



Direct Mail Proposal
8 Page Newspaper Mailer
Hidalgo County

There are 164,071 rural residential addresses within Hidalgo County. The map of the targeted area is attached.

We can print, package, transport and mail an 8-page newspaper mailer on 35 lb. paper for only 35 cents each. The total investment would be \$57,424.85 for 164,071 direct mail pieces reaching every rural residence within Hidalgo County. This is a turnkey price and includes the cost of postage.

The following is a breakout of the expense:

| | |
|---|-------------|
| USPS Postage Expense: | \$26,907.64 |
| Print, Package, Label & Delivery Expense: | \$30,517.21 |
| Total Investment: | \$57,424.85 |

Advertiser

Date

AIM Media Texas

Date
