

## *Direct Mail to the LMGI Membership*

The LMGI Direct Mail Marketing Program enables advertisers to send their self-produced promotional materials directly to the entire Guild membership. Advertisers simply deliver their physical materials to the Guild's third-party mailing house, and it is then mailed via USPS to the personal mail addresses of every single member in the Guild.

### 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 LMGI print or web FYC.

