

# COMPARE DIRECT MAIL PACKAGES AT-A-GLANCE

With so many great options, it can be hard to choose which one you like best. Take a look at the chart below for an easy comparison between packages:



Direct Mail Features	Business Forum	Coffee Break	FastStart	Local Edge	National Direct Mail	Printers Press
Customizable	●	●	●	●	●	●
Zip Code Protected (Use restrictions)	●	●	●	●	○	●
No Use Restrictions	○	○	○	○	●	○
Coupon or Ad Option	○	○	●	●	●	●
Included Envelope	●	○	○	○	●	●
Self-Mailer Option	○	●	●	●	●	●
EDDM Option	○	○	○	●	○	○
Included Social Media Content	○	○	○	○	●	○
Included Email Marketing Content	○	○	○	○	●	○
Personal Owner Message	○	○	●	○	○	●
Alternate Cover Article	○	○	○	○	○	●
Included Cover Letter	●	○	○	○	○	●
Suggested Audience	B2B	All	All	All	All	All

### Newsletter

4 pages  
11" x 17" with bleed, folds to 8.5" x 11"

### Newsletter

8.5" x 14" with no bleed

### Mailer and Postcard

5.5" x 8.5" postcard with bleed  
8.5" x 11" foldover postcard (no bleed, folds to 5.5" x 8.5")

### Postcard

8.5" x 5.5" with bleed 9" x 6.5"  
Every Door Direct Mail (EDDM) file also included

### Mailer and Postcard

5.5" x 8.5" postcard with bleed  
8.5" x 11" with full bleed, folds to 8.5" x 5.5" self-mailer or use provided envelope artwork

### Newsletter

8 pages 11" x 17" with no bleed, folds to 8.5" x 11" or 8.5" x 5.5" self-mailer

