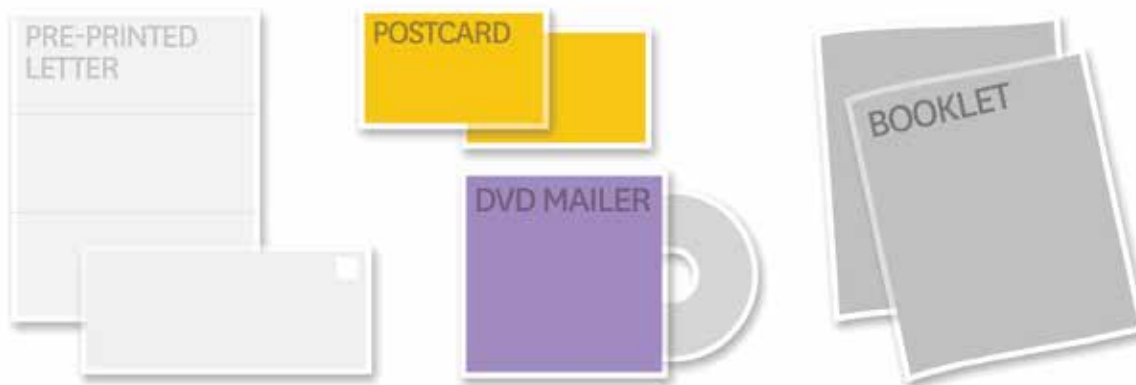


## *Direct Mail to the CDG Membership*

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 CDG 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 third-party mailing houses that have an NDA on file with the Guild, for a flat access fee.
  - 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, method of labeling, postage and any additional handling charges.
  - All ad content must be first approved by the Guild prior to sending.
  - Awards Season FYC Direct Mail requires a companion purchase of CDG print or web FYC.

DIRECT MAIL MARKETING

