



*BUYER'S GUIDE
TO
Choosing a
Direct Mail
Provider*



A person is sitting at a wooden desk in a bright, modern office. On the desk, there is a laptop, a potted plant, and a stack of books. The person is wearing a light-colored sweater. The background is a plain white wall.

Welcome

With over 40 years of experience in the printing and direct mail industry, we understand the critical role that high-quality printed materials and targeted direct mail campaigns play in business success.

Unlike quick-print services that offer one-size-fits-all solutions, our full-service approach ensures your brand makes a lasting impact.

This guide will help you navigate the process of choosing the right provider to meet your printing needs.

Understanding Your Direct Mail Needs

Every project begins with clarifying your needs.

Direct mail remains one of the most effective ways to reach your audience. Unlike digital ads, which can be easily ignored, direct mail has a tangible presence, leading to higher response rates.

Studies show that direct mail achieves a **response rate of 4.9% for prospect lists and 9% for house lists**, compared to just 0.6% for email marketing.

Additionally, **73% of American consumers say they prefer direct mail for brand communications** because they can read it at their convenience.

Direct mail also offers detailed tracking capabilities through Informed Delivery, a USPS service that provides recipients with a digital preview of their incoming mail while giving businesses access to valuable statistics on delivery performance and customer interactions.



Benefits of Direct Mail

In a landscape where nearly everything has gone digital, direct mail lets you stand out in a number of ways, including:

- **Higher Engagement** – People interact with physical mail longer than digital ads.
- **Targeted Approach** – Mailing lists allow you to reach specific demographics vs. bulk email to large lists.
- **Personalization** – Variable data printing allows customized messaging for different recipients.
- **Higher ROI** – Studies show that direct mail yields an average return on investment of up to 29%, outperforming many digital marketing methods.
- **Less Competition** – While digital marketing is saturated, mailboxes are less crowded, making direct mail stand out more than another email in an inbox.



When is Direct Mail Most Effective?

- * **For Local Businesses-** Restaurants, salons, realtors, and service-based businesses can drive foot traffic.
- * **For High-Value Purchases-** Real estate, insurance, financial services, and luxury goods benefit from a tangible marketing approach.
- * **For Retargeting & Multichannel Marketing** – Combining direct mail with digital ads, email, and social media increases conversions.
- * **For Personalized Offers & Loyalty Programs** – Sending exclusive coupons, event invites, or VIP perks can boost customer retention.

What We Offer

We offer end-to-end direct mail services, including:

- Detailed list cleaning, merging, and de-duplication to ensure accuracy and save on cost
- Variable data laser letters and personalized envelopes
- Postal pre-sorting, in-line tab sealing, and stamp affixing. We have two customers - you and the USPS. We ensure we're complying with all Postal regulations.
- Informed Delivery prepares them to engage with the mailer before it arrives, plus tracking and analytics

Did you know?

We also offer list procurement and printing services! Ask us for details!



Key Questions to Ask:

- Do you offer full-service direct mail, printing and mailing?
- How do you ensure postal compliance and cost savings?
- Can you help with personalization and targeting?
- What is this thing called Informed Delivery and how can it benefit me?



Full-Service Mail Service vs. Online Quick-Print Shops

Feature	Full Service Provider	Quick-Print Shops
Print Quality	High-quality materials, professional finishing	Basic quality, limited finishing options
Mailing Services	End-to-end mailing solutions	Printing only, no mailing support
Personalization	Variable data printing for customized mailers	Limited customization
Expert Support	Consultation, list procurement, design help	DIY, no expert guidance
Cost Efficiency	Long-term savings through optimized services	Low upfront cost, but potential hidden fees



Our Transparent Pricing Philosophy

We believe in being transparent about our pricing. Following are some examples of typical direct mail projects:

Preprinted postcards 4" x " to 6" x 11":

Quantity	Price	Add-ons
250 - 750	\$147.00**	*Plus Postage
1000	\$165.00**	*Plus Postage
2500	\$241.00**	*Plus Postage
5000	\$381.00**	*Plus Postage

Preprinted bi-fold or trifold self-mailers:

Quantity	Price	Add-ons
250 - 750	\$169.50**	*Plus Postage
1000	\$195.00**	*Plus Postage
2500	\$316.00**	*Plus Postage
5000	\$531.00**	*Plus Postage

Sample direct mail pricing:

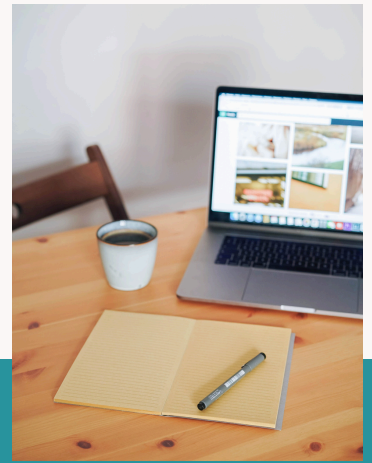
Following prices include basic list processing, addressing & delivery to the USPS. Other charges may apply, postage not included.

▪ 1k	-----	\$165.00
▪ 2.5k	-----	\$242.00
▪ 5k	-----	\$381.00
▪ 10k	-----	\$570.00

* January 2025 – May 31, 2025 use \$0.335 per mailer for budgetary purposes, mailing Standard Marketing Mail. We can't accurately quote postage until we process your mailing list. We will meticulously work to get you the best postage possible.

** Our goal in providing these pricing examples is to help you with your initial direct mail campaign planning. Other charges may apply, mainly surrounding the cleanliness of your mailing list or the product presented for addressing.

Steps in the Process



Step 1 - Identify your needs.

We meet with you to determine the scope of your project and other details as well as your goals for the project. Do you have your own mailing list and/or pre-printed product that you just need addressed & mailed? If so, we may request a sample of your mailing list so we can assess its needs or cleanliness to get it into the best shape for mailing.

Step 2 - Submit proposal to client.

Complete mailing quotes are emailed often to include pricing options if available. The quote will also include a likely timeline. You approve or ask questions.

Step 3 - We begin work on your project.

a) Work on your project begins with your mailing list. It will be processed (cleaned, run through NCOA – National Change of Address database and de-duped). We look very carefully at your list to ensure its professional look as well as assessing the deliverability of all addresses. Once this is complete we will have a final postage amount which will be invoiced. We require ALL postage to be paid before your mailing will drop at the USPS. (We do not take credit cards for postage)

b) Once your list is ready and product to be mailed is available we'll schedule your job for processing.

c) With postage paid your job will be delivered to the main Portland Post Office by the airport if your mailing under our postal permit. Did we mention No Permit....Use Ours??

Step 4 - We deliver the project to you!

a) Any extra mailing product you supplied or ordered will be made available for pick up, UPS or USPS.

b) Your cleaned mailing list can be returned to you if you so desire.

About Us

Since 1985 OREGON DATA has provided the best in Quality, Value, Service, and Integrity.

As a One-Stop-Shop for excellence in mailing, digital printing and data file services designed to meet the individual needs of all our clients Direct Mail is an economical and focused way to effectively reach your target market.

Our experience and detailed knowledge of the ever-changing world of postal requirements enables us to serve you with efficiency and accuracy.

It's our goal to amaze you with our service, we're here to make you look good!!

--Shelley Vellereux, Owner



Shelley



We have been handling print and direct mail needs for business customers since 1985 – and we'd like YOU to be our next success story!

What Our Customers Say

K

Karl Hughes

2023-08-25



Oregon Data is our go-to for mailing. Great people, great service and great knowledge. We've relied on them for years and won't go anywhere else!...

L

Linda Kotler

2023-11-10



Simply the best. Shelley not only listens to how I want my job done -- but why I need it done that way. She gives my orders the same professional care an...

B

Beatrice Shapiro

2024-08-30



Couldn't ask for a better printer/mailing house! Great quality, service, in-depth knowledge, and always super pricing.

K

Kim Eldridge

2023-11-06



Shelley is prompt in responding to my inquiries and they are quick to get our mailers out. They are friendly and professional and I would highly...

*Let's Talk About Your Project
Today!*

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