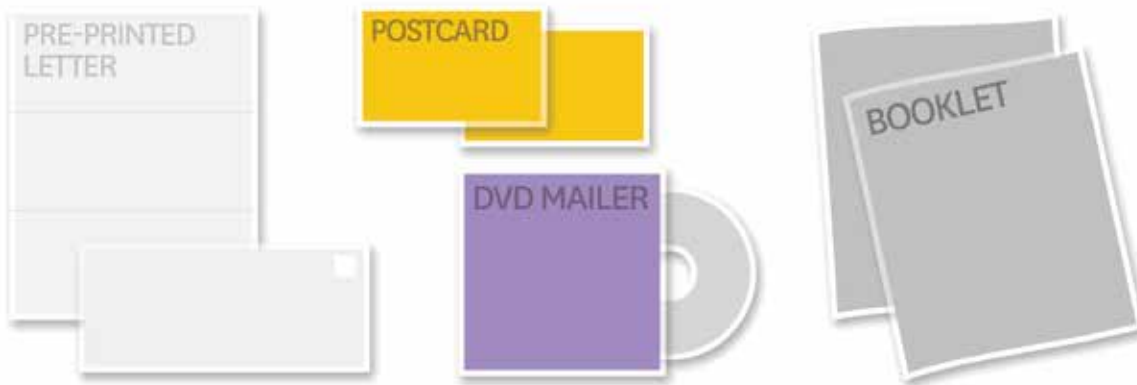


## *Mailings to the CAS Membership*

DIRECT MAIL MARKETING

The Direct Mail Marketing Program allows advertisers the ability to reach the entire active membership with your promotional mailer. Best used to notify members of specific, time-sensitive announcements, offers and events, this exclusive access to the membership is the only guaranteed way to have your Direct Mail piece delivered to the homes or offices of every single CAS member.

### BASIC DIRECT MAIL TYPES



**PRE-PRINTED LETTER/FLYER** | Your pre-printed message enclosed and mailed in a #10 Envelope.

**4 X 6 POSTCARD** | Your message printed as a 4" x 6" Business Reply Postcard.

**DVD MAILER** | Your information or demo formatted as a DVD mailer.

**BOOKLET OR CATALOG** | Your information in a multi-page format

### RATES

Direct Mail prices are calculated using the following three elements:

- 1) Access Fee
  - 2) Handling Fee: For address labeling and any special printing/packaging/processing fees
  - 3) Postage: Based on current USPS rates
- All Direct Mail is sent through a third-party mailing house. Member addresses are not released to the advertiser. Prices are quoted on a case-by-case basis and will vary based on the physical properties (weight and shape) of the piece.
  - All ad messages and content must be first approved by the Guild.
  - Awards-related EBlasts are for Screening Calendars and Screening Invitations only. For Your Consideration messages are allowed in the organization's Print publications and Web advertising opportunities.

