

# hullabaloo\*

VISUAL COMMUNICATIONS



## COST COMPARISON

# EFFECTIVE MARKETING THAT DOESN'T COST THE EARTH.

Save over £14,500 on a typical monthly newsletter sent to 1,000 readers

### PRINTED A4 4pp

Example based on 12 monthly issues using the same template design.

SET-UP AND FIRST ISSUE

**£2,080**

TOTAL COST PER SUBSEQUENT ISSUE

**£1,720**

TOTAL COST PER YEAR

**£21,000**

### EMAIL SAME ARTICLES

Example based on 12 monthly issues using the same template design.

SET-UP AND FIRST ISSUE

**£990**

TOTAL COST PER SUBSEQUENT ISSUE

**£495** Send as often as you like – 1 a month, 1 a week or 1 a year!

TOTAL COST PER YEAR

**£6,435**

#### WHY SUCH A BIG SAVING?

- No print costs
- No fulfilment costs
- No postage costs

#### OTHER POTENTIAL SAVINGS...

- **Environmentally sound**
  - No wasted paper if people don't want to read it
  - No wasted paper for envelopes etc.
  - No vehicles required to make delivery
  - Saves congestion and reduces carbon footprint
  - Helps establish electronic communications – saving even more paper, postage etc.
- **Your costs don't grow when your mailing list does**
  - E-newsletters cost the same for 1,000 readers – or 10,000

#### • Reduces ongoing costs - letting you communicate more often

- Because the cost per issue is so much lower, every time you send a communication out the amount you save increases
- Keep in touch with everyone, whenever you want to

#### • Saves time and effort

- Easier to proof
- No print time required
- Extra detail on links etc. helps you target your mailing list more effectively

SAVING PER YEAR **£14,565**

#### PRINTED COST BREAKDOWN: FIRST ISSUE

Design & production	£840
Print 1,000 4pp A4 Newsletters	£595
Fulfilment & personalisation	£225
Postage 2nd class	£420
<b>TOTAL COST OF FIRST ISSUE</b>	<b>£2,080</b>

#### PRINTED COST BREAKDOWN: PER SUBSEQUENT ISSUE

Design & production	£480
Print 1,000 4pp A4 Newsletters	£595
Fulfilment & personalisation	£225
Postage 2nd class	£420
<b>TOTAL COST PER SUBSEQUENT ISSUE</b>	<b>£1,720</b>

#### EMAIL COST BREAKDOWN: FIRST ISSUE

Design & production	£990
Print 1,000 4pp A4 Newsletters	£0
Fulfilment & personalisation	£0
Postage 2nd class	£0
<b>TOTAL COST OF FIRST ISSUE</b>	<b>£990</b>

#### EMAIL COST BREAKDOWN: PER SUBSEQUENT ISSUE

Design & production	£495
Print 1,000 4pp A4 Newsletters	£0
Fulfilment & personalisation	£0
Postage 2nd class	£0
<b>TOTAL COST PER SUBSEQUENT ISSUE</b>	<b>£495</b>

To find out more, contact Jay on

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