

Greetings from Shakespeare!

Thank you for this chance to introduce you to Shakespeare Mailing Service. We provide the BEST in direct mail lettershop services, with fast turnaround of mailings for:

- Advertising
- Business Development
- Newsletters
- Website Promotion
- Invoicing/Statements
- Client and Membership Communication
- Public Relations
- Fund Raising

Shakespeare sends your message to 100 people or 100,000 without headaches or hassles. Our expertise is **mail communication** to generate publicity, increase sales, and keep you in touch with the people who keep you busy.

You can depend on Shakespeare to get your mail out fast, at the lowest postage rates, and with a look that presents you in the best possible way. Call for a price quote or to discuss the ways that we could work together...to make your promotion a *CLASSIC*.

Sincerely,

Hal Hochhauser  
President  
212-560-8958



## Primary Services

**ADDRESSING** Mail isn't mail without an address, and Shakespeare has made addressing an art. We offer high speed ink-jet, laser forms and letters, or labels...to address your needs.

**INSERTING** Shakespeare's equipment inserts letters, flyers, reply cards and envelopes, brochures, booklets and catalogues into business style envelopes. For oversize or specialty envelopes, boxes and mailing tubes, Shakespeare does it "a mano".

**POSTAL DISCOUNTS** DON'T pay more for postage than necessary! Shakespeare gets you the lowest postal rates. The money saved in postage often pays for our service.

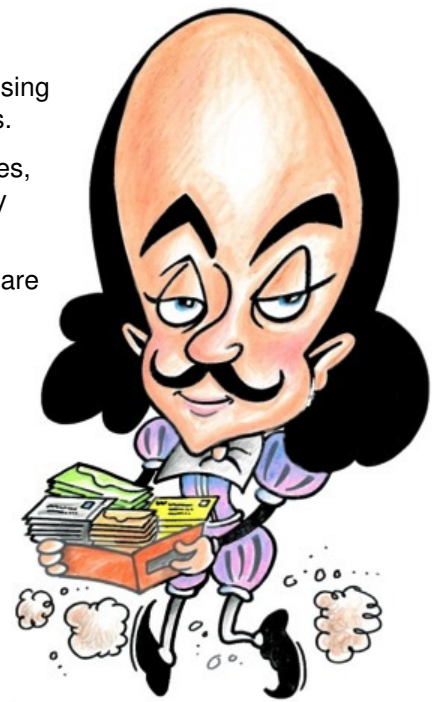
### ESSENTIALS

*Variable Data Forms and Letters  
Envelopes & Mailing Materials*

*Tabbing/Wafer Seal  
List Exchange*

*Data Merge/Purge  
Consultation*

**FULFILLMENT** Need help getting orders to customers? We store and mail catalogues, sample kits and merchandise, and also prepare "gift bags" for special events.



## Working Together

**TURNAROUND** Most jobs are at the post office 3-4 business days after we receive the list and materials. Guaranteed 2-day and next day service is available. Jobs enter production schedule as they arrive. Advance arrangements and contract agreements assure fastest turnaround. Variables in material type, material size, quantity and procedures (folding, inserting, addressing, file maintenance, handwork, etc.) can affect the time required to complete any job. Client availability to respond to inquiries and approve orders can also speed or delay progress.

**FILES** Email lists to [lists@shakespearemailing.com](mailto:lists@shakespearemailing.com). Text delimited and Excel files are most common, other formats also work. Send artwork for printing to [printshop@shakespearemailing.com](mailto:printshop@shakespearemailing.com).

**MATERIALS / MESSENGER** We pick up mailing materials from anywhere in New York City, Hudson, Essex and Bergen Counties in NJ. 10 cartons or less can be delivered to our NYC office or NJ lettershop facility, whichever is most convenient. Over 10 cartons must ship to Union City. Call to discuss and ensure proper delivery.

**PAYMENT** **Postage Must Always Be Paid Prior To Mail Drop** MasterCard and Visa accepted for services, not for postage. Credit terms are available upon approval of credit application. Some jobs may require advance deposit or payment in full.

**THE SHAKESPEARE DIFFERENCE** Quality. Integrity. Knowledge. Speed. Value. Service. Results.

## Related Services

**LIST RENTAL** Add \$25 setup fee for each order. FREE geographic selects. Fees for additional selects vary.

**Occupant** (aka Resident List) Reach every deliverable address, virtually all US households and/or businesses with a database compiled from Postal Service records. **\$15 per thousand**

**Consumer** (Name and Address) Select by Age, Income, Gender, Credit Card Holder, Mail Order Buyer, Pets, Homeowner (Single or Multi-Family, Condo/Coop), Children by Age, Ethnicity... **\$35 per thousand**

**Businesses** (Company Name and Address) Business Type/SIC code, Sales Volume, Specialty, # of Employees, Year Started, Franchise, Home Based Business, Phone and Fax Numbers, Contact Names... **\$55 per thousand**

**Lifestyles** Sports, Ailments, Brand Preference, Education, Eyeglass Wearers, Music Interests... **\$75 per thousand +**

**NCOA** (National Change of Address / List Cleanup) Compare your list to the 42 million change-of-address orders filed annually with the USPS and only send to people and companies with correct addresses. **\$80 setup plus \$3 to \$5 per 1,000 records**

### POSTCARD PRINTING

Other Sizes And Quantities Available

	Qty: 2,500	5,000	10,000	15,000
<b>4x6</b>	\$ 245	295	495	595
<b>5x7</b>	345	395	675	945
<b>6x9</b>	445	545	845	1,085

Contact us for  
price quotes on  
other printing and  
copy jobs.

# Discount Postage 101

**PRE-SORT DISCOUNTS** The post office offers discount postage if mail is sorted into defined zip code bundles and placed into trays or sacks labeled with specific postal destinations. Savings vary depending on USPS requirements regarding size, shape, weight and function of the mailing piece. Guidelines for barcoding, tabbing and strapping must also be followed. Fees and delivery times within vary depending on automation compatibility and destination addresses.

**First Class Mail** Individual letters cost 44¢ for first ounce, 17¢ for each additional ounce or fraction thereof; postcards up to 4¼"x6" are 28¢. Discounted pre-sort rates usually average around 34¢ per letter or 22¢ per postcard. Domestic delivery time is usually 1-3 days. Requires minimum of 500 pieces.

**Standard Mail** A letter up to 3.3 oz., which costs between 44¢ and 95¢ first class, will average around 25¢ and may be as low as 14¢. *Now that's savings!* Delivery time is 2-10 days, with isolated addresses sometimes taking longer. Minimum of 200 pieces or 50 lbs. Materials must contain a general message to all contacts as compared to a personal message aimed at individuals on your list (e.g. bills and financial statements are not eligible.) Unlike 1<sup>st</sup> class, undeliverables are not forwarded or returned for free, but printing "Address Service Requested" gets them returned to you at 2-1/2 times the first class postage rate.

**Non-Profit** Standard mail with special low rates for non profit organizations. Letters up to 3.3 oz. average around 13¢ each and may be as low as 8.5¢. Requires USPS application filing and 3 week approval process.

**Bound Printed Matter** For catalogues and books that weigh a pound or more, the savings are substantial! 1lb = 80¢ to \$1.70 depending on destination (compare to \$4.65 first class); 3lbs = \$1.55 to \$2.55.

**Periodicals** Magazines and newspapers mailed at least 4 times per year at regular intervals.

**AUTOMATION MAIL** Mail prepared with bar codes lower postal rates as they make the job of routing mail easier for the post office. Addresses must be "validated" (checked for deliverability) and have zip +4's upgraded with USPS certified software. Some lists require N.C.O.A. upgrade (National Change Of Address) and folded self mailers require wafer seals ("tabbing"). Mail which doesn't meet "automation" requirements generally costs 3¢ to 5¢ a piece more to mail. Additional benefits to upgrading your list: 1) finding and eliminating duplicates is easier 2) the amount of returned (undeliverable) mail is lessened 3) delivery is faster 4) the post office won't cover up vital information on your mail piece by printing their own barcodes.

**Design Requirements** A clear rectangular space to print barcode on address side of mailing piece, either in lower right corner (requiring 5½" wide from right edge of card going towards left and ¾" high) or in address block (requiring 3¾" wide space from right side of card, ¾" high anywhere below the postal permit and above a ¾" margin at bottom.) Letter size self-mailers (newsletters or flyers sent without an envelope) must be wafer sealed.

**PERMIT IMPRINTS** Every mailpiece must have postage attached, and printing a postal permit onto your mail saves the cost and effort of affixing postage separately. It appears in lieu of a stamp indicating "U.S. Postage Paid" with class of mail and permit #. If Shakespeare does your mailings you can use our permits at no cost and save the required annual fees.

