

Targeted Marketing Solutions That Drive Attendance & Results



## DIRECT MAIL OPTIONS

### MINI WORKSHOP MAILER



- \$0.58 per piece
- Min: 8,000 pieces
- \$4,640
- 2-4 classes / mailer

### COLLEGE COURSE MAILER



- \$0.59 per piece
- Min: 10,000 pieces
- \$5,900
- 1-2 sessions / mailer



## MAIL/DIGITAL COMBO PACKAGES



### INSTRUCTOR - Only \$2600

- Targeted social media
- Average 15 - 25 registered households
- Average of 6 - 12 attending households



### PROFESSOR - Only \$5,000

- 5,500 mail invitations + digital (FB)
- Average 28 - 34 registered households
- Average of 16 - 20 attending households



### DEAN - Only \$6,750

- 7,500 mail invitations + digital (FB)
- Average 35 - 45 registered households
- Average of 22 - 26 attending households



### EDUCATOR - Only \$4,050

- 4,000 mail invitations + digital (FB)
- Average 20 - 25 registered households
- Average of 12 - 15 attending households



### SCHOLAR - Only \$4,500

- Targeted social media
- Average 20 - 32 registered households
- Average of 14 - 28 attending households



### CHANCELOR - Only \$8,450

- 10,000 mail invitations + digital (FB)
- Average 45 - 60 registered households
- Average of 24 - 32 attending households



### MAIL CHASER POSTCARD (ADD-ON)



- \$0.48 per piece
- Min: 5,000 pieces
- \$2,400
- Mailed 1 week later to the same households



### EMAIL AMPLIFIER (ADD-ON)



Add-on Cost Only  
**\$300**

Email Amplifier is a 3-email series sent to a portion of the same list as your mailer: one before delivery, one after, and one final reminder to reinforce the message and **BOOST RESPONSE**.

- 1** Before Delivery
- 2** After Delivery
- 3** Final Reminder



**SMARTER MARKETING. STRONGER RESULTS.**  
Contact your Academic Coordinator for more information!



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