost, but will more precisely target your market.

Stationery Items

Kind of Paper: Uncoated Smooth Text (letterhead, envelopes)

Uncoated Smooth Cover (business cards)

Paper weight: 70# - letterhead, envelopes

80# - business cards

Quantity	Letterhead	Envelopes	Business Cards	Package Total
1,000	\$375	\$403	\$285	\$1,063
5,000	\$649	\$877	\$500	\$2,026
10,000	\$840	\$1,370	\$580	\$2,790
15,000	\$1,130	\$2,000	\$660	\$3,790
20,000	\$1,420	\$2,510	\$740	\$4,670

Direct Mail Campaigns - Personalized business size letter 8 ½ x 11, #10 envelope and business card insert.

All pieces printed two color.

Quantity	Printing Cost	List Costs (1)	Mailing Costs	Standard Postage	Total
1,000	\$1,400	\$65	\$550	\$240	\$2,255
5,000	\$3,600	\$325	\$1,800	\$1,200	\$6,925
10,000	\$6,200	\$650	\$2,200	\$2,600	\$11,650
15,000	\$8,250	\$975	\$2,500	\$3,900	\$15,625
20,000	\$10,000	\$1,300	\$2,800	\$5,200	\$19,300

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