



Stand Out from the competition

EAST BAY

MAILING RATES

	Circulation	Standard Mailing Rates		Annual Rate
		One to Three Mailings	Four + Mailings	
One Region	50,000	6.3¢ / \$3,150	5.5¢ / \$2,750	
Two Regions	100,000	5.9¢ / \$5,900	5.0¢ / \$5,000	

OPTIONAL CHARGES

- Extra postcards \$300 (5,000 cards) or \$200 (1,000 cards)
- Special position 20% in addition to space cost
- Call tracking \$29 per month (dedicated phone number that transfers to your number and collects/tracks call data)

2011 MAILING SCHEDULE

March Edition:
 Deadline 2/21/11 | Mails mid Mar | In home late Mar
 June Edition:
 Deadline 5/23/11 | Mails mid June | In home late June
 September Edition:
 Deadline 8/8/11 | Mails early Sept | In home mid Sept
 November Edition:
 Deadline 10/10/11 | Mails early Nov | In home mid Nov

MAILING CIRCULATION

March Edition 50,000 or 100,000 homes
 June Edition 50,000 or 100,000 homes
 September Edition 50,000 or 100,000 homes
 November Edition 50,000 or 100,000 homes

TERMS

50% down payment. Balance due at mailing.
 Monthly payment plans available for annual contracts with credit card auto-pay.

DEMOGRAPHICS



Your RSVP postcard will be received personally by the most upscale and affluent homes in each of our mailing regions.

Meet the RSVP homeowners:

- Top earners — professionals/doctors/business owners
- 86% are married with children
- \$710,000 average home value*
- Dines out in fine restaurants
- \$195,000 average household income*
- Highly educated

*Amounts reflect averages for all Bay Area markets, and will vary by individual market.

MECHANICAL INFORMATION

Regular size Trim 3.5" x 5.5" | Art 3.625" x 5.625"
 Card front CMYK, 4 color process
 Card back Black and white
 Resolution 400 dpi
 Applications Photoshop / InDesign / Illustrator / Quark
 .jpg / .tiff / .eps / high resolution PDF

Download templates and upload files at:
www.rsvpbayarea.com/art

