



Print | Mail | Design | Online Marketing

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Mellady Direct Marketing - 29035 The Old Rd - Valencia, CA 91355

Phone: (661) 298-9190

Estimate	
Estimate#:	34119
Est Date:	05/27/2022
Cust Code:	Wmh

CUSTOMER INFO	JOB INFO	Estimate #: 34119
Attn: Ralph Peschek William S. Hart UHSD 21380 Centre Pointe Parkway Santa Clarita, Ca 91350 Phone: (661) 259-0033 Terms: DUEONRECEI	Account Rep: Jill Mellady Email: jill@melladydirect.com Job Name: POSTCARD - Print, Mail and Digital Boost	

Estimated Quantity: 18,152

Design	Sub Total:	\$1,400.00
Data Processing	Sub Total:	\$726.08
Print	Sub Total:	\$4,792.13
Lettershop	Sub Total:	\$1,469.22
Marketing Services	Sub Total:	\$4,303.12
Postage	Sub Total:	\$4,229.42

*California sales tax may be applied if you take delivery of printed pieces. Pieces that are mailed are nontaxable per Regulation 1541.5 of the California Revenue and Taxation Code "Printed Sales Messages".

**The estimated postage amount is payable in advance and must be received no later than 10:00am on the scheduled mail date. A 4% surcharge will be added to any postage paid using a credit card.

Services Sub Total:	\$12,690.55
Tax:	\$0.00
Total Services:	\$12,690.55
Estimated Postage:	\$4,229.42
Total Incl. Postage:	\$16,919.97

Comments

GRAPHIC DESIGN AND COPYWRITING

- Design a full-color postcard
- Setup Google, Facebook & Instagram ads
- Copy write text for the postcard
- Recorded Phone Number
- Work closely with District for best practices and provide rules and guidance

LANDING PAGE

- Provide a contact landing page

DATA PROCESSING:

- District to supply a list of families by Household with names
- Process the mail list for Postal discounts, append walk sequence for lowest postage
- CASS/DPV for address standardization, NCOA for move updates, remove duplicate records

PRINT:

- Print 6x11 Postcard, 4/4 on 14pt C2S, Matte UV Coating

LETTERSHP:

- Inkjet the mailing address onto the postcards
- sort, tray and deliver to the Post Office

POSTAGE:

- The Standard Mail Letter postage rate is approximately \$.233 - this cost is going up in July 2022. We will process the data and provide you with the actual postage rate.

MARKETING SERVICES:

DIRECT MAIL DIGITAL BOOST - 3 MONTH CAMPAIGN STARTING WHEN THE MAIL IS DELIVERED TO THE POST OFFICE.

Amplify Your Results

This campaign will increase your results by 23-46%.

SocialMatch - We pre-match your mailing list to social media accounts and deliver ads to those people before, during, and after the mailing arrives.

Mail Tracking - Receive full transparency on when the mail is expected to arrive in homes and confirmation of delivery. Be fully prepared to handle the response from your direct mail campaign.

Informed Delivery - Consumers who are signed up with Informed Delivery will receive an email preview of the mail arriving that day. With an interactive campaign, mail recipients will see a full-color ride-along ad and be able to respond with a single click.

Call Tracking - A dedicated local or toll-free number for the direct mail campaign to track calls received. Full demographics including name, address, gender/age range (where applicable), and a copy of the recorded call.

Online Follow-Up - Re-engage website visitors who left without taking an action by reminding them of their interest through retargeting ads on the Google Display Network.

Social Media Follow Up - Re-engage website visitors who left without taking an action by reminding them of their interest through retargeting ads on Facebook and Instagram.

LEADMatch - Know WHO visited the website from the direct mail campaign and what actions they took. Get the postal addresses of unique visitors who were not on the mailing list and retarget them via direct mail.

Digital Retargeting - User visits your website from a URL on your direct mail piece. Once they leave your website, a digital ad follows them on the internet through Google, Facebook, and Instagram

Text messaging for more information

Includes a Dashboard with all results.

LEADS are an additional cost and can be downloaded at any time during the campaign.
