

Call for New Customer Test Pricing.

RATES • REGIONS • SCHEDULE • SPECS

(713) 937.4545



# Stand Out from the competition



### Demographics

Your RSVP® postcard will be received personally by the most upscale/affluent homes in the Houston area.

Meet the RSVP® homeowners:

- Top Earners Professionals/ Doctors/Business Owners Highly Educated
- 86% are married with children
- Dines out in fine restaurants
- \$350,000 Average Home Value
- \$150,000 Average Household Income
- 65% are Smart Phone Users

### Mailing Rates

Circulation	Standard Mailing Rates			Annual Rate
	One mailing	Two mailings	Three mailings	Four mailings
1 Region 40,000	Base Rate	Base Rate - .5¢	Base Rate - 1.0¢	Base Rate - 1.5¢
2 Regions 80,000	Base Rate - .5¢	Base Rate - 1.0¢	Base Rate - 1.5¢	Base Rate - 2.0¢
3 Regions 120,000	Base Rate - 1.0¢	Base Rate - 1.5¢	Base Rate - 2.0¢	Base Rate - 2.5¢
4 Regions 160,000	Base Rate - 1.5¢	Base Rate - 2.0¢	Base Rate - 2.5¢	Base Rate - 3.0¢
5 Regions 200,000	Base Rate - 2.0¢	Base Rate - 2.5¢	Base Rate - 3.0¢	Base Rate - 3.5¢

### Optional Charges

- Artwork Production \$250 To Create Card *(not including photo cost)*
- Solo Cards \$200 (1,000 cards) or \$400 (5,000 cards)
- Special Position 20% in Addition to Space Cost

### Mailing Schedule

	Artwork Deadline	Mailing Week Of
Spring '11	January 21	February 14
Summer '11	April 22	May 16
Late Summer '11	July 22	August 15
Fall '11	September 30	October 24
Spring '12	January 20	February 13
Summer '12	April 20	May 14
Late Summer '12	July 20	August 13
Fall '12	September 28	October 22

### Mailing Regions

North.....	40,000 Homes
Northwest.....	40,000 Homes
Southwest.....	40,000 Homes
Southeast.....	40,000 Homes
Central.....	40,000 Homes

### Mechanical Information

Trim Size	4 1/4" x 6"
Art Size	4 3/8" x 6 1/8"
Card Face	Four-Color
Card Back	Black & White
Resolution	300 dpi / Max. 200-Line Screen
Applications	Quark / Photoshop / Illustrator .qud /.eps / .jpg / .tiff / .psd / Hi Res.pdf

**Terms:** 1/3 down. 1/3 due at artwork approval. Balance due at mailing.  
Credit cards & checks accepted.

