



# Direct Mail to the ACRM Database

## HOW THIS WORKS

09JAN2025

ACRM has **the most advanced database**, furthest reach, lowest cost and highest value for communicating with your audience and/or marketplace.

The **ACRM 365 team** is experienced at delivering professional, meaningful and impactful collateral directly to the mailboxes of your target audience.

The options outlined below are just some suggestions to jump-start direct mail plans and budgeting. Custom options are available and expected.

### **OPTION 1)** Advertiser does more

Advertiser provides the **pre-printed** mail pieces ready for:  
**ink-jetting and mailing** by the ACRM printer and mailhouse.

### **OPTION 2)** ACRM does more

Advertiser provides the print-ready design files for:  
**printing, ink-jetting, and mailing** by the ACRM printer and mailhouse.

### **OPTION 3)** ACRM helps the most

Advertiser provides the project goals and the **ACRM team creates a professionally designed mail piece** ready for: **printing, ink-jetting, and mailing** by the ACRM printer and mailhouse.

We are here to help you exceed your marketing goals & become a household name in the rehabilitation research world.

EASY INQUIRY FORM: [ACRM.org/SalesForm](https://www.acrm.org/SalesForm) | [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) | [ACRM.org/365](https://www.acrm.org/365)

## SIZES & COSTS

- Popular sizes are:
  - oversized postcard / letter format and
  - catalog size (think like a Pottery Barn catalog)
  - We recommend no smaller than an oversized postcard (6 x 11 inches)
- Other, custom sizes are available, please inquire
- Minimum quantity: 350 pieces
- Minimum costs: starting prices listed below are for 5000 pieces or less at non-profit postage.
  - More than 5000 pieces will be billed at the per piece postage rate
  - For example, **OPTION 1**) 6000 pieces mailing, #10 envelope size, non-profit postage will be \$6189 (\$5999 + \$190 (\$.19 x 1000)).

## USPS First Class LETTER

### USPS POSTAGE CLASSES & COSTS:

- Non-profit postage: approximately **\$.19**/per piece. SLOWEST priority USPS.
- Presort First-Class: approximately **\$.44**/per piece. Medium to fast USPS.
- First-Class live stamp: **\$.55**/per piece. Fastest USPS. Size restrictions apply.

## POSTAL DISCLAIMERS

- USPS postal speed as noted are estimates.
- Please note the USPS offers no guarantees on delivery.
- Overall USPS volume will affect mailing speed. IE: election mail & Pre-holiday are typically the busiest times: Oct - Dec.
- Postal drop is from suburban Washington, DC/Maryland.
- Postage costs are from USPS for estimating only and are subject to change.
- After project initiation, detailed estimates will be provided based on advertiser's target audience goals.

## INVESTMENT OPPORTUNITIES

*\*all prices are subject to change without notice*

### **OPTION 1)** Advertiser does more *Starting from \$6499\**

Advertiser provides the **pre-printed** mail pieces ready for:  
**ink-jetting and mailing** by the ACRM printer and mailhouse.

### **OPTION 2)** ACRM does more *Starting from \$7499\**

Advertiser provides the print-ready design files for:

printing, ink-jetting, and mailing by the ACRM printer and mailhouse.

**OPTION 3) ACRM helps the most** *Starting from \$8499\**

Advertiser provides the project goals and the **ACRM team creates a professionally designed mail piece** ready for: **printing, ink-jetting, and mailing** by the ACRM printer and mailhouse.

## IMPORTANT NOTES

- The indicia area and mail address areas must be empty and ready for imprinting by the ACRM bonded mail house.
- ACRM will create a proposal and data-pull based on the requirements from the client after initial meeting.
- **Full payment (starting costs) required before processing begins.**
- Any additional fulfillment and postage costs will be billed directly to the advertiser.
- All mailing pieces are subject to ACRM approval.

## TURBO BOOST YOUR PRODUCT OR SERVICE

*Extra amplification?* Want to do something more? Let us know what you are thinking, and we will help build a custom program for you. For example, potential boosts might include — dedicated eblasts to ACRM's exclusive email list, additional social media boosting including sponsored stories (Instagram and Facebook), sponsored social media posts, etc.

## CONTACT OPTIONS

- Email [ThreeSixtyFive@ACRM.org](mailto:ThreeSixtyFive@ACRM.org) or complete this inquiry form: [www.ACRM.org/salesform](http://www.ACRM.org/salesform)
- Call [+1.703.435.5335](tel:+17034355335)



***reaching millions in rehab***

***sponsorships | exhibiting | advertising***

ACRM INSTITUTIONAL SUPPORT PROGRAM

\*Based on 5,000 oversized postcards (6 x 11 inches) and non-profit postage