

POLYBAG MAILING PROGRAM

RHB

RENTAL HOUSING BUSINESS

RHB Magazine is Canada's #1, most widely read publication for apartment owners/manager and association executives.

A polybag mailing simply consists of one of your literature pieces (maximum size 8.5" x11"), sent out with an actual copy of one of our magazines.

Currently, if mass mailing your literature pieces in a company envelope is the method of choice, there are several reasons why your mailing campaigns may not have worked. The recipient may not open your envelope; the name or list you possess or have purchased is out of date; the recipient may not be a user of your product or service; and a high rate of non-deliverable names and addresses.

We have eliminated the above mass mailing problems by offering our polybag mailing program. Our magazine is read, and when the recipient opens the clear polybag wrap, your piece falls on their desk.

The subscribers of our magazines are updated daily by a full-time circulation department. Our rate of non-deliverable names and addresses is less than 3%!!

PAPER ITEMS

Maximum Size: 8.5" X 11" applies to 4 page bond paper (hem must be composed of paper or other material with the general characteristics of paper) up to 16 grams in weight.

0 – 2,500 Inserts.....	\$0.55
2,501 – 5,000 inserts.....	\$0.52
5,001 – 7,000 inserts.....	\$0.47

PROMOTIONAL ITEMS

Note: For sample, promotional or novelty items other than paper, please ADD the premium stated on the following chart in addition to the above paper rates.

Up to 10g.....	\$0.12
Over 10g and up to 50g.....	\$0.18
Over 50g and up to 75g.....	\$0.29
Over 75g and up to 100g.....	\$0.38

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