



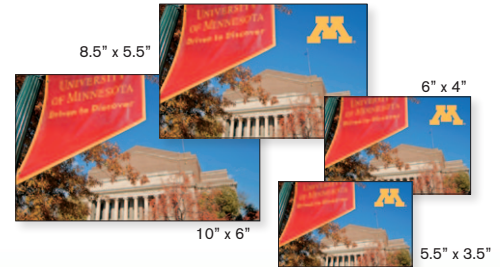
Communicate for Less (1/2" Can Make A Significant Difference)

A *postcard* is a postcard, right? Actually, something as simple as a small-quantity postcard mailing can become quite complex—and costly—if small decisions aren't made with careful diligence. Reducing a postcard size by even a fraction of an inch may have a dramatic impact on printing costs. That same decision could cut mailing costs by up to thirty-five percent.

Postcard Size	Printing* (qty 2,000)	Non-Profit Postage	First-Class Postage	Total Cost
6" x 4", non-profit mailing	\$565	\$320	–	\$885
5.5" x 3.5", non-profit mailing	\$320	\$320	–	\$640 Low Cost!
6" x 4", first-class mailing	\$565	–	\$540	\$1,105
5.5" x 3.5", first-class mailing	\$320	–	\$540	\$860
10" x 6", non-profit mailing	\$1,130	\$320	–	\$1,440
8.5" x 5.5", non-profit mailing	\$575	\$320	–	\$895
10" x 6", first-class mailing	\$1,130	–	\$840	\$1,970
8.5" x 5.5", first-class mailing	\$575	–	\$840	\$1,415

* 100# white gloss cover; color digital printing; full bleed; 2-sided

For more information, visit www.printing.umn.edu, or contact a Printing Services sales representative at **612-625-9500** to discuss additional cost-saving options.



Choosing the correct postcard size could **save up to 50%** on printing and mailing costs.

