

ACRM

AMERICAN CONGRESS OF
REHABILITATION MEDICINE



Direct Mail to the ACRM Database

27JAN2022

HOW THIS WORKS

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 | [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 \$6179 (\$5999 + \$180 (\$.18 x 1000)).

USPS First Class LETTER

USPS POSTAGE CLASSES & COSTS:

- Non-profit postage: approximately **\$.18**/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 \$5999**

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 \$6999**

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 \$7999*

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 or complete this inquiry form: 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