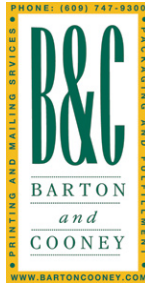


Barton & Cooney

Tips that will save you money



Did you know that if your mail piece is 6" x 11" it can mail at the presorted letter postage rate, but if it is 6.5" x 11" it will mail as a "flat" and cost you significantly more in postage?

There are many other specifications that can cost you extra postage. It is best to check with Barton and Cooney prior to designing your mail piece. We can help get you the most cost effective postage rate.

Did you know if your postcard is 4.25" x 6" it can be printed on 7 point thick paper, but if it is 4.5" x 6" it requires a thicker paper to be acceptable by the USPS for mailing?

Don't risk having your mailing rejected by the Post Office by using a printing company who isn't familiar with current postal regulations.

Did you know that if your tri-fold is designed to open at the top it requires one wafer seal, but if it is designed to open at the bottom it requires two wafer seals?

A simple design change can save you money on your mail processing.

Barton and Cooney can help you get the most out of your direct mail budget.

From cost effective printing to reliable mail processing we can be your partner in your direct mail campaign.

Did you know that over 40 million residents and 2.3 million businesses change their address every year, and Barton and Cooney has that information available for you?

Our up-to-date, four year National Change of Address (NCOA) database, with over 160 million corrected addresses, can update your mailing list to make your mailing more accurate and cost effective.

Beginning November 23, 2008 mailing lists are required to be updated with current move data within 95 days of mailing to get postal discounts. We can update your list for less than .01 per record (\$35.00 Minimum fee).

Did you know that Barton and Cooney can work with your existing list and CASS, PAVE and DPV encode it to USPS specifications to help you get the maximum postage discounts?

Did you know that Barton and Cooney can supply you with a mailing list of new prospects?

Whether you sell to homeowners or Business-to-Business, we can provide a residential or business list based on your criteria for new clients.

Examples:

- All residents in a 10 mile radius
- All homeowners in a zip code
- All businesses in a specific industry
- All businesses with 50 or more employees
- You pick your prospective clients and we most likely can supply a list for you. Motorcycle owners? People into physical fitness? Household incomes over \$100,000.00? Pet owners? New moves?