

Reply Mail

Click2Mail.com Reply Mail Letters and Double Postcards remove the barriers to reader response. They provide a mechanism for prospects and customers to reply to your message immediately—and, when you use Business Reply Mail, without cost to them.

You'll be surprised how economical it is to create full-color and black and white mail using Click2Mail.com.

Choose from two types of Reply Mail

With Business Reply Mail (BRM) you pay for return postage only for those pieces returned to you. With Courtesy Reply Mail (CRM) you provide the reply card or letter and envelope, but your customer pays the return postage. BRM requires a postal permit account that return postage is charged to, CRM does not.

Customize each piece with different names, dates, dollar amounts, and more... (optional)

Click2Mail.com's Mailing Online Publisher allows you to personalize your document by using "variable data" from your database—similar to "mail-merge." This allows you to integrate information such as a customer name, location, dollar amount, appointment date, and so on.

Use your own mailing list or we'll help you find one

If you don't already have a list we can help you purchase a list based on ZIP Code™, income, age and gender demographics, lifestyle and hobbies, home values, household occupants, and other criteria.

Tap the power of our FREE mail toolbox

Click2Mail.com's toolbox offers many ways to create, personalize, proof, and manage your mailings. For example: Send email and email attachments by postal mail with Email-to-Mail. Reach local markets with Every Door Direct Mail—Retail® (EDDM®). Use your program's "Print" feature to send postal mail. Or use our APIs to customize and automate some or all of your mailing processes.

For pricing, including production and postage, go to <http://click2mail.com/by-product>

**Questions? Speak to a mailing expert...
9AM–8PM, Mon–Fri ET at 1-866-665-2787**

Why Reply Mail?

IT'S IMMEDIATE

Like all Click2Mail.com products, Reply Mail ordered by 8PM ET can be mailed the next business day

IT'S CONVENIENT

The recipient has everything they need to respond on the spot

IT'S SECURE

The letter reply is sealed and returned in the same ecoEnvelope it was delivered in

IT'S SMART

Using Reply Mail, as your first line of interaction with customers and prospects, saves time and money

Click2Mail.com

Letter with
Courtesy Reply



Reusable reply
envelope
(ecoEnvelope)



Double postcard with
Business Reply Card
(also available with Courtesy Reply Card)

**NO MORE sorting, labels, stamps,
or trips to the Post Office®**

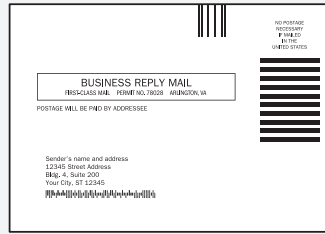
**IN THE MAIL FAST: Orders placed
using First-Class Mail® in by 8PM ET
can be mailed the next business day**

Reply Postcard (double), 4.25 x 6, Business Reply (for domestic delivery only)

4.25 x 6 in; no bleed; Printing/paper: 4-color on white postcard stock; b&w on white postcard stock

How it works

With the Business Reply Mail (BRM) version, you pay for return postage (only for those pieces returned to you). BRM requires a postal permit account that return postage is charged to, CRM (right) does not.

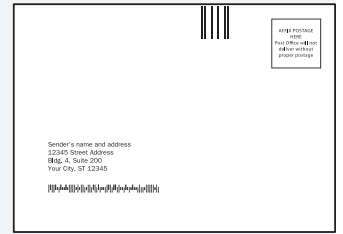


Reply Postcard (double), 4.25 x 6, Courtesy Reply

4.25 x 6 in; no bleed; Printing/paper: 4-color on white postcard stock; b&w on white postcard stock

How it works

With the Courtesy Reply Mail (CRM) version, you provide the reply card but the addressee pays the return postage if they choose to respond. CRM does not require a postal permit account. BRM (left) does.



The Document View (right) shows how to prepare the artwork using a Click2Mail Template or using a software program of your choice. Both the Business Reply and the Courtesy Reply cards are assembled in the same way.

There are four 4.25 x 6 inch pages: A, B, C, and D

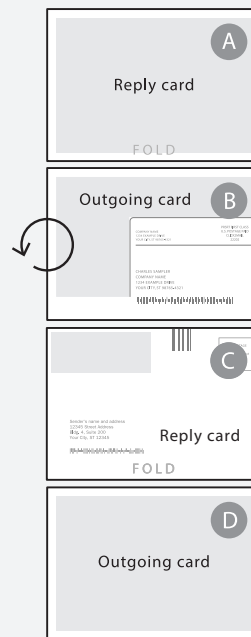
(A) Reply card, side 1: This portion IS returned to you by the recipient.

(B) Outgoing card, side 1: This portion is NOT returned to you. This panel is automatically imprinted with the recipient's address and sender's return address (anything you include in the address area will not print). The entire panel is automatically rotated 180 degrees when the card is printed (you will see this when you approve the proof).

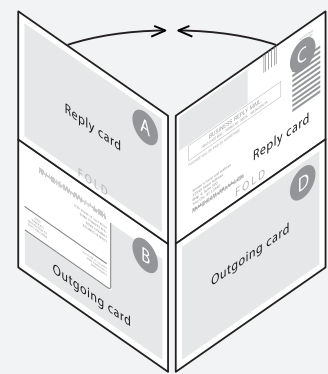
(C) Reply card, side 2: This portion IS returned to you by the recipient. There is a 2.75 x 1.125 inch space at the top left that is printable—the rest of this panel is automatically imprinted with the Business Reply OR Courtesy Reply indicia and your return address (anything you include in that area will not print).

(D) Outgoing card, side 2: This portion is NOT returned to you.

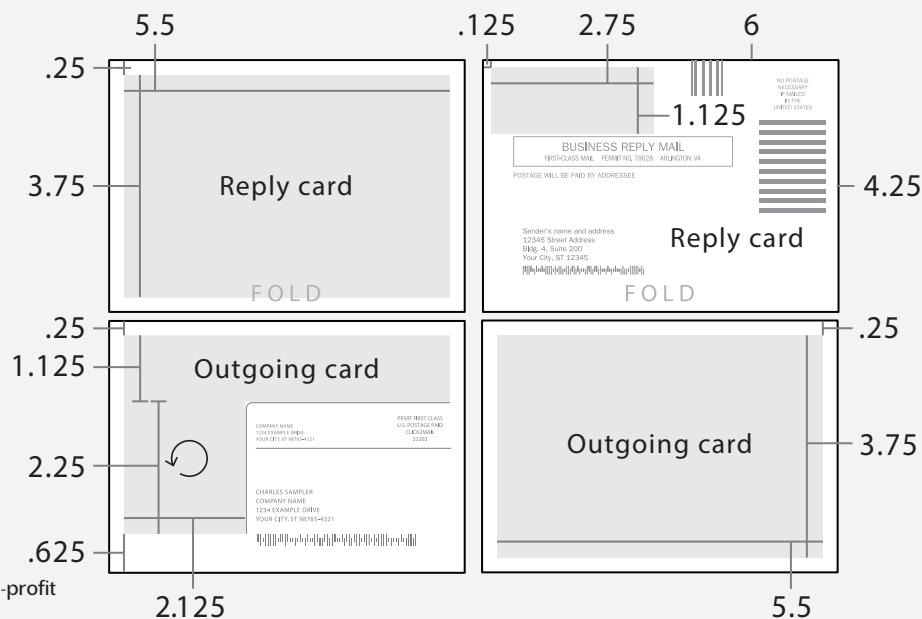
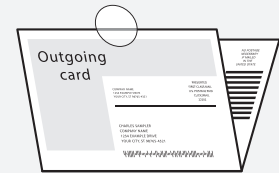
Document view



Printed back-to-back



Folded to finished size of 4.25 x 6, sealed with a clear tab, and mailed



Mail Classes: First-Class, Non-profit

**Reply Letter, 8.5 x 11,
address on first page,
with Courtesy Reply in reusable reply
envelope (ecoEnvelope)**

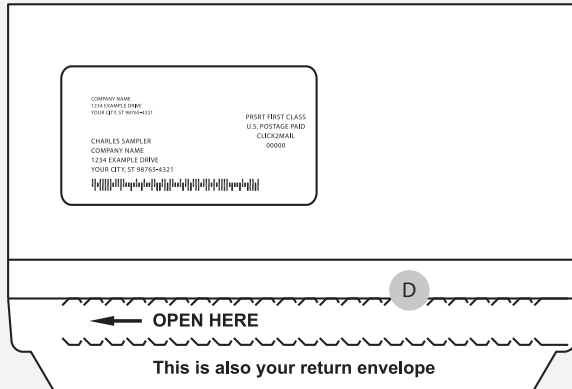
8.5 x 11 in

1–6 sheets, printed 1 side: 6 page max

1–6 sheets, printed 2 sides: 12 page max

Printing/paper: 4-color on white;

b&w on white, off-white, or canary



Templates for all formats are available online at <https://click2mail.com/c2m-templates>

Outgoing
address area

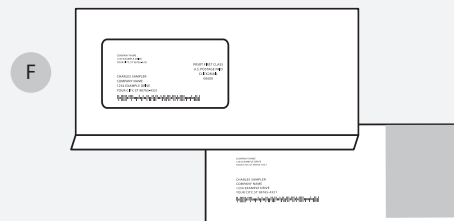
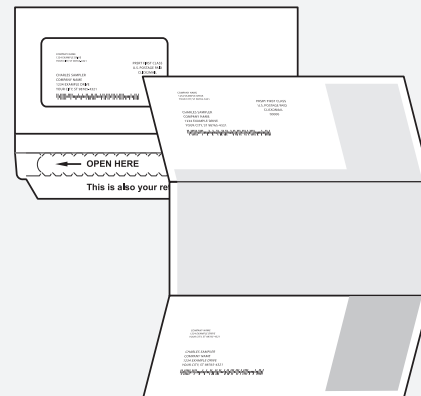


How it works

The recipient opens the envelope using the “OPEN HERE” strip (D).

The message explains that the form (or survey, questionnaire, RSVP, signature request, or other information gathering request) in the message area (E) can be returned using the same envelope.

The letter is simply re-folded and inserted back into the envelope with the Reply address (F) showing through the address window. The recipient then attaches postage and drops it back in the mail.



We process, we print, we mail, you profit.

Click2Mail is THE most complete business mail outsourcing solution in the industry.

FREE address standardization

Click2Mail.com automatically analyzes every address in your list the instant you upload it. CASS Certified™ address matching software standardizes mailing addresses by matching them to records in the USPS's unique national delivery point database. Any necessary corrections or adjustments, such as spelling errors or missing ZIP Codes are made automatically before an address is saved into your account for mailing. Problematic, non-standard addresses are flagged for your corrective action. This process improves the accuracy of the addresses and delivery point barcodes that appear on mailpieces, speeding USPS delivery, minimizing the potential for undeliverable-as-addressed mail and lowering your cost of postage.

Attention nonprofit mailers

Apply nonprofit postage rates to your account by applying for authorization from the USPS at:

<http://pe.usps.com/businessmail101/misc/nonprofitApplication.htm>

Once you have authorization, call us at 866-665-2787 for instructions. The USPS requires a minimum of 200 pieces per mailing to qualify for nonprofit postage rates.

Formats

Postcards, Letters, Brochures, Flyers, Reply Mail, Booklets

Delivery options

First-Class Mail®, Non-profit, Standard Mail®, Priority Mail®, Certified Mail™, International mail, Every Door Direct Mail—Retail®

Production options

Mailing Online Pro: Click2Mail's flagship production platform

Easy Letter Sender™: A streamlined letter and postcard interface

Email-to-Mail™: Send email and email attachments by postal mail

Every Door Direct Mail—Retail: Local marketing with NO mailing list

MailJack™: Use your program's "Print" feature to send U.S. Mail

Mail My Doc For Google Docs: Send mail directly from Google Docs

SOAP & REST APIs: Customize and automate your mailing interface

Resources

Mailing Lists: Buy a pinpointed mailing list

Maileva: European mail printed and mailed the next day

Design services: Professional design, marketing, and production

Compatible files

Upload these file types to Mailing Online:

PDF—Adobe® Portable Document Format, version 5 or higher saved using (partial list): CorelDraw®, Excel®, Google Docs™, InDesign®, iWork® Pages®, PageMaker®, PowerPoint®, Publisher, QuarkXPress, Quicken®, Word, WordPerfect®, and MANY more.

DOC, DOCX—Microsoft® Word 2010, 2007, 2003, 2000, 97, 95, 6

Maximum file size: 5MB; Recommended resolution: 300 Dots Per Inch (DPI); Minimum resolution: 100 DPI

IN THE MAIL FAST: Orders placed using First-Class Mail® in by 8PM ET can be mailed the next business day



Speak to a mailing expert...

**9AM–8PM, Mon–Fri ET at
1-866-665-2787**

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Arlington, VA 22201–2191

Web <http://www.Click2Mail.com>

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