



SANTA CLARA

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

February Edition:
 Deadline 1/24/11 | Mails mid Feb | In home late Feb
 May Edition:
 Deadline 4/14/11 | Mails early May | In home early/mid May
 August Edition:
 Deadline 7/4/11 | Mails early Aug | In home early/mid Aug
 October Edition:
 Deadline 9/19/11 | Mails mid Oct | In home late Oct

MAILING CIRCULATION

February Edition..... 50,000 or 100,000 homes
 May Edition 50,000 or 100,000 homes
 August Edition..... 50,000 or 100,000 homes
 October 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