



A guide to keeping direct mail COSTS DOWN

It's impossible to deny – direct mail is the comeback king! Marketers are investing more time and money in this good old method of advertising in recent years, and it's producing some amazing results.

To see examples of this, you should sign up to our email list!

The attitude that 'direct mail is expensive and produces no results' is quickly becoming a thing of the past – by getting targeted with your databases, you're able to buck the digital trend and give your prospects a high quality piece of collateral that they can touch, feel and keep. And thanks to services such as the Streamline Mailing House, it's becoming easier to offer full support on keeping postage costs down.

In simple terms, there's 4 types of Direct Mail services we're able to offer from our Beaumont Leys site.

- **Unsorted Mail** – if you have less than 4,000 pieces to mail this method is for you. A second class stamp could cost around 36p.
- **Mailsort** – if you're sending over 4,000 pieces, depending on data, your costs for a second class letter would be around 33p, saving you 22p per stamp. If you're sending a large letter then the minimum order is 1,000.
- **Admail** – if you are promoting the sale or use of products or services you could be entitled to an Admail discount. You could save up to 65% off the full postage price, with economy prices starting at 19p.
- **Barcoded Mail** – by applying a barcode to your envelope you can receive huge savings. Based on a letter economy service, you could be expected to pay around 18p.

For further information on any of the mailing services Streamline offers, and the criteria you must adhere to for each option, contact us directly on 0116 235 5003.