



# YOUR GUIDE

TO A BETTER WAY TO MAIL



## WHY **UPSCALE MAIL**™?

Upscale Mail™ is a precisely-targeted, Zero-Waste, 100%-Accurate, Direct Mail Product delivering highly personalized, relevant offers and information via USPS directly to the area's most affluent, expendable-income neighborhoods. Upscale Mail™ offers standardized, cost-per-thousand (CPM) pricing on the most common mail pieces used and approved by the USPS. Our standardized CPM pricing is all-inclusive: packaging the design, print, addressing, list rental, postage and delivery. From concept to completion, you shop for your favorite neighborhoods, and we take it to the house. Well, actually to the mailbox.



# YOUR POSTCARD GUIDE

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## THE MINICARD **4" x 6"**

The most economical mailing both from a printing and postage standpoint with a maximum allowable size of 4.25" x 6", has no folds, and mails at the USPS Presort First Class Standard Rate!



## LETTER CARD

**5" x 7"** **4" x 9"** **6" x 9"** **6" x 11"**

Letter Card Mail is any mail piece that weighs less than one ounce, is a minimum size of 3.5", a maximum size of 11.5", has no folds, and mails at the USPS Standard Letter Rate! The variety of sizes offered in the Letter Card Mail Piece Category offers Upscale Mail Customers the ability to pick the right size for the right message.



## SUMO CARD **8.5" x 11"**

The Sumo Card is a real attention grabber, as the name suggests it's just flat out BIG. Due to its size in nature, the USPS puts it in a postal category all on its own - the USPS Standard Flat Rate.





# **YOUR BROCHURE GUIDE**

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# BROCHURE MAILING

Brochures, or folded mailings, are just as common as postcard mailings and come in a variety of sizes and folds ranging from letter mail to flat mail. As long as the minimum and maximum USPS size restrictions are met along with the weight, Brochure Mail is mailed at the same letter and flat rates as postcard mailings. Need more space to make your offer? Go Brochure.

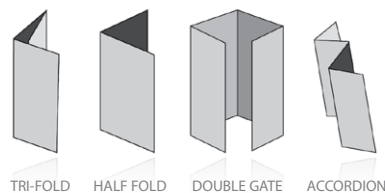


## Brochure Sizes (Letter Mail)

LIVE SIZE	FOLDED SIZE	PANELS
8.5" x 11" Tri-Fold	8.5" x 3.6"	3 front/3 back
8.5" x 11" Half-Fold	8.5" x 5.5"	2 front/2 back
8.5" x 14" Double Gate	8.5" x 3.5"	4 front/4 back*
8.5" x 14" Tri-Fold	8.5" x 4.6"	3 front/3 back*
11" x 17" Tri-Fold	11" x 5.7"	3 front/3 back*

## Sumo Brochure Sizes (Flat Mail)

LIVE SIZE	FOLDED SIZE	PANELS
11" x 25.5" Tri-Fold	11" x 8.5"	3 front/3 back
11" x 25.5" Half Fold	11" x 12.75"	2 front/2 back

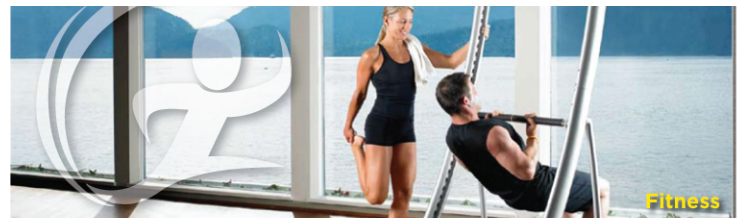


\*Additional folds available at increased pricing



# SHARED MAIL

Minimize your Investment with Upscale Mail's Shared Mail Program. Non-competing businesses share the design space and cost of mailing. Great for Shopping Centers, Business Districts, and businesses with Vender Co-op.





# YOUR PRICE GUIDE

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- 1 pick your Mail Piece
- 2 pick your Mail Size
- 3 pick your Quantity
- 4 find your Cost-Per-Thousand rate (CPM)

**!** TOTAL TURN-KEY INVESTMENT = <sup>4</sup> CPM rate X <sup>3</sup> Quantity  
 ie: So for **5,000 POSTCARDS • 4"x9"**  
<sup>4</sup> 560 X <sup>3</sup> 5 = **\$2,800**

(INCLUDES • graphic design • mail list rental • printing with full-color front and back  
 • inkjet labeling • mail sort & prep • standard bulk mail postage • delivery to mailbox)

MAIL PIECE	1 POSTCARD MAIL 1					SUMO CARD 2	BROCHURE MAILINGS 1					SUMO BROCHURE 2	
MAIL SIZE	4"x6"	5"x7"	2 4"x9"	6"x9"	6"x11"	8.5"x11"	8.5"x11"		8.5"x14"		11"x17"	11"x25.5"	
QUANTITY (M=1000)	Postcard	Postcard	Postcard	Postcard	Postcard	Sumo Card	Tri-Fold 8.5"x3.6"	Half Fold 8.5"x5.5"	Dbl. Gate 8.5"x3.5"	Tri-Fold 8.5"x4.6"	Tri-Fold 11"x5.7"	Tri-Fold 11"x8.5"	Half Fold 11"x12.75"
1M	750	895	915	950	975	1200	850	850	975	950	1100	1500	
2.5M	690	700	720	750	820	950	700	700	735	725	890	1200	
3 5M	575	535	4 560	590	620	790	590	590	620	610	710	990	
10M	480	475	495	510	530	710	480	480	555	545	595	890	
15M	465	440	460	480	500	680	460	460	530	520	580	830	
20M	445	410	425	440	470	665	445	445	515	500	570	790	
25M	425	390	405	420	450	655	435	435	495	480	560	775	
30M	415	385	395	410	440	645	425	425	485	475	550	765	
40M	400	370	380	395	420	625	410	410	460	450	520	735	
50M	380	360	370	385	405	610	395	395	445	435	495	705	
75M	350	345	360	375	390	585	380	380	425	415	465	675	
100M	345	340	350	365	380	580	370	370	410	400	445	655	
PANELS	2	2	2	2	2	2	6	4	8	6	6	6	4

\*M = 1000 pcs Pricing set per thousand pieces ordered.

Saturation Mailings available upon request. First Class Pre-Sort mailings available at additional charge.

- 1 Letter Mail Postage Rate
- 2 Flat Mail Postage Rate

For larger quantities please call 865.909.0313 or visit our website at [www.myupscalemail.com](http://www.myupscalemail.com)

Upscale Mail™ is a Division of Trendsetters Media Group, Inc.

All prices are turn-key, including design, print, postage, and mail processing. Postage is calculated on USPS Standard Bulk Mail Pricing. Pricing subject to change. Please allow a four week window for time-sensitive mailings. All mailers will incur a \$35 NCOA (National Change of Address) postal certification charge. Additional database charges may apply. Sales tax is not accounted for and may be additional based on geographical location of company executing the mailer. Quantities over 10M or Flat Mail subject to additional freight charges based on client deadlines. No discounts for providing your own mail or camera-ready art. Due to USPS entry discounts, Zone 10: Tellico Village/Rarity Bay/Kahite, will mail at an average of .03-cent higher postal rate.