

COMMUNICATE WITH POSTCARDS

These highly targeted mailings can keep you top-of-mind at lower costs.

FIRST-CLASS STRATEGIES

A Practical Guide

The Opportunity

The cost to send postcards is still 36% less expensive than a letter.

Keep in mind, the postage for a First-Class Mail® postcard would in most cases remain cost-effective even when compared to a Standard Mail® letter.

| Single Piece | First-Class Postcard | First-Class Letter |
|--------------|----------------------|--------------------|
| May '09 | \$0.28 | \$0.44 |
| May '10 | same | same |

| Presorted | First-Class Postcard | Standard Letter |
|-----------|----------------------|-----------------|
| May '09 | \$0.245 | \$0.273 |
| May '10 | same | same |

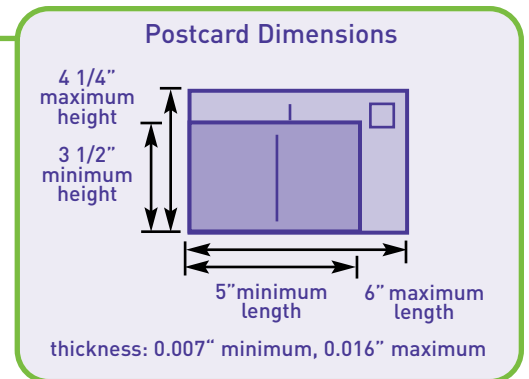
Smart Mailstream Practices

Think about ways you can communicate with customers and prospects in the most effective manner.

Augment your communication plan with postcards. Postcards are easy to produce and can be personalized for each customer. They are ideal for notifications, invitations, reminders and lead generation – and any communication that requires a quick turnaround. In addition to lower postage costs, the simplicity of postcards can help you save money on production, too. To qualify for postcard rates, however, your mailpiece must conform to USPS requirements.

Increase communication frequency. Postcards are also a great way to connect with customers. Follow-up communications and reminder postcards can help you generate a lift from your other marketing efforts more cost effectively.

Meter or use a permit indicia. You can set your mailing machine to meter postcards at the lower postcard rates, the same as any other mail you send. If you are having postcards printed, however, you may also want to consider a permit imprint, which may take up less space.



Making it Happen

Creating and mailing postcards is easy, if you have the right tools.

Postcard Addressing: With the right system, you can print addresses on each card and avoid the less-professional look of a label. Many solutions also offer you the opportunity to print personalized messages, so you can make each piece even more relevant. As a final touch, the automatic creation of a barcode can help speed delivery and lower postage costs, too.

Postage Printing: If you are printing postcards, you may want to consider getting a USPS permit, so you can pre-print your indicia directly onto your card. Otherwise, you can easily run your postcards through your postage meter – just be sure to set the postage amount to the lower rate.

Postage Payments: If you are going to use a USPS permit, you can eliminate many of the hassles associated with postage payments and reconciliation by taking advantage of smart payment solutions. For example, the Purchase Power account makes it easy to add permit postage expenses directly onto your existing Pitney Bowes postage statement – and pay later, after you mail.

Pitney Bowes offers a broad range of solutions that can increase the effectiveness and efficiency of your marketing, including:

- Address Printers
- Digital Mailing System
- Postage Payment Solutions

For more information,
please contact us.