



## SHORT RUN MAILINGS

Short run  
recurring  
mailings  
creates  
recurring  
revenues

**The flexibility we offer is unmatched in the industry. The customization for such programs is almost limitless. Nevertheless, here are some tips that will help create a smooth program.**

- Establish reasonable turn times from receipt of data to mail date
- Add one week to the production schedule whenever possible for the first drop, for incidentals
- Once a data format is determined, keep it the same
- Proof everything, at least to start, you will be glad you did
- Determine who is providing what
- Determine who is responsible for what
- Establish all points of contact & preferred method of contact, during work hours and after
- Include seeds and samples in your data and confirm the instructions for both
- Confirm delivery method and priority (UPS, Fed Ex, standard mail, first class, presort, commingle, indicia, stamp, etc.)
- Work together to ensure colors all match

