ACT NOW!

—

A BETTER RESPONSE
TO DIRECT MAIL

sappi

ACT NOW!

Does this call to action seem to conflict with what you think about direct mail? Well, if your idea of postal marketing is licking a couple of stamps and dumping a bunch of envelopes in the mailbox, then maybe it's time to take another look at direct mail. Now an effective combination of current technology and old school familiarity, direct mail can turn present business into future success.

So what are you waiting for?
Act now!

Let's step back for a seco
that the phrase "Don't b
you read" has morphed i
everything you read on
Sure, the goal of your m
is to sell your products or
are also trying to convey
shares the same core v
customers. That is how p
relationships are built. T
mail truly shines.

nd. *Have you noticed*

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nto *"Don't believe*

the Internet"?

arketing campaign

services, *but you*

that your company

alues as your

rofitable long-term

hat's where direct

18–34

For the all-important 18–34-year-old demographic, direct mail is the preferred choice for the receipt of brand communications.[1]

2/3

Nearly two-thirds of consumers told the United States Postal Service they "value the mail" they receive in their mailbox.[2]

Even the digital generation agrees that paper mail is more reliable. For instance, over three-quarters of Millennials (people ages 16–26) say documents are less trustworthy in digital format and 65 percent of them agreed that for ease of use and viewing, paper is still the way to go.[3]

Advantage direct mail.

But the problem is many companies don't know how to benefit from direct mail's marketing superiority or even realize the creative ways they can use the format. That's why we've created this manual—Sappi's *Act Now! A Better Response to Direct Mail*. It is a reference tool broken down step by step to explain everything you need to know about designing mailings, formatting them, and tracking and measuring your results.

Direct mail marketing works because versatility and productivity are two of its fundamental components. Appropriately, these are also the hallmarks of Opus, which is recognized for its consistency and its broad range of sizes, weights, and finishes, with matching sheet and web. Opus leads to cost-effectiveness thanks to postal caliper guarantees and by making sure your mailing meets your message while keeping you within your budget. Proven to deliver exceptional quality and performance for an expansive range of high-quality printing needs, Opus is the seasoned professional you can count on, no matter how difficult the job. Green-e® certified and made with 85 percent renewable energy, Opus is the perfect paper for your direct mail needs. Opus remains cost-effective by minimizing the rejection rate of printed jobs, which saves time, money, and resources.

THE ENVELOPE PLEASE

Audience & Data →

DIVIDE AND CONQUER

Back in the sixties, marketing expert Ed Mayer advanced a formula for direct marketing called the "40/40/20 Rule." Though developed over forty years ago, this concept is still viable and is worth keeping in mind when constructing your direct mail campaign.

AUDIENCE

FORTY

The rule dictates that the first 40 percent of emphasis for direct mail marketing lies in determining the audience you are making your offer to. The next 40 percent of emphasis should be placed on what you are offering and how you are offering it; and the last 20 percent is focused on everything else—creative, format, production, etc.

The reason for the order and breakdown of this rule is simple. You could put all your effort into creating the most beautiful, creative and economical mailing, but none of that matters if the right people don't see it. The same goes for "the message"; if it is not positioned correctly, all the bells and whistles in the world won't make a difference.

Following these rules not only forces you to take all aspects of the campaign into consideration, but also inherently creates a strategic agenda that is both easy to follow and tailored for success.

CREATIVE

OFFERING

FORTY

TWENTY

According to the Direct Marketing Association, direct marketing represents 55.5% of total mail volume in the U.S.[4]

THE AUDIENCE

Customers, clients and contacts — that's what motivated you to get involved with direct mail. For that reason, ideally your mailpiece should only be going to consumers or businesses that would potentially be interested in the products and services that you are selling.

The first questions to ask are: Which markets are important to you? Can you divide your market into segments that are more likely to be interested in your message?

When planning a mailing it is always best to first look at your market from a geographic perspective because location is the basis for the postal service's network. Think about how best to break down your customer reach. It could include a city, county, ZIP code or neighborhood, or even something bigger like a state or country.

Demographics are important in all aspects of marketing and direct mail is no different. Dividing your audience into easily definable portions of the population (age, gender, income, etc.) will not only help you save money on postage but will help you stay one step ahead of the game when it comes time to define your message.

More advanced segmentation uses psychographic techniques. This method allows you to use psychology and demographics to break down populations by more enhanced filters such as people's lifestyle, personality and values.

Additionally, you can further segment your lists based upon what stage they are in the sales pipeline, as you would most likely send different marketing material to a prospect versus a new or long-time customer.
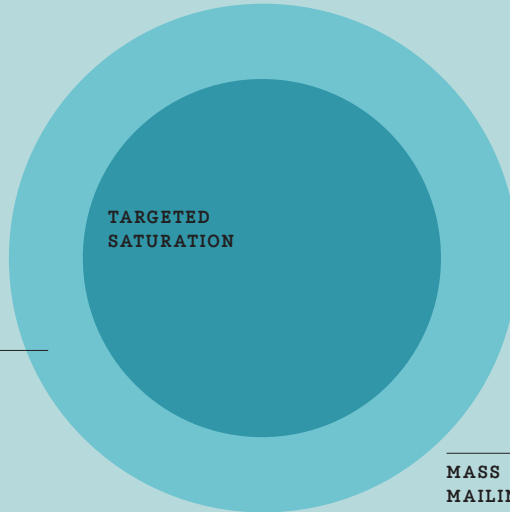
GEOGRAPHIC
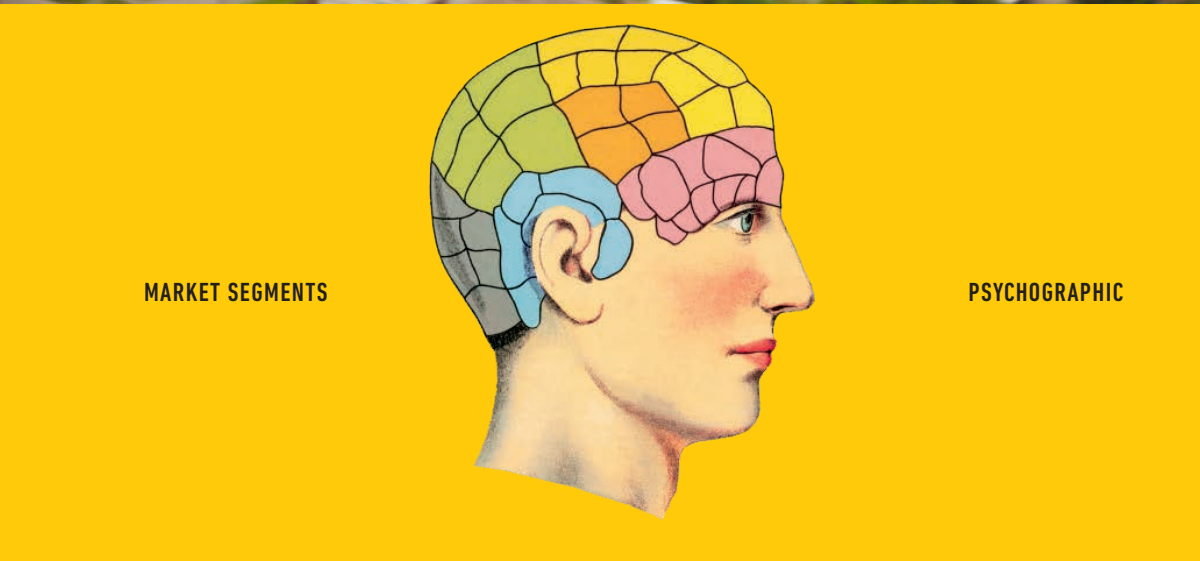
MARKET SEGMENTS

PSYCHOGRAPHIC

DEMOGRAPHIC

20–30%

*The percentage on savings from **saturation mail** can lead to 20–30 percent while blanketing a majority of residences and businesses within a given area.*

23%

***Personalized targeted** can elicit a response rate of 23% by including customer customizations.*

TARGETED SATURATION

SATURATION

MASS MAILING

If you are trying to reach a large audience in an entire geographic region, then saturation mail could work for you. This method entails sending mail to between 75 percent and 100 percent of all residential and business addresses in a given area. This technique may not require a mailing list, can lead to 20 to 30 percent savings on postage and is highly effective for businesses that want to drive awareness and word-of-mouth business within a specific area.

For those looking to reach a slightly smaller audience, a targeted saturation mailing allows you to add a couple filters to your addresses so that you're still reaching a large portion of the population but are eliminating groups that are not relevant; for example, you could focus on every household within a specific ZIP code having inhabitants who are over 55. Targeted saturation is more likely to result in a higher percentage of interested parties than saturation mailing.

Everyone's heard the term mass mailing, and this option allows for an identical message to be mailed to a large, untargeted mailing list. This method has a vast reach, is easy to implement, and doesn't require the use of additional technology. Drawbacks include an average response rate of 2 percent and the cost of reaching a large portion of recipients with whom your message probably will not resonate.

Once you've decided how to define the groups of people who will receive your mailing, the next question to ask is, which marketing technique will ensure you reach that audience?

PERSONALIZED TARGETED

MICRO-TARGETED

BATCH TARGETED
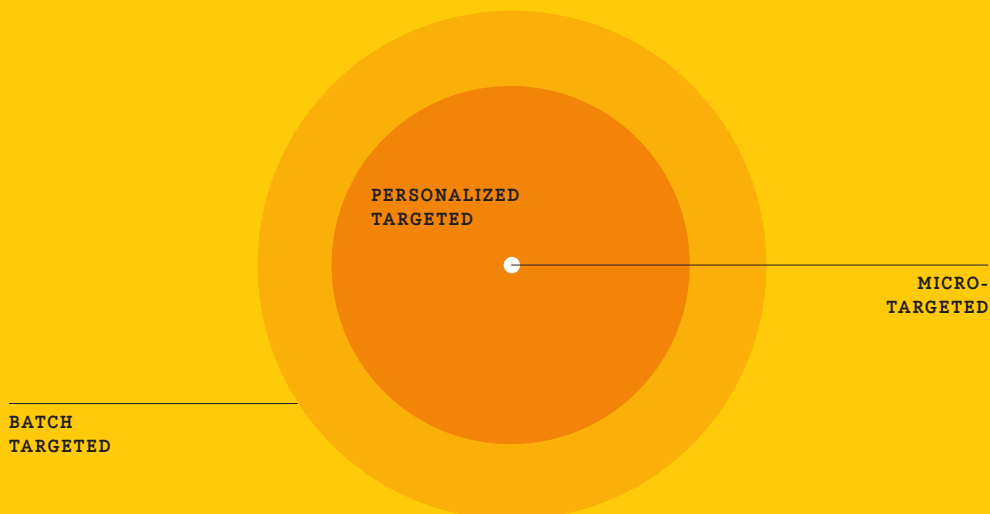
The targeted method tailors your message to the interests and needs of the recipient. Furthermore, targeted mailings engage the recipient, thereby making a favorable reply more likely.

Going one step further to personalized direct marketing—communication that is customized to the name and individual preferences of the recipient —can elicit a response rate as high 23 percent, according to the Direct Marketing Association.

Highly sophisticated, microtargeting uses advanced data collection and analysis to enhance a database and create pinpoint research about recipients. While highly effective, this technique can backfire if the recipient is spooked by how much you seem to know about them.

There are 76 address changes every minute of every day throughout the year.[5]

THE DATABASE

Now that you know who it is that you want to reach and how you are going to reach them, it's time to take a closer look at your mailing list to see if it matches up with your marketing technique.

Thanks to the advent of computerized Point of Sale (POS) systems, website tracking software, online sales databases and social media, your list can include not only names and addresses, but also actual customer profiles. Ideally, it will contain a collection of data about your customer demographics, shopping behavior and lifestyle habits that can help you make sure your mailpiece is going to consumers or businesses that are interested in, or are likely to have an affinity for, your products and services.

If you've been continually updating your data or have database software that automatically updates as your customers change their habits, preferences and addresses while dropping duplicates and inaccuracies, then your list may already be in pretty good shape.

IF YOU ARE LIKE MANY BUSINESSES WHO HAVE MANAGED A HOME-GROWN MAILING LIST, CONTACT A LIST SERVICES PROVIDER TO RUN A PROFILE ON YOUR LIST SO THAT YOU KNOW WHO YOUR CUSTOMERS ARE AND TO ENSURE THAT THE LIST IS CURRENT. WITH A PROPER BASE, YOU CAN START TO BUILD ON WHAT YOU HAVE.

CREATE

Your first and probably cheapest option is to create your list in-house using previously compiled customer information. But if you haven't been diligent in collecting customer information or just want to expand your reach, you can rent or buy a list. This usually entails purchasing a managed list of at least 5,000 names or a compiled list for a minimum dollar amount. Plan ahead—the acquisition process can take anywhere from 24 hours to one week, and you may be asked to submit a sample of your mailpiece.

PURCHASE

When it comes to shelling out for a list, you have two options: renting or buying. As the cheaper alternative, renting a list means the names will remain the property of the list owner and may be sent to a third party who will facilitate your mailing, but the list maintenance remains the responsibility of the owner and you can always renew when the terms—which are usually for a one-time use up to twelve months—expire. Renting is usually based on a cost of $10–$20 per thousand names for saturation lists, $50–$100 per thousand consumer names, and $80–$160 and up for business lists. Buying a list means that from the get-go you have the right to contact the persons on the list as you choose, but it is also your job to manage and update the list.

It's common practice to test a list before you buy or rent it. Though not a free service, a test mailing to a random sample size of around 5 percent of the list can act as a great safety net. And no matter if you buy or rent a list, be aware that you will be bound by a usage agreement, with your mailings monitored by names seeded into the list.

ENRICH

Many companies have a list but haven't been thorough and conscientious about amassing customer data. Through your customer contact points, you can enrich or append your list with the help of a company that sells data. They'll take your list and add customer profiles and demographics, fleshing out your records into a full-fledged dataset specific to your needs.

Who is in the audience—members, buyers, subscribers, etc.?

—

The answer will help determine your approach.

Was the list sent through the USPS NCOA database within the last ninety days?

—

If not, it should be.

QUESTIONS TO ASK WHEN BUYING A LIST

Did the names come from a purchase, information request, website visit or response to a mailing, and how recently was the contact made?

—

The more specific and up-to-date the info, the more likely it will be effective.

What is the deliverability of the list?

—

Demand a minimum of 90% guaranteed deliverability.

Jane Doe
321 Main Street, Apt. #4
Anytown, N.Y. 12345

MRS JANE DOE
321 MAIN ST APT 4
ANYTOWN, NY 12345-6789

Errors in formatting, misspellings and transposed numbers can lead to "undeliverable-as-addressed" (UAA) mail, which wastes money and, since it is generally not returned, also skews return on investment (ROI) data.

As we've already noted, while a key component of your campaign is creating or securing a list of customer profiles, it is only half the battle. Just as important is making sure that the data is viable, and that means scrubbing the data.

Once you've got a list, it is time to go through it and make sure all the addresses are complete and standardized. Also, a clean list means that there aren't any duplicates, which can not only cost you extra money in postage expenses but also tend to annoy customers who think you are either wasteful or oblivious. Two services can help you avoid these problems:

CASS

The first is the Coding Accuracy Support System (CASS), which formats addresses to standard postal requirements and confirms that the address exists and can be delivered to. Buying a CASS-certified list or having your mailing services provider run your list through CASS software will scrub your list of the majority of problematic addresses and, so long as you follow the rules, allow you to be eligible for the best rates.

NCOA

The second is the USPS National Change of Address (NCOA) database, a dataset of approximately 160 million permanent change-of-address records filed with the USPS within the last 48 months. It enables mailers to update mailing lists with new addresses from individuals, families and businesses that have moved. Running a list through this database can improve cost effectiveness by helping mailers create more accurate ROI calculations.

WAIT.

WHAT'S THE POINT?

Now that you've got a great list full of worthwhile data, you need to determine how best to use it. With so many marketing channels at your disposal it is time to establish how direct mail will fit into your marketing plan.

THE STRATEGY

Direct mail was the #1 planned marketing channel for 2012.[6]

If you've been away from direct mail for a while you may not realize that "spray and pray" mailings are no longer the only solution.

This change has occurred for two reasons: the increased sophistication in data gathering has allowed direct mail marketers to focus their efforts as never before, and the print and paper communities promoting "print what you need" initiatives to take the wastefulness out of mail marketing.

Direct mail is a great way to make offers to customers. This is because, in this day and age, when people are constantly inundated with marketing messages in the form of emails, text messages and digital media, direct mail is, in fact, a less invasive form of communication. People find the fact that they can control if and when they read it as a huge positive.

Direct mail now focuses on more personalized and specific communications that focus on:
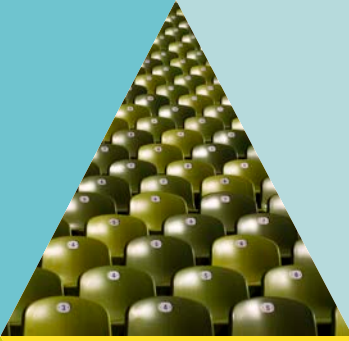
ACQUIRING
new customers

REWARDING
the loyalty of existing customers

CROSS-SELLING
similar products

CONVERTING
leads into contacts

With direct mail now focused on more personalized and specific communications, planning is more important than ever for a successful campaign.

BUDGET

Of course, as with any project, your strategy is going to have to fit within a budget. As we will see later on, when it comes to format, design, printing, processing and postage, there are countless options that cover the whole spectrum of costs. Knowing your budget beforehand will allow you to make informed decisions at each of these points in your campaign so that you get the most for your money and your final balance ends up in the black.

STRATEGY

If direct mail is the way to go, it is now the time to strategize how you will define the success of your mailing. In terms of recompense, are you looking to convey a specific selling point that will lead to a short-term bump in profits or is your strategy more long-term, which means your focus will be on building your brand? Also, you have to consider the balance of frequency and reach. Sure, a larger mailing can reach a wider audience, but it is costly and can also limit how many mailings you can do. Since marketing is a relationship through which you are trying to increase brand recognition and familiarity, ask yourself if you are better off establishing a stronger connection by making more frequent contact with fewer but more promising prospects.

SCHEDULE

Having a cohesive strategy and budget will allow you to work out a schedule for the campaign. If you have data, images and text available, you could probably get out a mailpiece in a couple of weeks. But since, as we noted above, most mailings are no longer one-off carpet bombings, it is best to take the time to map out a full campaign, which can be more successful.

BUDGET

SUCCESS OF
YOUR MAILING

SCHEDULE

STRATEGY

THE MESSAGE

With your strategy locked down, it is now time to decide how to make your offer to the recipients of the mailing. While the actual product, deal or idea you are selling is important, how you sell it— i.e., the message—is paramount to the success of your mailing.

Nearly 20% more people donate to causes after receiving direct mail than those prompted by an email.[7]

In fact, the written word is the most powerful driver of response in a direct mail campaign.

Teasers—short, informative phrases—are a great way to draw immediate interest from your audience. They are historically placed on the envelope or on a brochure/catalog cover so that people will want to rip them open, but some marketers prefer to place them inside the packaging to "disguise" their mail.

INSIDE:

URGENT REMINDER

SAVE

PLEASE RSVP

PROMPT ATTENTION REQUESTED

DO NOT FORWARD

SALE

OPEN IMMEDIATELY

SPECIAL

OFFICIAL NOTIFICATION

WE MISS YOU

DO NOT BEND

FOR ADDRESSEE ONLY

THE FAVOR OF A REPLY IS REQUESTED

LAST CHANCE

FREE GIFT

FREE ISSUE

YOUR FREE GIFT ENCLOSED

IMPORTANT

PLEASE RESPOND BY

Experts in the field of direct mail have identified seven key copy drivers—fear, greed, guilt, anger, exclusivity, salvation and flattery. Choosing the right approach will call forth powerful feelings from the reader that make an instant impression on them, and that will drive them to respond to your message.

—
EXCLUSIVITY

*For Your Eyes Only:
Rock-bottom computer prices
too good to share.*

—
ANGER

*Don't let the man
take away our libraries!
Vote today!*

—
SALVATION

*We can protect you from our
nation's greatest threat—bears!*

The "seven key copy drivers" were defined by Swedish entrepreneur Axel Andersson and Seattle direct marketing guru Bob Hacker, and expanded upon by expert Denny Hatch in his book *Secrets of Emotional, Hot-Button Copywriting.*

FLATTERY

*You've been selected as one
of Beep Bop Boy Band's cutest fans!
Join the official fan club.*

GUILT

*If you don't help us meet
our donation goal, the orphaned
puppies will not survive!*

GREED

*Get the Benjamins!
The Swashbuckler's Guide to
Becoming a Multi-Millionaire*

FEAR

*Pass on this offer
and you'll be living in a van
down by the river.*

THE MOST POWERFUL WORDS

YOU
NEW
SAVE
DISCOVERY
MONEY
FREE
EASY
LOVE
SAFETY
GUARANTEE
HEALTH
RESULTS
PROVEN

—

*Direct mail expert Denny Hatch's
list of the most powerful and most evocative
words in the English language*

FIVE SECONDS

You have approximately five seconds to convince a customer to read your mail.

No matter which key copy driver you choose, you still need to put that message into the words that will make your customers actually want to read what you've written. When crafting direct mail letters, award-winning copywriter Pat Friesen advises the following guidelines to achieve maximum readability:

SHORT WORDS
75 to 80 percent of your words should be five characters or less.

SHORT SENTENCES
Sentences should be one-and-a-half lines or less.

SHORT PARAGRAPHS
Paragraphs should rarely exceed six lines.

To give the piece its power to sell, it should be visually interesting as well as easy to read and understand. When it comes to the design, it is important to keep these typographic and hierarchical basics in mind.

TYPE CHOICE

To present a coherent message, select a font that's legible and time-tested. Don't use a font needlessly; gimmicks are unnecessary and suggest a lack of concept. If your ideas are well thought out and convincing, oftentimes a strong headline and sample body text is all you need. Using the most common type alignment, flush left, ragged right, optimizes readability.

IMAGERY

There are many available options when choosing the right artwork for your piece, including photographs and illustrations. So as not to confuse the recipient, make sure the image you opt for not only supports your concept, message and format, but also enhances them. Since this is printed matter, remember that the resolution must be high to ensure a clear and well-defined image.

HIERARCHY

Hierarchy is an organizational system for content that emphasizes some data and understates other subject matter. Designating the importance of certain topics not only allows you to prioritize how your message is read, but also helps readers scan a text so that they understand where to start and stop reading. Each level of the hierarchy is signaled by one or two cues like font size, weight or color.

GRID

There should be a correlating relationship between each component of a design, and grids establish a mathematically exact system of arranging that content. This is important because elements that align with one another feel more harmonious and therefore are easier to read. Keep in mind that not all the space has to be filled. White space can be used to help emphasize your message.

There is more than one way to get your message into your target's mailbox. The key when choosing a format is to make sure the content squares with your objective. For a one-day sale, you're not going to announce it in a catalog. Just as when you want to show your whole new spring clothing line, there is no way a postcard is going to do the trick.

THE FORMAT

The following pages show the most popular direct mail formats so that you can determine which one works best for you and your message.

FULL DRESS PACKAGE

OBJECTIVE
Gets customers to make a heavy commitment; states your case; allows customers to respond.

USES
Credit card, cable plan, subscriptions, offer to join an organization.

DESCRIPTION
Considered the highest form of direct mail, the full dress package usually takes the form of a USPS Letter-sized envelope mailpiece consisting of up to six components—outer envelope, letter, lift letter, brochure, reply envelope and reply card.

FOLDED SELF-MAILER

OBJECTIVE
This is an economical and flexible format that can reveal a variety of content.

USES
Very versatile, self-mailers take many forms, such as sale coupons, contests that require a customer response or simple four-page double cards.

DESCRIPTION
This envelope-less mail requires a dedicated mailing panel and must conform to USPS machine processing standards. It can have a business reply included. Most commonly produced in an efficient, single-sheet machine-folded format.

CATALOGS

OBJECTIVE

Gives customers detailed descriptions and photos of products; conveys a lot of info; high-quality presentation reflects well on company.

USES

Presenting a product line. Explaining a product or service that begs for lots of explanation. Also, course listings or conference lineups.

DESCRIPTION

Multi-page bound material that is sized as a USPS Flat. Max 15 lbs.
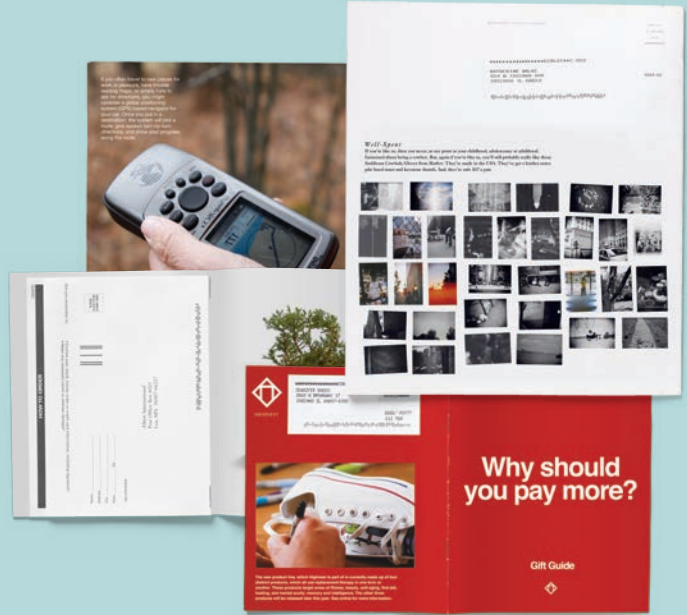
## CARDS / POSTCARDS

OBJECTIVE

Reaches a large group of people; makes the most of receivers' attention; cost-efficient; conveys information quickly.

USES

Grand opening announcements, time-sensitive deals, change of address, prospecting campaigns.

DESCRIPTION

Cards and postcards are single-sheet mailpieces that follow USPS guidelines for size and thickness. Postcards must be sized to USPS Postcard guidelines to qualify for postcard rates. Cards can be letter-sized or sized as flats.
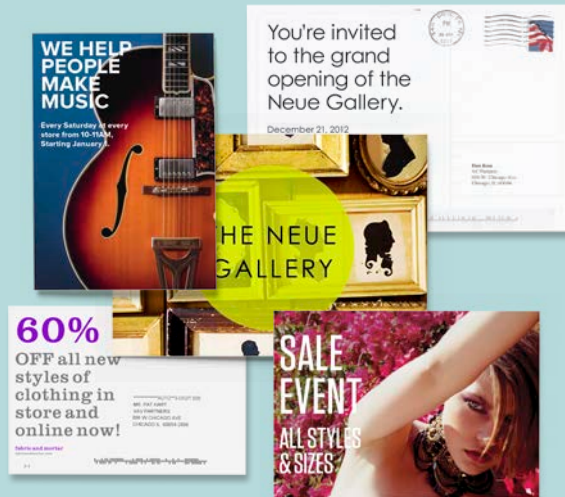
ENVELOPE MAILER

OBJECTIVE
When information requires a response or includes customer data, the envelope protects the letter's contents and information and allows for more enclosures than self-mailers or cards.

USES
Frequent flyer program offers, credit transfer from banks, bills, invoices, a mailing that features a small gift like a magnet or luggage tag.

DESCRIPTION
Envelopes can be produced in both standard and custom sizes. Envelopes made in custom sizes or special stocks generally require extra lead time and minimum order quantities.

PERIODICALS

OBJECTIVE
Magazines and other publications provide a lot of information in an easy-to-read and familiar format.

USES
Especially effective for technical or specialized products that need lots of space and graphics to explain how and why they work. Extra room also helpful for including testimonials.

DESCRIPTION
Special classification. Must meet specific qualification require-ments for eligibility. Periodicals can be prepared as flats, letters, or parcels.

BOOKLETS & BOOKALOGS

OBJECTIVE
These multi-page bound formats look and feel like a book; they boost your credibility and can be shared easily.

USES
Booklets are great as abridged versions of product catalogs. Great for product information and heavy content that is too much for a folded self-mailer.

DESCRIPTION
USPS Letter-sized bound materials. There are several USPS-approved booklet formats available. Refer to the USPS Domestic Mail Manual at pe.usps.com for more information.

TRANSPROMO

OBJECTIVE
Integrating marketing content with a bill or invoice can greatly increase the attention consumers pay to your mailpiece.

USES
Usually letter-sized sheets folded and inserted into envelopes, often for additional services for current customers.

DESCRIPTION
Transactional mail with promotional material featured on unused white space. On average, transactional mail (like bills and invoices) get 2–3 minutes of the reader's attention. Adding promotional material to transactional mail can help to cross-sell your message and reinforce your brand.
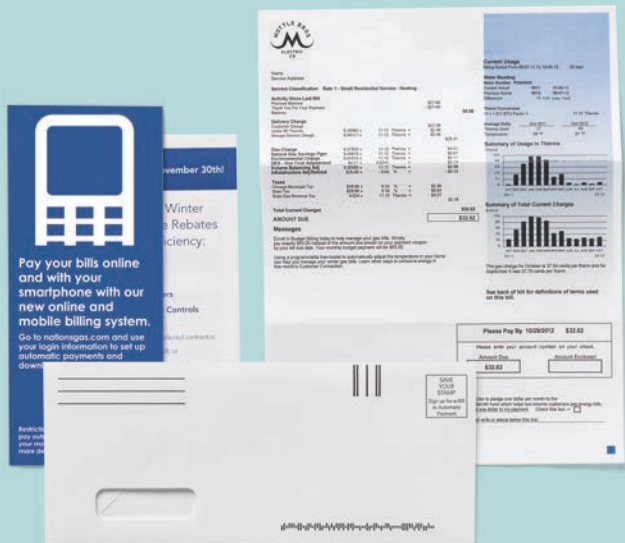
THE MARRIAGE MAILER

OBJECTIVE
Shared mailing in which your coupon/advertisement is combined with other companies' offers to save money.

USES
Marketers can save a lot of money on mailings—spending on average 2–12 cents per household. Benefits include abililty to track ROI.

DESCRIPTION
An envelope with various single-sheet inserts/buckslips.

THE SNAP PACK

OBJECTIVE
These sealed letters with tear-off edges are great for official-looking, confidential mail.

USES
Product recalls, warranty infor-mation, financing promotions, medical benefits information and time-sensitive and special offers.

DESCRIPTION
An end-to-end in-line, automated production process, snap packs are a relatively low-end option that play upon the reader's curiosity and desire for privacy.

STYLE &

ERROR

Just as you want to make sure your format fits with your message, it is equally important to create a visual style that corresponds to, and also enhances, your message.

THE STYLE

Any discussion about the design of a direct mailpiece should begin with a breakdown of your printing options, which in most cases can be narrowed down to the following three methods. No matter which method you are leaning towards, working closely with your printer can help you choose the printing process that will work with your design, budget and timeline.

DIGITAL

One choice is digital printing, which is usually the best economical option for the smallest runs. Digital allows for specificity like never before. In a run that prints anywhere from about 100 to 400 feet of paper per minute, every piece can be different, allowing for unlimited personalization and variability.

WEB OFFSET

A web offset press runs at 2000–3000 feet per minute. This is much faster and more economical for longer print runs. A web press can also use inkjet technology to add personalization, though it is limited in scope in comparison to digital. Many printers with the capability will use a web hybrid method that combines with in-line finishing to print, personalize, cut, fold, glue and package your piece to save both time and money.

SHEET-FED

Finally, sheet-fed printing lands somewhere in between web and digital in terms of speed. The ability to process up to 16,000 sheets per hour makes it more common for shorter runs of large formats, posters, booklets and items with special colors. It's also great for printing on thicker stocks and on a multitude of finishes and specialty coatings.

What's Possible?

Many print techniques are available
within Digital, Sheet and Web.

Legend: ● = Mainstream technology · ◯ = Specialty offering · ◌ = Simulated effect

INKS

	DIGITAL	SHEET	WEB	OFF-LINE
Spot Color	●	●	●	●
Metallic Inks		●	●	●
Fluorescent Inks		●	●	●
Varnishes	◌	●	●	●
UV Inks / Varnish		●	●	●
Opaque White Inks	◯	◯		

COATINGS

	DIGITAL	SHEET	WEB	OFF-LINE
UV Coating (including Soft Touch, Spot Gloss, Spot Dull)		●	●	●
UV Coating (Sandpaper)		●	◯	●
UV Coating (HoloBright)		●	◯	●
Thermography	◌	◌		●
Aqueous Coating	◯	●	●	●

FINISHES

	DIGITAL	SHEET	WEB	OFF-LINE
Emboss / Deboss	◯	◯	◯	●
Die-cut			◯	●
Folding			●	●
Foil		◯	◯	●
Die-stamping			◯	●
Lasercut				●
Lenticular	◯	◯	◯	
Flocking				●
Saddle Stitching			●	●
Glue			●	●
Personalization / Imaging	●			

This chart reflects general printing equipment capabilities. Since these vary, consult your printer regarding their specific capabilities.

● Mainstream technology   ◯ Specialty offering   ◌ Simulated effect

Now it's time to look at the specific elements associated with your design. Choosing a high-quality sheet of paper like Opus, which is available in various sizes and weights as well as four finishes: gloss, dull, matte or satin, is a great way to silently communicate your idea and captivate the recipient.

VARNISHES & COATINGS

If you want to give your choice of paper some extra pop, opt for varnishes or coatings, which when applied during the production process can further enhance the appearance of the paper and protect the surface of the printed sheet.

TECHNOLOGY

Done correctly, a paper mailing can also be a great entry point to more technical marketing avenues. By using digital-based Variable Data Printing (VDP), you can personalize your mailing to create a tailor-made message. Adding Generic or Personalized landing pages (GURLs and PURLs) and Quick Response (QR) codes can lead customers to microsites or campaign web pages, thereby engaging them in the next layer of the marketing campaign.

INSERTS

Including inserts like cards, stickers, surveys and contests or small gifts like a pen or a USB drive is a classic tech-nique that gets customers' attention and can help keep your company's name in the forefront of their minds.

DIMENSIONAL & INTERACTIVE

One of the most exciting things you can do with direct mail is to send someone a flat mailpiece that when opened becomes dimensional and interactive. Whether it expands like a flower or features a pop-up, it is hard to beat these techniques for sheer surprise and making a distinct impression.

SENSORY

If there is one approach that can compete with dimensional and interactive campaigns in terms of being unforgettable, it is the use of sensory effects. Through printing methods that can imbed elements like micro-encapsulated scenting materials or coatings, light or sound chips, and flavor strips, you can create mail that your audience will never forget.

Really, when it comes to style,
there are far too many options and
combinations to be covered here.

For a more detailed explanation of cutting-edge print
techniques, check out Sappi's *The Standard: Volume 5,* which
shows designers how to make creative use of special effects.

To receive a copy, contact your local Sappi sales rep.

BRING MORE BUSINESS INTO THE

Fold

CUSTOMERS RECOGNIZE THAT BY USING SPECIAL EFFECTS YOU ARE GOING THE EXTRA MILE FOR THEM.

BUSINESSES CREATE AND MAINTAIN LONG AND HEALTHY CUSTOMER RELATIONSHIPS BY MAKING THEIR CLIENTELE FEEL SPECIAL. BY INVESTING TIME AND MONEY, YOU ARE EXTENDING THAT CONNECTION BEYOND PERSONAL CONTACT AND DEMONSTRATING YOUR SINCERE APPRECIATION TO YOUR REGULARS.

HANDCRAFTED WITH ONLY THE *Finest* INGREDIENTS

RELATIONSHIPS CAN LAST A

Long

TIME

PRINTED ON OPUS MATTE TEXT 100LB/148GSM. 4-COLOR PROCESS, MATCH ORANGE PLUS OVERALL DULL AQUEOUS, CUSTOM DIE-CUT AND PERFORATIONS.

Mailability note: Self-mailing materials must be rectangular in format (with straight edges and squared corners) to be processed by machine. Corner radius can be no greater than .125 inches. Specialized die-cut shapes, such as this example, would require an envelope to be mailed. Ask your printer or mailhouse for your mailing options.

PAPER'S VERSATILITY ALLOWS YOU TO

GO BIG

TO EXPAND YOUR MESSAGE.

BY PUTTING YOUR BEST FOOT FORWARD, PAPER TAKES YOUR VENDOR-CUSTOMER CONNECTION TO THE NEXT LEVEL.

THIS ULTIMATELY BUILDS STRONGER BRAND EQUITY AND TAKES A BITE OUT OF THE COMPETITION.
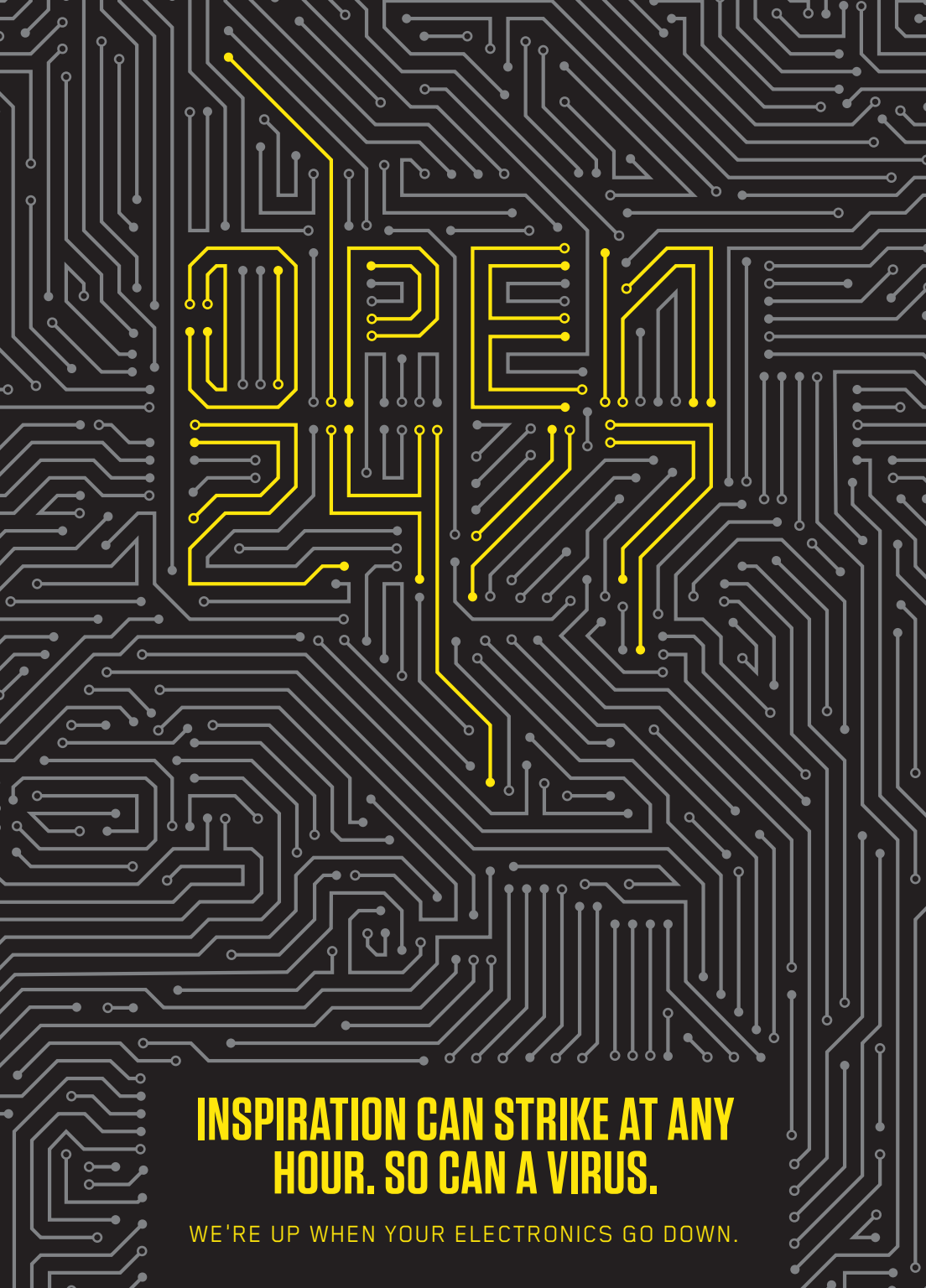
JUST LIKE TRUE LOVE

FIRST IMPRESSIONS ARE FOREVER

Your advertisement has five seconds to capture a potential customer's attention and motivate them to keep reading. To do that, your message and how you deliver it better be special so it doesn't get lost in the sea of plain white envelopes and postcards. An embossed image like this dress literally makes your message stand out from your competitors' one-dimensional communications. It makes a visual and tactile impact that can't be overlooked, and also gives your directive a weight that, in turn, makes the recipient feel important for receiving it.

♥

PRINTED ON OPUS DULL COVER, 100LB/270GSM. SCULPTED BLIND EMBOSS, MATCH BLUE PLUS OVERALL SATIN AQUEOUS.

Mailability note: Print finishing techniques that add texture must be placed away from all barcode areas, indicias and safe zones. Keep in mind that the reverse side may also be affected. Work with a printer or mail professional for best results. Barcodes should also be tested prior to finishing the complete run.

OPEN 24/7

INSPIRATION CAN STRIKE AT ANY HOUR. SO CAN A VIRUS.

WE'RE UP WHEN YOUR ELECTRONICS GO DOWN.

ILLUMINATE YOUR MESSAGE

IN A MARKET SPACE WITH A LOT OF SIMILAR BUSINESSES, SHINING BRIGHTER THAN THE COMPETITION IS NOT ALWAYS AN EASY TASK. THE KEY IS TO STAND OUT BY USING SPECIAL EFFECTS THAT ACCENTUATE DETAILS THAT ARE FUNDAMENTAL TO THE CORE FUNCTION OF YOUR BUSINESS.

For instance, the glow-in-the-dark circuit board not only highlights long business hours but also the company's passion for electronics and their understanding of cutting-edge technology. This type of connection emphasizes your position of expertise and creates an image that is remarkably memorable—both of which are important to drawing new business.

Printed on Opus PS Gloss Cover 85lb/9pt/230gsm. UV match yellow, 2 hits UV black plus spot dull UV varnish and spot tinted glow-in-the-dark UV coating.

Mailability note: Some specialized coatings must stay clear of folds and trim edges to avoid cracking. Grain direction is critical. Some coatings may dull the look of the image, which could be desired. Work with your printer for best results when working with specialized coatings.

The husband and wife team behind The Butcher & Larder wants to find a way to educate their new neighbors about sustainable butchery and how they can help them cook and eat better while getting to know each other.

THE LOCAL BUTCHER

Production Notes

POSTCARDS
*Sappi Opus PS Gloss Cover
85lb / 9pt / 230gsm*

6.25″x9″ (USPS Flat-sized)

4-color process, 2 hits match red plus overall satin aqueous

POSTER
*Sappi Opus Gloss Text
80lb / 118gsm*

36″x25″ (flat size)

4-color process, 2 hits match red plus overall satin aqueous

THE AUDIENCE

Chicago's Noble Square community is filled with family-owned businesses and young singles and families. The mix of strong roots and transplants is perfect for a butcher making traditional butchering cool again.

THE MESSAGE

The Butcher and Larder strives to be Noble Square's neighborhood butcher. Pointedly, three postcards will demonstrate the business's commitment to local, sustainable meat; special demonstrations and events; and social outreach programs. The front of each mailing shows how to use certain cuts of meat, to demonstrate the butcher's expertise as well as desire to help.

THE STRATEGY

Everyone in the shop's ZIP code is a potential customer, so using USPS's Every Door Direct Mail® program to blanket part of this area with three mailings over three months is perfect. Since the shop's business relies on education and personal interactions, recipients are promised a free collectible poster that explains various cuts of meat when they present the postcard at the store.

THE FORMAT

Postcards allow the widest possible reach at the lowest cost. Artful photography, inviting text, and helpful tips elevate the message and hints at the high quality of the in-store complimentary posters, making a trip to the storefront worthwhile. With posters only given out in person, the couple can track their mailing's impact while also meeting their neighbors.

To promote their top-of-the-line Kaplan strings, D'Addario needs to reach classical music's foremost performers and tastemakers to illustrate their products' benefits and show what all the fuss is about.

THE MUSIC COMPANY

Production Notes

ENVELOPE
Sappi Opus Gloss Cover
80lb / 216gsm

5¾″x7¾″ (finished size)

2 hits UV match green, UV black, plus spot dull UV varnish.

INSERT
Sappi Opus Gloss Text
100lb / 148gsm

26¾″x15″ (flat size)

UV 4-color process, UV black touch plate, UV match green, UV metallic silver underlay, plus spot dull UV varnish and spot gloss UV coating.

THE AUDIENCE
D'Addario's Kaplan line of strings for the viola, violin, cello and bass are ideal for sophisticated musicians. This campaign targets professional concert and orchestral performers as well as conservatory students and teachers so that D'Addario can foster a relationship with the next generation of great players.

THE MESSAGE
To make a personal connection and help customers understand that D'Addario is at the forefront of orchestral string design, the campaign pairs explanations of Kaplan strings' superior performance with intimate portraits of musicians.

THE STRATEGY
Giving away expensive strings propels customers to compare them with competing brands and to consider D'Addario instead. And knowing that if the best-of-the best try Kaplan strings they will become loyal to the product and others will certainly follow their lead, D'Addario is driving a select list of recipients to a microsite where a unique code is entered to receive a free set of strings. Highly trackable, this technique allows D'Addario to follow up with responders and non-responders alike.

THE FORMAT
Packaged in a revealing envelope, this piece unfolds in sections that entice, explain and engage. Evocative language and high-end printing techniques demonstrate the strings' superiority that you need to hear to believe.

How does a social media giant convince marketing executives of its online advertising accomplishments? By putting their amazing success stories down on paper.

THE SOCIAL NETWORK

Production Notes

HOUSING STRUCTURE:
*Sappi Opus Dull Cover
120lb / 325gsm*

5¾″ x7¾″ (finished size)

4-color process, plus spot soft touch aqueous. Grey text printed stochastic.

CARDS:
*Sappi Opus Dull Cover
120lb / 325gsm*

7″x10″ (finished size)

4-color process, plus overall soft touch aqueous, one side. Grey text printed stochastic.

THE AUDIENCE
Facebook understands who it wants to reach because it already knows them. Earlier this year, the company held a marketing conference for CEOs from large-cap and Fortune 500 companies. Using the list of attendees, Facebook will micro-target this elite group of business leaders with this campaign to both solidify relationships and disseminate information.

THE MESSAGE
Facebook's directive is simple: advertising with its website propels sales. As a follow-up to a case study kit Facebook marketing gave out at the conference, this campaign underscores the key points of how Facebook connects customers to businesses while further backing up its assertions by adding seven new case studies.

THE STRATEGY
Information is power. By adding new evidence to its sales pitch, Facebook is empowering executives to take control of their marketing needs. By driving recipients to a microsite PURL, Facebook will be able to track its targets' interest as well as digitally connect with potential customers.

THE FORMAT
Using an intricately structured self-mailer to allow for maximum impact, the opening page flips automatically to not only draw recipients in but also to demonstrate the ingenuity that makes Facebook such a successful sales tool. Presenting technical information with creative graphics and energetic headlines conveys on paper the interactive and dynamic nature of Facebook's digital marketing platforms.

HOW DO YOU DRIVE RESULTS ON FACEBOOK?
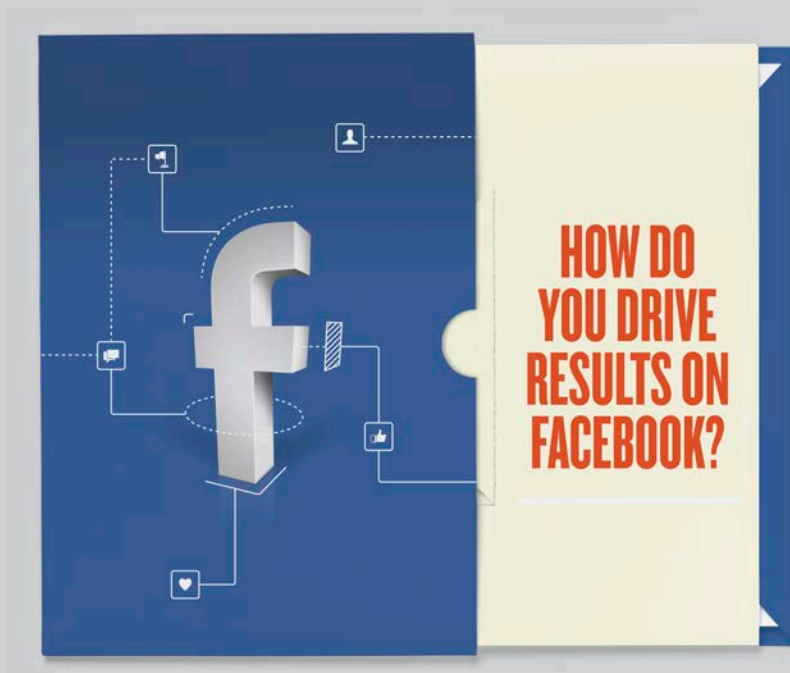
BY THROWING A GLOBAL PIZZA PARTY.

BY CASTING BUSINESS TRAVELERS AS HEROES.

BY GIVING AWAY TICKETS TO SEE THE WORLD.

Every day, brands around the world bring creative marketing ideas like these to life on Facebook, leading to real results for their businesses.

In these case studies you'll find stories about how Facebook is transforming the way people and businesses connect. We partner with marketers to help them reach and engage their target audiences at unprecedented scale and build deeper relationships with their customers. This enables brands to drive measurable business results and grow brand loyalty and advocacy.

Explore success stories from brands around the globe. →

BARCLAYCARD US

40% HIGHER CONVERSION

During its 2012 Super Bowl campaign, Barclaycard US scored a 40 percent higher conversion rate on Facebook than it did on other platforms.

Having stores only in Chicago and Seattle, how does The Land of Nod, Crate and Barrel's children's furnishings arm, reach customers the world over? By using direct mail, of course.

THE SPECIALTY RETAILER

Production Notes

CATALOG MAILER
Sappi Opus PS Cover
70lb/7pt/189gsm

5½″x8½″ (finished size)

4-color process

THE AUDIENCE

The young at heart—no matter their age—can't help but fall in love with The Land of Nod. Fun and fashionable, the furnishings integrate children's and adult's spaces within the home. Focusing on unique creations, their products, from cribs to wall art, attract a wide range of customers.

THE MESSAGE

Images of different rooms, each of which is designed using the brand's products to create a unique fashion statement, show customers how the products fit their own homes and lives. Each room presents a different dynamic to demonstrate that the products are engineered to grow with the child while creating an emotional connection between the youngster and the furnishings.

THE STRATEGY

With so few retail locations, direct mail's ability to cover all demographics creates much-needed brand exposure, while offering a promotion reinforces the decision to buy. The Land of Nod knows that because they offer quality products, just one purchase will create a customer for life.

THE FORMAT

Though smaller than their catalog, this self-mailer makes a big impact. This format allows new customers to quickly become acquainted with the brand, while to regular customers it is a special mailing deserving of extra attention. With the visual appeal of the interior panels plus outside panels welcoming the reader with the promotion, this design's functionality and creativity perfectly represents The Land of Nod.

In 2011, undelivered mail cost companies a total of $1.3 billion.[8]

THE PROTOCOL

Having chosen the detail of your style, it is time to turn your attention to optimizing production of your mailpiece. The critical elements that will help you get the most out of your direct mail marketing budget revolve around one key component: postage.

That's because postage can represent up to 40% of your total production costs. Therefore, it is imperative that you do everything in your power to ensure the best postage rate, and this usually involves making sure your mailpiece can be processed by machine, rather than by hand. The cost difference is substantial. For instance, sending an automation or machinable mail format over a non-machinable format can save hundreds, thousands and even tens of thousands of dollars on postage, depending upon the size of the mailing.
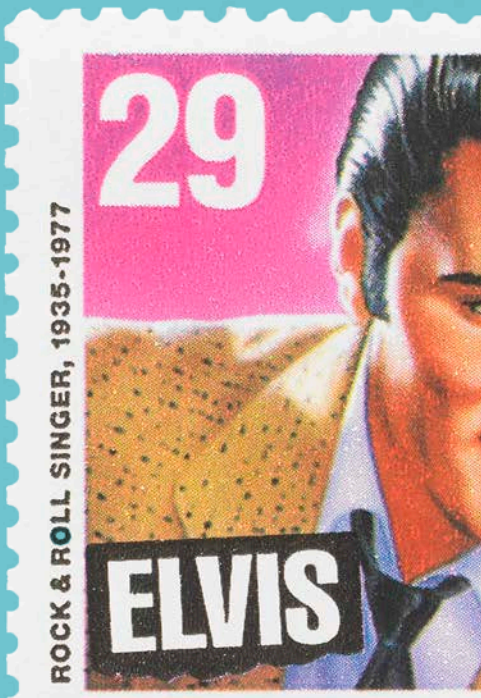
29 ROCK & ROLL SINGER, 1935-1977 **ELVIS**

29 ROCK & ROLL SINGER, 1935-1977 **ELVIS**

POSTAGE CAN
REPRESENT UP TO

40%

OF YOUR
TOTAL PRODUCTION
COSTS

1234 BARKING BLVD
ANYTOWN, NY 12345-6789
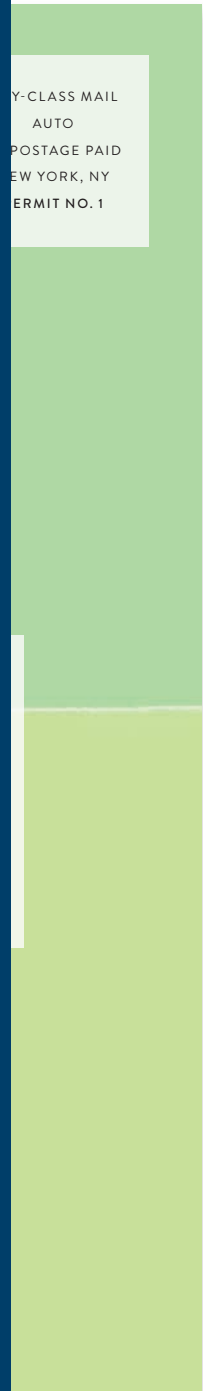
PUPPY

TOY & SUPPLY

OPTIMIZING PRODUCTION

Securing the best postage rate hinges on a variety of factors, including aspect ratio, fold placement, orientation of the address and placement of the barcode. The following pages outline where to put what so that you save money and reach the most people.

Y-CLASS MAIL
AUTO
POSTAGE PAID
EW YORK, NY
ERMIT NO. 1

HEIGHT

1234 B
ANYTOWN

PU

TOY

Machinable Aspect Ratio

LENGTH

÷

HEIGHT

=

1.3–2.5

Common Costly Error

43%*

Percentage more you could pay for a mailing that goes from being machinable to non-machinable if aspect ratio requirements are not met.

*Figure reflects full-rate First-Class Mail. Percentage can be even higher for non-machinable presorted mail. Pricing is assessed based upon sortation level.

ASPECT RATIO

When it comes to letter-sized mail, calculating aspect ratio is a very important concept to get to know because your mailpiece must be produced in the right size and shape to be processed by machine.

Simply put, aspect ratio is a proportionate relationship between the length and the height of the mailpiece. The formula for calculating aspect ratio of a USPS Letter-sized mailpiece is length divided by height.

If the quotient is between 1.3 and 2.5, then your piece is machinable as long as it meets standard weight, thickness, address placement, and contrast and tabbing/enclosure requirements. This is something to take into consideration when you are ordering mail products and something you'll definitely want to double-check, considering the difference in machinable and non-machinable mailings can completely blow up your budget.

Don't like math? You can obtain a free First-Class Mail Shape-Based Pricing Template from USPS.

Y-CLASS MAIL
AUTO
POSTAGE PAID
EW YORK, NY
ERMIT NO. 1

LENGTH

1234 B
ANYTOW

PU

TOY

Mind the folds

VERTICAL
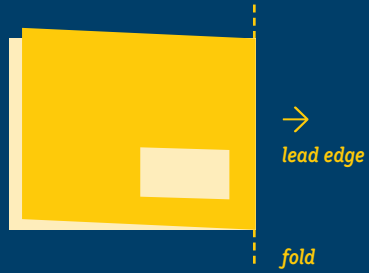
→

lead edge

fold

HORIZONTAL

→

lead edge

fold

Common Costly Error

43%*

Percentage more you could still pay for a mailing that goes from being machinable to non-machinable if fold placement rules are not followed even though aspect ratio is correct.

*Figure reflects full-rate First-Class Mail. Percentage can be even higher for non-machinable presorted mail. Pricing is assessed based upon sortation level.

FOLD PLACEMENT

Fold placement can mean the difference between spending or saving thousands of dollars on your mailing, and therefore should be considered when designing your layout.

Looking at the mailing panel, the right edge is the lead edge—the edge that leads the piece through the processing machine. If the folds are on the vertical, the lead edge must be closed with a fold. If the fold is on the horizontal, it must be below and parallel to the mailing address and indicia.

USPS now requires that letter-sized folded self-mailers have a minimum of 2 and a maximum of 12 panels to be machinable. The final fold must fold from bottom to top, or from lead to trail edge; however, the mailing panel cannot be on the panel that is created by the final fold.

For more, including specific size requirements, reference USPS Folded Self-Mailer online:

Y-CLASS MAIL
AUTO
POSTAGE PAID
EW YORK, NY
ERMIT NO. 1

1234 B
ANYTOW

PU

TOY

ADDRESS PLACEMENT & ADDRESS ORIENTATION

It's hard to overstate the importance of an address to any piece of mail, but the significance of correct address orientation in terms of direct mail marketing is paramount to your success.

This key element of mail formatting determines how you're charged (machinable vs. non-machinable) and ignoring it can lead to squandering money on postage and inaccurate data. To avoid these problems, first check the placement of your address. Depending upon the class of mail, there are different rules and requirements for orientation of the mailing address.

For USPS Letter-size mail, the mailing address must always be parallel to the long dimension of your mailing piece. Place the address in the wrong place and you'll end up shelling out for higher per-piece non-machinable rates that could have been avoided.

In order to use an ancillary endorsement, a domestic return address must be placed on the address side in either the upper left corner of the mailpiece or the addressing area. The endorsement must be placed in one of these four positions:

1. Directly below the return address.
2. Directly above the delivery address area.
3. Directly to the left of the postage area.
4. Directly below the postage area.

For more, refer to the USPS Quick Service Guide on Ancillary Service Endorsements:

Common Costly Error

79%*

Average increase in postage if your mailpiece must mail as a flat due to incorrect address placement.

*Pricing can be higher or lower than this figure depending upon sortation level and other factors.

Y-CLASS MAIL
AUTO
POSTAGE PAID
EW YORK, NY
ERMIT NO. 1

#BXBJDCK ********5-DIGIT 98765
#JSN0069TWK2874#
ATTN: POSTAL CUSTOMER
ABC COMPANY
123 MAIN STREET
ANYTOWN US 98765-4321

1234 B
ANYTOW
PU
TOY

BARCODE

The placement of the barcode, which is a series of long and short bars that represent ZIP codes, ZIP+4 codes, and delivery addresses, can be a key element of the mailing.

A barcode can tell you who mailed a letter, where it is, and when it was received. Through the use of USPS services or tracking software, this code can help you synchronize marketing campaigns, acquire more meaningful data, and achieve specific delivery dates. And though a barcode by itself does not qualify a mailpiece for a lower price, if you do apply a preprinted barcode your mailing can qualify for Automation Letter rates, which are lower than machinable rates.

On letters, the barcode can be placed in the address block or in the barcode clear zone. For use on flats, the barcode can be placed anywhere on the address side as long as it is at least 1/8 inch from any edge of the piece. To avoid ambiguity, only one barcode can be placed in the same area.

To qualify for the Automation Letter pricing discounts that come with using a preprinted barcode, your mailing must also meet machinable letter format and standardized address requirements.

Common Costly Error

3%

Percentage you'll save on a mailing that includes a preprinted barcode versus one that doesn't (this doesn't include the savings that will come from the barcode program's more accurate delivery, tracking and ROI methods).

Barcode Clear Zones
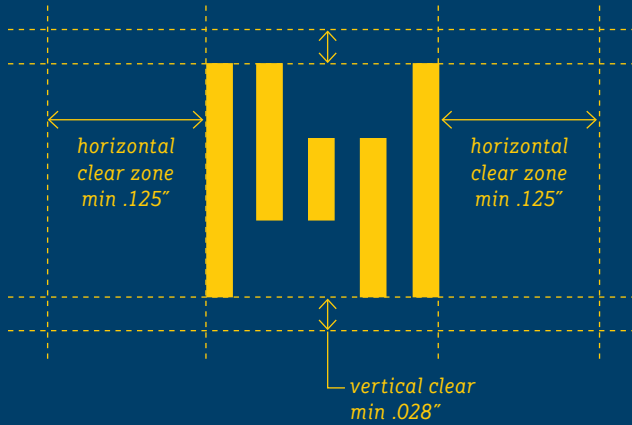
horizontal clear zone min .125"

horizontal clear zone min .125"

vertical clear min .028"

Y-CLASS MAIL
AUTO
POSTAGE PAID
EW YORK, NY
ERMIT NO. 1

#BXBJDCK ********5-DIGIT 98765
#JSN0069TWK2874#
ATTN: POSTAL CUSTOMER
ABC COMPANY
123 MAIN STREET
ANYTOWN US 98765-4321

*A barcode is the key to intelligent sorting,
tracking and address services, all wrapped
up into one unassuming little bar graphic.*

1234 B
ANYTOW

PU

TOY

How to Plan for Tabs

1

Tabs or glue are required when a folded self-mailer or
booklet has open edges that must be
sealed to meet machinability requirements.

2

When placed along top or on lead or trail edge, tabs must
be placed within 1" of the adjacent edge. Lower
lead edge tab must be placed within 1/2" of bottom edge.

3

Tabs (as well as cellophane tape or glue) must not interfere
with recognition of the barcode, rate marking,
postage identification or required address information.

4

1-inch tabs for up to an ounce, 1.5-inch tabs for over an ounce,
and no perforations. Previously on booklets, now on
self-mailers, minimum of 2 tabs per piece, sometimes three tabs
are required—no more single centered tab at top. Also,
if you use cellophane tape, serrated edges must be parallel
to the long dimension of the piece.

_____

Common Costly Error

43%*

Percentage more you could still pay for a mailing that goes
from being machinable to non-machinable if tab
and glue rules are not followed even though aspect ratio, fold
placement and address orientation are correct.

*Figure reflects full-rate First-Class Mail.
Percentage can be even higher for non-machinable presorted mail.
Pricing is assessed based upon sortation level.

TABS & GLUE

When it comes to self-mailing materials, they must have closed edges to prevent jams and slowdowns in the automated mail-processing machinery or damage en route to the recipient. The most common USPS-approved sealing techniques involve tabs and glue.

Glue spots must be placed within 1/4 inch of the open edges and, when using continuous glue lines as a sealing method, the line must be placed along the entire length of the open edge and stop no more than 1/4 inch from the open end. In some cases, glue may affect the ink, or areas that will receive glue cannot be covered with ink or coatings—talk to your printer about the requirements and test if necessary.

To some designers, tabs, which are used to ensure closure on folded mailpieces, are an unsightly blemish on their otherwise pristine mailing. For this reason, many mailers opt to put it into an envelope to avoid tabs all together.

But, when considered early on in the design process, tabs actually don't have to take away from the aesthetics of your campaign. Knowing where they need to be allows you create your design around them. Although a pricier option, tabs can also be printed with a coordinating color or messaging and can actually be a great addition to a mailing's exterior design.

Y-CLASS MAIL
AUTO
POSTAGE PAID
EW YORK, NY
ERMIT NO. 1

1234 B
ANYTOWN

PU

TOY

Designed to save you time and money, these simple rules take the guesswork out of direct mail. Recognizing the importance of these USPS standards and taking the time to follow them can lead to a more effective mailing and, therefore, a higher return on your investment.

For more information on production, view the USPS Domestic Mail Manual at pe.usps.com.

ANY-CLASS MAIL
AUTO
US POSTAGE PAID
NEW YORK, NY
PERMIT NO. 1

#BXBJDCK ********5-DIGIT 98765
#JSN0069TWK2874#
ATTN: POSTAL CUSTOMER
ABC COMPANY
123 MAIN STREET
ANYTOWN US 98765-4321

Knowing where all the mailing components go makes it ready to go to the post office, right? Not quite.

You still have to make sure your mailing gets packaged correctly and determine how it will get to the post office and how much that trip will cost you. These ideas may seem like mere logistics, but with postage being the highest-cost component of any direct mail campaign and the USPS controlling the speed at which your message gets to your customer, managing the flow of your mailpiece can make or break your promotion. The key elements — Presorting, Match Mail, Co-Pallet, Commingle — are explained to the right, and are often offered by printers as part of a package called "lettershop services."

How does USPS qualify your mailpiece?

MAILABILITY
A piece must meet the minimum size and thickness requirements—five inches wide by three-and-a-half inches high and .007 inches thick—to go through the mail. Square corners are ideal, but if you must have a rounded corner, the radius cannot exceed .125 inches.

MACHINABILITY
A piece must be made of paper and meet the proper aspect ratio and have the address parallel to the longest dimension for letter-sized mail.

READABILITY
The fonts must be readable, the artwork can't obstruct the data, there must be enough contrast between the paper/envelope color and text, and the machine must be able to find the address.
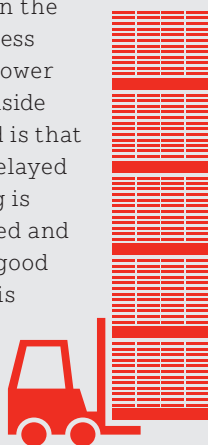
PRESORTING

You can qualify for a presort mail rate by making sure all the ZIP codes are put in order so that it takes the Postal Service less effort to process and deliver the mail. This is often done by giving your list to the printer and having them run it through a computer program that will arrange all the addresses by the ZIP codes. Then, at the end of the production process, all of the pieces going to the same destination will be grouped in same bundle or tray, ready for the USPS machines to do the rest.

60674

MATCH MAIL

If you are using personalization, you should make sure your printer has match mailing as part of its production workflow so that Joey's letter doesn't go in Susie's envelope. How do printers do this? By using hardware and software that makes sure the data matches up before imaging occurs and then doing quality control checks during the imaging process.

CO-PALLET

One way to save money is paying to co-pallet your mailing. This method—the print production equivalent of sharing a cab—combines various presorted mailings from different sources to split the cost of transportation to the business mail entry unit (BMEU), where all commercial business mail must be brought. Given the added volume, this process helps you qualify for lower postage rates. The downside of the co-pallet method is that your mailing may be delayed while the other mailing is being printed, processed and sorted, so this is not a good option if your mailing is time-sensitive.

COMMINGLE

This method is achieved when a variety of marketers combine their dissimilar letter-sized direct mail into a single mailstream. Oftentimes this is done by a third party, who presorts them together in one mailing. Though, like co-palleting, you have to pay for the service, the presorting process saves the USPS time and money, thereby paying for itself in postage discounts and faster delivery. This is a great technique for mailers who would not normally qualify for the desirable five-digit discount rate because they do not meet the 150-piece minimum per ZIP code; just be aware that this process can add extra days to your schedule.

PLAYING

THE
MARKETS
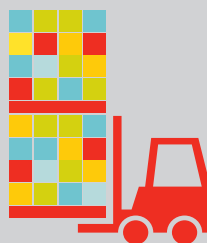
Cross-channel marketing is the ability to coordinate and replicate a single campaign with a consistent message across several different marketing channels contingent on customer actions.

THE SYNERGY

The key in this strategy is coordination. Sending simultaneous marketing messages through different channels can lead to confusion and dilution of your brand. More often, it is best to send a mailing first and then follow up with an email or social media message cross-channel. That second message can be sent only to non-responders or you can send out two separate messages: one as a reminder of the offer to non-responders and another as a thank-you to those that already participated in the offer. Both the direct mail and email messages will lead customers to optimized web pages and social content that is specifically designed to reinforce the campaign's key messages.

This type of marketing means that if a customer doesn't respond via one channel, it is possible to reach them via another communication stream. By taking this approach, as long as you maintain the same look, feel and message across all channels, your other marketing approaches will complement your mailpiece by expanding the campaign's reach and scope.

**THE KEY IN
THIS STRATEGY IS
COORDINATION**

MULTI-CHANNEL MARKETING

Offering the same marketing messages to the same consumers via an integrated array of distribution channels. But, just as all the channels are different, so are the people who use them, so it's best to create specialized messages and formats specifically for each channel.

No response

DIRECT MAIL
(Saturation)

2ND EMAIL

OUT-OF-HO ADS

No response

2ND DIRECT MAIL

EMAIL

NEWS INSERT
(Saturation Coupon)
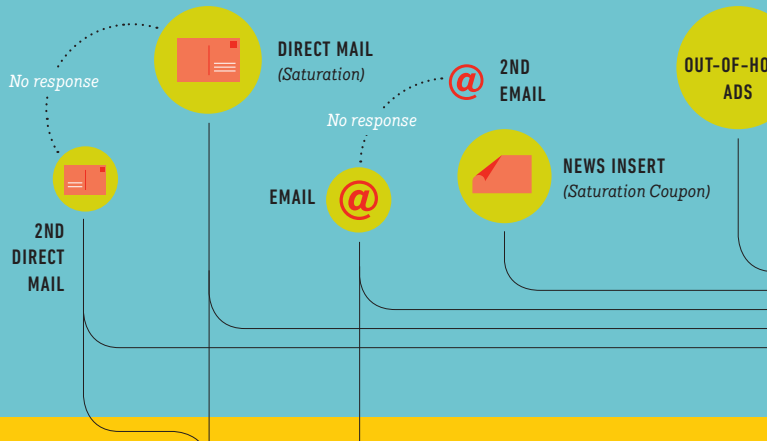
CROSS-CHANNEL MARKETING

Like multi-channel, a cross-channel campaign is also predicated on synchronizing your channels to work together to promote a consistent message, but this tactic relies on the recipient's action (or inaction) to determine the ensuing marketing operation. Because the customer has a variety of options in terms of response and the marketer has a variety of channels at their disposal, this strategy requires different creative execution for each medium and a cohesive plan that accounts for every variable.

DATA
(Geographic)

PHONE

EMAIL
(Targeted)

WEBSIT

DATA
(Psychographic)

GURL

DATA
(Demographic)

2ND DIRECT MAIL
(Targeted)

DATA
(Demographic)

DATA
(Psychographic)

PURL

SOCIA

DIRECT MAIL
(Micro-targeted)

DATA
(Psychographic)
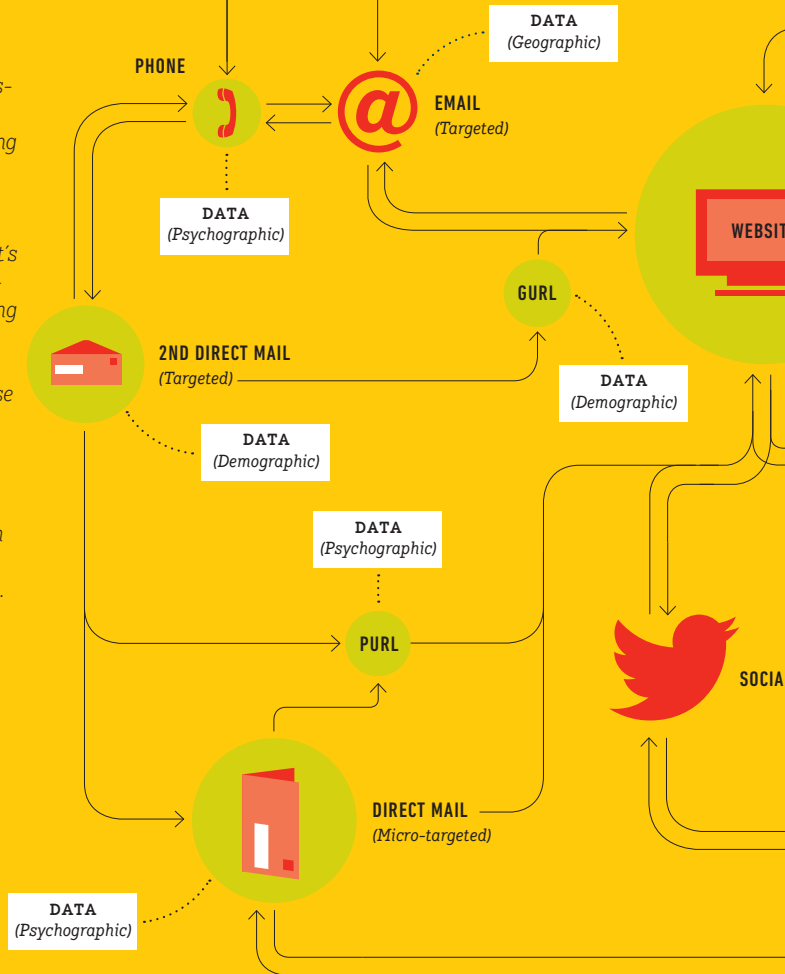
When you created your strategy for this campaign, you set a budget that balanced your resources and your objectives. Knowing exactly how it did in terms of costs and responses will help you quantify the value of your marketing efforts more dimensionally for your organization.

THE FINANCIALS

So far, strategy, production and creativity have been the focus of your campaign, but now it is time to dust off that calculator and do some math. Don't worry, we've supplied the formulas for everything you need. It all starts with figuring out your campaign costs. This calculation puts everything in perspective and will facilitate other calculations down the line. From there you can figure out the response rate, which will help you know you are mailing enough pieces to cover your costs.

CAMPAIGN COSTS
Total all expenses of the campaign, including creative, printing, postage, solicitation costs and list rental, any costs associated with the offer, and any additional marketing media or internal capacity requirements to figure out your campaign cost.

COST PER PIECE
To find your cost per piece: (campaign costs) ÷ (total pieces mailed) = cost per piece.

CREATIVE FEES

+

PRINTING COSTS

+

LIST RENTAL

+

POSTAGE

+

COST OF SALES

=

CAMPAIGN COSTS

÷

TOTAL PIECES MAILED

=

COST PER PIECE

NO. OF RESPONSES

÷

TOTAL PIECES MAILED

✕

100

=

RESPONSE RATE

CAMPAIGN COSTS

÷
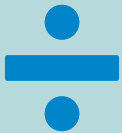
(AVERAGE SALE

—

COST OF GOODS)

=

BREAK-EVEN

Next, you'll total the response rate, an important number as it is reflective of the percentage of people who contacted you in response to the mailpiece you sent. Just as telling is the break-even formula, which determines the number of sales you need so that at least you don't lose money. When using this calculation, keep in mind that the information you use will be different depending on whom you are targeting. If you are prospecting for new clientele, then the average sale should be based on first-time sales only, but if you are contacting current customers that number can be your general average sale total.

RESPONSE RATE
The formula for this percentage: (number of responses) ÷ (total pieces mailed) x 100 = response rate.

BREAK-EVEN FORMULA
The break-even formula: (campaign costs) ÷ (average sale – cost of goods sold) = number of sales needed to break-even.

Unlike many other forms of direct marketing, direct mail in particular lends itself to the testing process, which allows you to manage the campaign and control expectations and results.

THE TWEAKS

Testing begins by settling on a control, a mailing that you will use to establish a response rate and to test different variables that may help the piece generate an even higher response rate and lower customer acquisition costs. Also, by using smaller, cheaper test runs, you can learn what works and what doesn't while staying within your budget.

The general rule of testing is that you need to make sure the size of the test is large enough to be statistically significant. But in cases where the quantity is too small to test, marketers utilize sequential testing, creating a mailpiece to the best of their ability and sending it out. After waiting a few weeks and measuring the response, they typically make some adjustments to the mailpiece and send it again to see if the response raises or lowers. One thing to remember with testing: it takes time, so be sure to build testing time into your mailing schedule.

Finding Variables

There are many variables that can be tested in a mailing.
Here are a few examples:

SELF-MAILER

ENVELOPE MAILER

PHOTOS

ILLUSTRATIONS

FORMAT

CREATIVE

PAST CUSTOMERS

NEW LEADS

SHORT LETTER

LONG LETTER

LIST

MESSAGING

SET-AMOUNT DISCOUNT

PERCENT DISCOUNT

$5/MONTH

$59.99/YEAR

OFFER

PRICE TERMS

MICROSITE

DEDICATED PHONE LINES

COUPON

QR CODE

CALL TO ACTION

MECHANISM
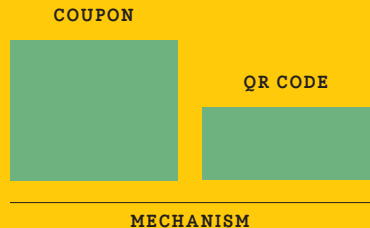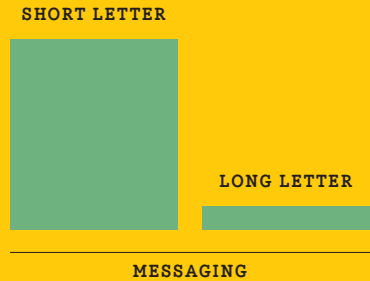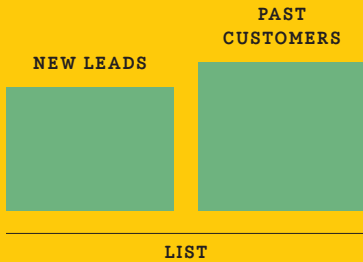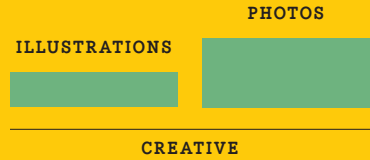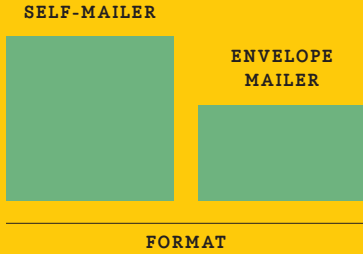
VERSUS

A/B TEST

The most common form of direct mail testing is a split or A/B test. This approach is simple: test one variable two ways and see which one wins. An assessment such as this can be done before a campaign is rolled out to the full mailing list so that the best approach can be secured and response rates can be predicted. It can also be achieved by sending the control piece to the vast majority of the list, while simultaneously sending an A/B test to a portion of the list and then tracking results.

MULTI-VARIATE TEST

Piggy-backing on the A/B test is multi-variate testing, which is a sophisticated form of testing that aims to reveal the combination of variables that outperforms all others. Here is an example that tests four different combinations sent to four different lists.

	HEADLINE 1	HEADLINE 2
LARGE CARD	Offer A (Group 1)	Offer B (Group 2)
#10 ENVELOPE	Offer B (Group 3)	Offer A (Group 4)

After receiving the results of your tests, you can use them to tweak the specific variables of your mailing that did or did not resonate with the recipients. Or instead of tweaking the control piece, you may want to test an entirely new concept against the control to see what happens. Whether you are one of those companies that have a control that works well consistently for years and years with minimal changes or find that you like a fresh start more frequently remains to be seen. However you approach it, testing is a valuable research tool for your direct mail campaign.

GOOD

MEASURE

The mailing has been designed, addressed, tested and sent out into the world. Now it's time to relax, right? Wrong. Your work has just begun. What good is a great mailing if you can't figure out who responded to the mailing and how? Not much.

THE TRACKING

That's where tracking comes in. It allows you to evaluate your campaign so that it reaches its full potential.

SOURCE CODE

One of the easiest and most common low-tech methods of tracking is a simple source code (like SAPPISAV) printed on the mailing or an attached coupon or gift card. This code is printed on the mailpiece and, when referenced online, over the phone or in person, confirms which mailpiece the customer is responding to.

DEDICATED LINES OF CONTACT

Another lower-tech approach is to create dedicated lines of contact related specifically to the mailing. This entails creating separate phone lines, email addresses, or points of contact explicitly for those responding to the offer in the mailing.

TO REALLY UNDERSTAND IF MAIL OR
OTHER FORMS OF MARKETING ARE
WORKING, YOU MUST ALWAYS INCLUDE
AT LEAST ONE TRACKING METHOD,
SO THAT YOU KNOW WHO RESPONDED
AND TO WHICH OFFER.
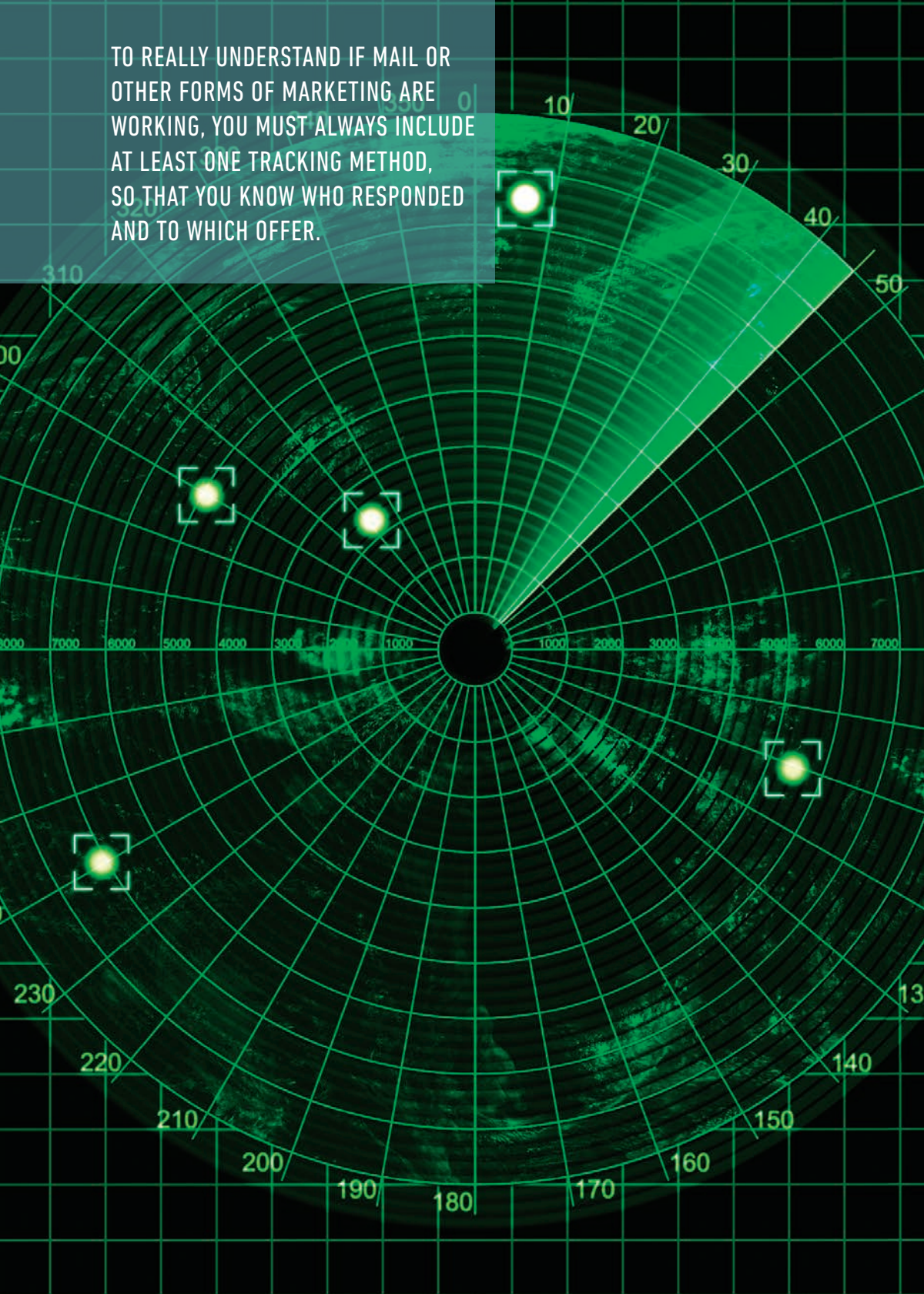
QUICK RESPONSE (QR) CODES

If your client base is tech savvy, a more advanced approach to tracking can be undertaken using Quick Response (QR) codes. Quick and affordable, these codes can be scanned with smartphones and they work well with cross-channel marketing strategies.

GENERIC URL (GURL)

One of the smartest tracking mechanisms is to create a generic URL, or GURL, which is a custom link to a web page. This page takes the user to promotion-specific content, or can simply redirect them to your existing web page. Either way, hits to that web page are directly attributable to that promotion and easily counted and tracked with site metrics.

PERSONALIZED URL (PURL)

The GURL's big brother is the personalized landing page, or PURL. This high-tech marketing tool generates a unique landing page for every recipient. A PURL printed directly on the mailpiece allows you to generate extremely detailed information about the customer's shopping experience, how much time they spent, where they clicked and what they purchased (or almost purchased).

No matter which tracking method you use, you should have compiled some type of data related to how people responded to your mailing. The next important step is to measure the data so that you can quantify whether your mailing accomplishes the purpose for which it was designed.

THE PAYOFF

CONVERSION RATE

To begin this process you can calculate the conversion rate, which is the degree to which responses turned into actual sales. Do so by using this formula: (responses that led to sales) ÷ (total responses) x 100 = % conversion rate. A mailing that had 125 sales out of 500 responses would have a conversion rate of 25%.

RESPONSES LEADING TO SALES

÷

TOTAL RESPONSES
x100

=

**CONVERSION
RATE PERCENTAGE**

$12

Direct mail brings in approximately $12 for every $1 invested.[9]

RETURN ON INVESTMENT (ROI)

Now it is time to calculate the all-important return on investment (ROI) rate, which determines whether or not there was a positive gain directly related to the mailing. Underscoring its importance, the ROI number is a combination of two formulas. First take the net sales attributed to the campaign minus campaign expenses to get the campaign profit. Then take the campaign profit and divide it by the campaign expenses. Multiply that result by 100 and you'll get the return on investment.

For example, if your campaign sales brought in a net profit of $10,260 but your campaign expenses were $8,572, then you are looking at a ROI of 19.7 percent. This final percentage can be especially important when comparing one marketing method to another, for example direct mail versus print ads or email blasts.

Given the likely shared core competencies of your marketing and IT departments or your use of an analytics service, you won't be sitting at your desk doing these calculations with a calculator. No matter who does them or how they are done, the answers should provide telling data that relates to this specific campaign.

But this information's usefulness does not end there. It's now time to revisit where this whole campaign started: your database. All the new customer intelligence you've gathered should now be added to your original dataset to create an updated and, hopefully, expanded list of names and analytics. And remember, ROI isn't always measured in dollars, at least not at first. If you're mailing to prospects instead of existing customers you may not get an initial ROI—and that's normal. You may need to mail to prospects several times to develop the momentum that leads to sales. That doesn't mean you should stop mailing—the idea is to generate reliable income from existing customers to fund prospecting and build your client base. That way each mailing can build on the next one, allowing your direct mail campaigns to evolve with your business.

CAMPAIGN NET SALES

CAMPAIGN'S EXPENSES

CAMPAIGN PROFIT

CAMPAIGN'S EXPENSES

100

RETURN ON INVESTMENT

PHEW.

Whether walking to the mailbox or unlocking a post office box, we've all experienced that sense of excitement that comes with anticipating just what might be hiding inside for our eyes only. That feeling is universal because the mail—familiar and simple—is something everyone understands and trusts.

THE CONCLUSION

In our increasingly virtual world, in which everything seems to be transient and abstract, the importance of something tangible you can bank on—like the mail—cannot be underestimated.

Direct mail's authenticity is a direct result of the fact that it is the most user-friendly and unobtrusive way to connect with your customers.

Not only is mail convenient for your customers, but for marketing professionals its reach is also unparalleled. The Postal Service delivers to more than 151 million homes, businesses and post office boxes in every state, city, town and borough in the United States. Unbelievably, everyone living in the US and its territories has access to the USPS's services. No other marketing medium can make that claim.

Furthermore, as we've demonstrated repeatedly in this reference guide, direct mail marketing is incredibly versatile. The combination of formats, designs and language are innumerable and allow for the unbridled creativity and constant evolution that inevitably lead to those winning concepts that keep your business viable and your corporate image fresh.

151M

The Postal Service delivers to more than 151 million homes, businesses and post office boxes in every state, city, town and borough in the United States.[10]

167B

USPS processed more than 167 billion mailpieces last year.[11]

Finally, the option to integrate both low-tech and high-tech tracking methods makes direct mail one of the easiest and most comprehensive marketing formats in terms of measuring results on a campaign-by-campaign basis. Whether you are simply tracking inquiries received, counting the number of coupons redeemed, or have designed a website to capture more extensive metrics, you can easily determine the success of your mailing. Moreover, by extrapolating or comparing those results to other aspects of your overall marketing strategy, you can learn what steps to take to drive your business to the next level.

Now that you understand the power of direct mail marketing, Sappi is excited about the role we can play in your campaign's success. By using Opus, you will be employing one of the highest quality paper products, which will not only reflect positively on your message but also on your company as a whole.

You see, Opus can adapt to any marketing format and is engineered for pressroom efficiency. Opus can lead to cost-effectiveness thanks to postal caliper guarantees and by making sure your mailing meets your message while keeping within your budget. With Sappi taking care of your paper needs, your team can focus all their attention on following the steps we've outlined here that will ensure your direct mail campaign achieves all of your marketing goals.

When it comes to fine coated paper, Opus is the proven professional with a long and celebrated record of success.

For years, Opus has been recognized for its consistent performance and its unique color rendering capabilities across the broadest range of weights, sizes and finishes. And, Opus sheets and web match in brightness and shade. Dependability for the highest quality projects—Opus is the seasoned pro you can count on, no matter how difficult the job.

CONSISTENCY

Opus is well known industry-wide for superior surface quality, tight product tolerances within and across production runs, and consistency of shade.

HEFT AND STIFFNESS

Opus delivers a higher-quality feel versus any competitive grade at the same basis weight. Opus can handle tough pressroom conditions and features a smooth print surface, excellent image reproduction, and a superior opacity for uniform ink distribution.

PRECISE COLOR MATCHING

Optically and physically engineered to render a broader palette of color, Opus is the paper of choice for a wide gamut of color reproduction.

VERSATILITY

Offering the broadest range of weights, finishes and postal caliper guarantees of any Sappi paper and web-to-sheet match, Opus is a one-brand solution to handle most print projects.

AVAILABILITY

Supported by merchants across the country and Sappi's regional distribution centers.

ENVIRONMENTALLY RESPONSIBLE

Opus features FSC® and SFI® Chain of Custody certifications and is Lacey Act compliant; and 100% of the electricity used to manufacture Opus is generated with Green-e® certified renewable energy. 10 percent of the fiber in Opus Sheets and 30 percent of the fiber in Opus 30 contains post-consumer recycled fiber content. Opus Web is available with 10 percent or 30 percent post-consumer recycled fiber content upon request. Sappi Fine Paper North America is a certified SmartWay℠ Transport partner.

DIRECT MAIL
TOP 20 CHECKLIST

By checking off all the items on this list, you'll ensure you will have done everything possible to make this your most successful mailing yet.

READ this manual cover to cover

1

IDENTIFY
the audience of the mailing

2

NARROW
down the scope of the audience

3

CHOOSE
a marketing technique best designed to reach your audience

4

COMPILE
your mailing list

5

VERIFY
your mailing list

6

STATE
the marketing/ sales goals of your mailing

7

MAKE SURE
campaign fits within your project budget

8

SET
a mailing schedule

9

OUTLINE
the message you are conveying

10	11	12
CHOOSE the manner in which you will convey the message	**CREATE** a format that complements the message	**CHOOSE** visuals that boost the message's appeal
13	14	15
VERIFY the format fits the postal guidelines	**CONFIRM** the address/ barcode orientation meets postal guidelines	**OUTLINE** cross-channel marketing initiatives associated with mailing
16	17	18
CALCULATE cost per piece	**TEST AND TWEAK** campaign as necessary	**TRACK** campaign's response
19	20	
MEASURE campaign results	**ANALYZE** the return on your investment	**GREAT WORK!** Start over

SERVICE	SPEED	COST	FREE FORWARD & RETURN	EXTRA SERVICES	VOLUME INCENTIVES
Express Mail *Letters, merchandise*	*Overnight to most locations*	$$$	Yes	Yes	Yes
Priority Mail *Letters, documents*	*2–3 days (but not guaranteed)*	$$	Yes	Yes	Yes
First-Class Mail *Marketing materials, invitations, personal correspondence, bills, booklets, merchandise. Up to 13oz.*	*2–3 days*	$–$$	Yes	Yes	Yes
Standard Mail *Advertisements, circulars, merchandise. Presorted. Under 16oz. Min. 200pcs. or 50lbs.*	*2–9 days (but not guaranteed)*	$	No	*Only for Parcels*	Yes
Periodicals *Newspapers, magazines, journals, newsletters*	*No specific timeframe guaranteed*	$$	*Forwarding only*	No	Yes
Parcel Post	*2–9 days in contiguous United States*	$$	No	Yes	Yes
Media Mail	*2–8 days*	$	No	Yes	Yes
Bound Printed Matter *300+ pieces of permanently bound materials — catalogs, phone books, etc., up to 15lbs.*	*Determined when postage is calculated*	$$	No	Yes	Yes
Library Mail *Specific to academic institutions, libraries, museums; limiting content to books, sound recordings, academic theses, etc.*	*2–8 days*	$$	No	Yes	Yes
Parcel Select	*2–8 days*	$$	No	Yes	Yes

USPS MAIL SERVICES & ACRONYMS

ACS™
Address Change Service

BBM
Bulk Business Mail

BMC
Bulk Mail Center
(See NDC)

BMEU
Business Mail Entry Unit

BPM
Bound Printed Matter

BRC
Business Reply Card

BRE
Business Reply Envelope

BRM
Business Reply Mail®

CASS™
Coding Accuracy Support System

CIN
Content Identifier Number

CMM®
Customized MarketMail®

COA
Change Of Address

COD
Collect On Delivery

CRID
Customer Registration ID

CRIS
Carrier Route Information System

CRM
Courtesy Reply Mail

CSR
Change Service Requested

DDU
Destination Delivery Unit

DMM®
Domestic Mail Manual

DPV®
Delivery Point Validation®

EAS
Electronic Address Sequencing

EDDM
Every Door Direct Mail®

EPO
Entry Post Office

FIM
Facing Identification Mark

FSM
Flats Sorting Machine

GPO
General Post Office™

IMb™
Intelligent Mail® barcode

IMM®
International Mail Manual

ISBN
International Standard Book Number

ISSN
International Standard Serial Number

MERLIN®
Mail Evaluation Readability Lookup INstrument

MDA
Mailpiece Design Analyst

MDC
Material Distribution Center

MID
Mailer Identifier

MPO
Main Post Office™

MRC
Mail Recovery Center

MRM
Metered Reply Mail

MRS
Merchandise Return Service

MTAC
Mailers' Technical Advisory Committee

NCOA™
National Change Of Address

NDC
Network Distribution Center
(formerly BMC)

NPF
National Postal Forum

OCR
Optical Character Reader

PCC®
Postal Customer Council®

PFS®
Premium Forwarding Service®

PMG
Postmaster General

PO
Post Office™

PO BOX
Post Office™ Box

POS
Point Of Service

POSTNET™
POSTal Numeric Encoding Technique

PRM
Permit Reply Mail

PRSRT
PRESORTED

PRSRT STD
PRESORTED STANDARD

RTS
Return-To-Sender

SCF
Sectional Center Facility

UAA
Undeliverable-As-Addressed

USPS®
United States Postal Service®

ZIP CODE™
Zone Improvement Plan Code

Whether you do it for the environment, to improve your image, or to differentiate yourself from your competitors, sustainability has become an important issue in print. Here are some practices you may want to adopt:

PAPER CHOICE

Derived from renewable resources, paper is made with high levels of renewable energy, and is recyclable. At one level, it is difficult to imagine a more sustainable medium for communications; but not all paper companies perform equally when it comes to operating sustainably. It is important to select paper that has been chain of custody certified by a credible third party such as SFI® or FSC®. Chain of custody certification helps to ensure that the paper you have specified comes from trees that were sustainably managed and harvested. Be sure to ask for a supplier's carbon footprint and always do what you can to recycle printed materials.

INK CHOICE

There are many ink choices. Consult with your printer for recommendations on various inks that can be used.

MAILING LIST

You can make your list eco-friendly by ensuring there are no duplicates or undeliverable addresses, because both lead to increased waste.

FORMAT AND PROCESS

Discussing with your printer which formats are more efficient to print can save energy and reduce waste. For instance, "waste-free" systems allow printing runs to stop and start without blank pages or having to check printed documents, while digital roll-to-roll printing starts printing on the first page of the roll for more efficient output. Many printers will also supply customers with soft proofs of layouts to be viewed on high-resolution computer screens to save paper. Ask your printer for a statement of their environmental practices to see what other options they offer.

ELEMENTS OF
ECO-CONSCIOUS MAILINGS

Ancillary service endorsements are used by mailers to request an addressee's new address and to provide the USPS with instructions on how to handle undeliverable-as-addressed (UAA) pieces. The endorsements are the same for all classes of mail, but the treatment and cost differ by class. Use of an ancillary service endorsement on a mailpiece obligates the mailer to pay any applicable charges for forwarding, return and separate address notification charges.

ELECTRONIC SERVICE REQUESTED

The mailpiece is directed to a Computerized Forwarding System (CFS) or Postal Automated Redirection System (PARS) site for processing. Handling instructions and options must be predefined within the Address Change Service (ACS) mailer profile data.

ADDRESS SERVICE REQUESTED

The mailpiece is forwarded to the new location when possible and a printed notice is returned to the mailer with the new address information.

RETURN SERVICE REQUESTED

The mailpiece is returned with the new address information affixed. Forwarding service is not provided.

CHANGE SERVICE REQUESTED

A separate notice of new address or reason for non-delivery is provided (in either case, an electronic address correction fee is charged); USPS disposes of the mailpiece. This endorsement is available only when used in conjunction with electronic Address Change Service for First-Class Mail pieces.

FORWARDING SERVICE REQUESTED

The mailpiece is forwarded or returned. New address provided (if available) only with return.

NO ENDORSEMENT

For First-Class Mail, if no change-of-address order is on file, a separate notice of reason for nondelivery is provided (address correction fee charged); piece disposed of by USPS. For Standard Mail, if there is no endorsement, the piece is disposed of. If change-of-address order exists, piece forwarded (no charge). After 60 days: Separate notice of new address or reason for non-delivery provided (address correction fee charged); piece disposed of by USPS.

ANCILLARY ENDORSEMENTS

Content in this publication has been adapted from the *Direct Mail Simplified* publication series, ©2013 Trish Witkowski, foldfactory.com. Visit foldfactory.com and YouTube.com/foldfactory for direct mail ideas, templates, tools and resources.

fold factory .com

(1) 2011 Channel Preference Study: The Formula For Success: Preference and Trust, Epilson Targeting, 2011.

(2) Carrier, Joyce. The Power of Direct Mail. USPS Deliver Magazine, vol. 7. issue 6. Dec. 2011.

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(4) DMA Statistical Fact Book, Direct Marketing Association. 2012.

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(6) Client Marketing and Transactional Document Survey, SourceLink. 2012.

(7) Campbell Rinker Donor Confidence Survey. Dunham+Company. April 22–28, 2012.

(8) USPS 2010 Undeliverable As Addressed (UAA) study. Conducted by Christensen & Associates. Announced at 2012 Mailer's Technical Advisory Committee (MTAC) meeting.

(9) The Power of Direct Marketing, Direct Marketing Assocation, 2011–12.

(10) USPS Postal Facts 2013. United States Postal Service. Feb. 2013.

(11) USPS Postal Facts 2013. United States Postal Service. Feb. 2013.

PAGE 23 The list of the "Twenty Most Common Envelope Teasers" was compiled courtesy of the direct marketp-ing experts at the Who's Mailing What! Archive. The Who's Mailing What! Archive is the world's most complete library of direct mail, housing information on 240,000+ packages in nearly 200 categories. To learn more, visit foldfactory.com/DMIQ.

PAGE 27 Pat Friesen's direct mail letter-writing tips were originally published in an article for *Inside Direct Mail Weekly.* To contact Pat, and the other direct mail experts referenced in this publication, visit foldfactory.com/DMIQ.

PRODUCTION NOTES

COVER Opus Gloss Cover 100lb/270gsm. 4-color process, 2 hits match red, match yellow plus overall satin aqueous.

INTERIOR Opus Gloss Web Text 80lb/118gsm. 4-color process, 2 hits match blue, match yellow plus spot satin varnish.

INSERT 1 (Sandwich) Opus Matte Text 100lb/148gsm. 4-color process, match orange plus overall dull aqueous with custom die cut, perforation and roll fold.

INSERT 2 (Wedding Dress) Opus Dull Cover 100lb/270gsm. Match blue plus overall satin aqueous with sculptured blind emboss.

INSERT 3 (Circuit Board) Opus PS Gloss Cover 85lb/9pt/230gsm. UV match yellow, 2 hits UV black plus spot dull UV varnish and spot glow-in-the-dark UV coating.

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Designed by VSA Partners, Inc.

If you choose not to keep this piece, give it to a friend or place it in a recycling bin.

MIX
Paper from responsible sources
FSC® C020268
FSC
www.fsc.org

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