

<b>Comparison</b>	<b>Regular Mailing</b>	<b>vs. EDDM Retail</b>	<b>vs. EDDM Regular</b>
<b>Price &amp; Convenience</b>	Common Current method using our Jumbo Size Magnets	New EDDM "Retail" method using our oversized Deluxe magnets	New EDDM Regular method using our oversized Deluxe magnets
<b>Type</b>	Standard Mail Saturation (Letter Rate)	Standard Mail Carrier Route Flats (EDDM Rate)	Standard Mail Carrier Route Flats (EDDM Rate)
<b>Price of Magnetic Mailer</b>	Call for Quote	Call for Quote	Call for Quote
<b>Price of Postage</b>	<b>13.9¢</b>	<b>14.2¢</b>	<b>14.2¢</b>
<b>List Cost</b>	<b>1¢</b>	—	—
<b>Ink Jet Cost</b>	<b>1.5¢</b>	—	—
<b>EDDM Preparation Cost</b>	—	—	<b>1.5¢</b>
<b>Drop Ship Cost* (Each Drop)</b>	<b>\$110.00</b>	—	—
<b>YRC Fright Cost* (Only pay once no matter how many drops)</b>	—	<b>\$132.00</b>	<b>\$132.00</b>
<b>Price Difference (for mailing only)</b>	<b>\$1,750.00</b>	<b>\$1,552.00</b>	<b>\$1,702.00</b>
<b>Advantages</b>	1) You do no preparation work.	1) Perfect for doing many smaller drops. 2) You will have total control of when the mailing will hit homes.	1) Perfect for doing any size drops. 2) You will have total control of when the mailing will hit homes. 3) We do all the paperwork!
<b>Disadvantages</b>	1) You will have to pay the \$110.00 for each Drop, so if you wanted to do the 10,000 in 2 Drops it would then be \$220.00 2) You will have to pay mail house the postage ahead of time. 3) You will have less control of when your mailing will hit homes.	1) You will have to do all the mail preparation using the USPS site and take the mailings to the Post Office. 2) You can only mail 200 to 5,000 per day.  <b>FOR MORE INFORMATION SEE EDDM RETAIL.</b>	1) You will need to apply for a special permit. There is no fee for this permit, but you will still need to pay the annual mailing fee which is \$190.00 2) You will have to take the mailings to the post office. 3) There will be a time limit on how soon these will need to mail.

**\*The Freight and Drop Ship cost is an estimated cost based on a shipment to Illinois. And it is based on the coupon jumbo magnet card 4" x 9½" with a 4" x 1" magnet on back. And the oversize deluxe card 6¾" X 8" with the 6¾" x 1" magnet on back.**