

Franchisee Direct Mail Options –

Given the success of the Pet Partner funded direct mail program, we're offering franchisees the opportunity to order additional postcards, utilizing the following options through our print partner (PrintComm).

Option 1: Custom Direct Mail

The franchisee can send their own piece of direct mail on a given timeline and choose their own offer, PLU and expiration date. Artwork request should be submitted via "Custom Request" on Brand Center a minimum of 3 weeks before art files are needed by PrintComm.

Option 2: Additional Quantity of Corporate Direct Mail

The franchisee chooses an additional quantity of the same card to be printed and mailed at the same time as the Pet Partner funded pieces. Because of the large quantity mailed, the franchisee benefits from a lower cost per piece than they could get on their own.

Please note: *In the case additional prospect names are to be purchased, there will be an additional cost. Whenever possible when mailing to prospects, those already purchased as part of the larger Pet Partner funded mailing will be utilized.*

Cost & Ordering Process –

See attached order form and pricing guide. Please submit directly to PrintComm at email provided below.

TARGETED DIRECT MAIL



Minus the hassle.

Send this form to psp@printcomm.com

Store Name / Location _____

Store # _____ Order Date _____ In home date _____

Contact _____

Phone (_____) _____ Email _____

BILLING Billing email address (if different) _____

Payment in full by credit card required at time of order. Once PrintComm receives your completed order document, you will be sent an email with amount owed and a link to an online payment system.

What form of direct mail would you like to order:

Quantity _____

- 1. Additional copies at same time as corporate, using same offer and copy. Need to use same customer/prospect split as NAF.
- 2. Ad Hoc Run
 - Different creative in conjunction with corporate run
 - Different creative at a different time

What offer will you utilize? _____

What is the PLU? _____ What is the expiration date? _____

Additional Instructions _____

Data: Is additional Prospect Data Required? Consult PrintComm for total number of prospect names that you currently have available. If so, the cost is 10 cents per name.

Number of additional prospect names required _____

Jan _____ Feb _____ Mar _____ Apr _____ May _____ Jun _____

Jul _____ Aug _____ Sep _____ Oct _____ Nov _____ Dec _____

PRICING

Design _____

Data for Additional Prospects _____

Flat Per Order _____

Sales Tax _____

Print/Mail _____

Total _____

Postage _____

Targeted DM Postcards: Ad Hoc Run

Different creative at same time as corporate run or not at same time as Corporate Monthly Run

Quantity: 2,500, 5,000; 10,000; 20,000; 25,000 or 30,000
Size: 11 x 6
Ink: 4/4
Stock: 100# House Gloss Cover
Prepress: Use PSP Template Creative with store information. Can modify offer, PLU and expiration date.
Finishing: Trim, Sort, Tray And Prepare For USPS Entry For The Flint Post Office
FOB: Flint, MI

Quantity:	Flat Per Order	Print	Postage*	Total	Unit Price
2,500	\$50.00	\$ 800.00	\$ 700.00	\$ 1,550.00	\$0.6200 Each
5,000	\$50.00	\$1,275.00	\$1,400.00	\$ 2,725.00	\$0.5450 Each
10,000	\$50.00	\$1,735.00	\$2,800.00	\$ 4,585.00	\$0.4585 Each
20,000	\$50.00	\$2,800.00	\$5,600.00	\$ 8,450.00	\$0.4225 Each
25,000	\$50.00	\$3,300.00	\$7,000.00	\$10,350.00	\$0.4140 Each
30,000	\$50.00	\$3,760.00	\$8,400.00	\$12,210.00	\$0.4070 Each

Design: If entirely different creative is utilized, add \$150.00
USPS Marketing Mail Postage - \$0.28 Each approx.

Targeted DM Postcards – Run at same time as corporate.

Must be ordered by specified entry date.

Quantity:	Flat Per Order	Print	Postage*	Total	Unit Price
2,500 Total	\$50.00	\$ 255.00	\$ 662.50	\$ 967.50	\$0.387 Each
5,000 Total	\$50.00	\$ 505.00	\$1,325.00	\$ 1,880.00	\$0.376 Each
10,000 Total	\$50.00	\$1,005.00	\$2,650.00	\$ 3,705.00	\$0.371 Each
20,000 Total	\$50.00	\$2,010.00	\$5,300.00	\$ 7,360.00	\$0.368 Each
25,000 Total	\$50.00	\$2,510.00	\$6,625.00	\$ 9,185.00	\$0.367 Each
30,000 Total	\$50.00	\$3,010.00	\$7,950.00	\$11,010.00	\$0.367 Each

Design: USPS Marketing Mail Postage - \$0.265 Each approx.

Pricing subject to change if material and postage costs change.
This program is offered through PrintComm, Inc.

Prices do not include sales tax. Appropriate tax will be added.

3-6 orders per store per year: Deduct 5% from print prices.
7-12 orders per store per year: Deduct 10% from print prices.
Note: Postage is not eligible for discount

If you have any questions please reach out to Jeff Pinwar at 810.496.1106 or jpinwar@printcomm.com