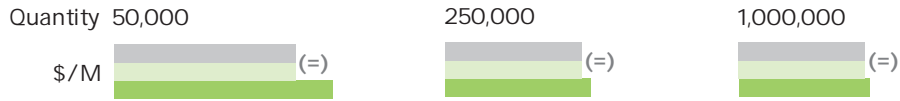


Going Green with Your Nonprofit Direct Mail: Easy and Cost Effective!

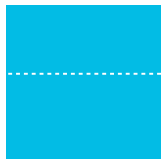
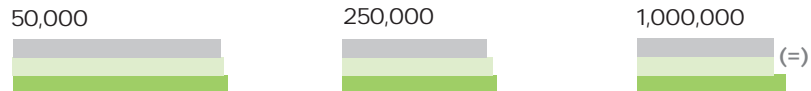
Many nonprofits have shied away from recycled materials for their direct mail because of prohibitive costs. But this is changing, as many components can be purchased using planet-friendly recycled paper for little or no increase in price. Here are the results of a recent pricing exercise we conducted on behalf of one of our clients using one of their standard packages – you can see how easy it is to go green! Let us conduct one of these pricing exercises for you today.



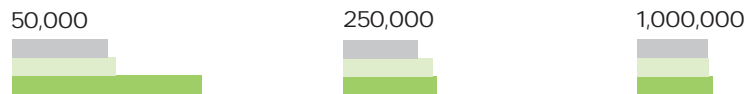
Carrier
(#10, S/W Kraft, 2/0)



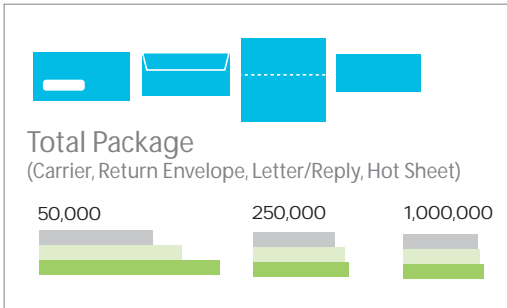
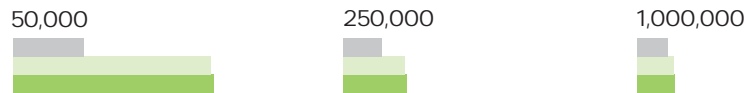
Return Envelope
(#9, 20# blue, 1/0)



Letter/Reply
(8-1/2 x 14, 50# white, 2/1)



Hot Sheet
(8-1/2 x 3-1/2, 50# canary, 1/0)



- Standard Paper
- 30% Post-Consumer Waste
- 30% PCW & FSC Certified Paper
- (=) No cost difference to use 30% PCW

NOTE: pricing for comparison purposes only. Actual pricing can vary depending on specific factors such as press availability, delivery time and location, volume opportunities, and paper costs. Please call PMG today for a no-obligation comparison bid on your next mailing.

