

STAND OUT

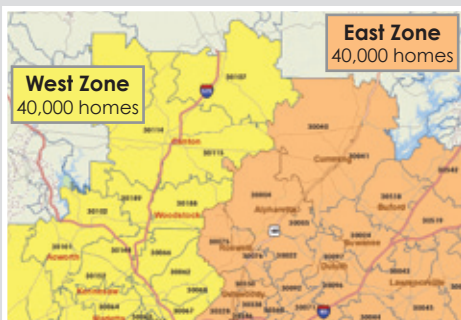
FROM THE COMPETITION



404.368.8170

www.rsvpatlanta.com

REGIONS



RATES

# of Regions	Circulation	Standard Mailing Rates			BEST VALUE Annual Rate
		1 Mailing	2 Mailings	3 Mailings	4 Mailings
1 Region	40,000	\$3,200	\$2,800	\$2,400	\$2,200
2 Regions	80,000	\$5,600	\$4,800	\$4,000	\$3,600

Optional Charges

Artwork Production \$250 To Create Card (not including photo cost)
 Overrun Cards \$300 (5,000 cards) or \$200 (1,000 cards) • Special Position 20% in Addition to Space Cost

Terms

1/3 down. 1/3 due at artwork approval. Balance due at mailing. Credit cards & checks accepted.

DEMOGRAPHICS

Your RSVP® postcard will be received personally by the most upscale and affluent homes in the Metro Atlanta area.

Meet the RSVP® homeowners:

- Top Earners Professionals/ Doctors/Business Owners
- 86% are married with children
- \$300,000 Average Home Value
- Dines out in fine restaurants
- \$115,000 Average Household Income
- Highly Educated

MECHANICAL SPECS

Trim Size..... 3 1/2" x 5 1/2"
 Art / Bleed Size..... 3 5/8" x 5 5/8"
 Card Face..... Four-Color
 Card Back..... Black & White
 Resolution..... 300 dpi / Max. 200-Line Screen
 Applications.. InDesign / Photoshop / Illustrator
eps / .jpg / .tiff / .psd / Hi Res.pdf

Mailing Schedule

Edition	Artwork Deadline	Mailing Week Of
Summer 2012	May 1	May 21
Late Summer 2012	July 31	August 20
Fall 2012	October 29	November 19
Spring 2013	January 28	February 18

GET STARTED TODAY!!!

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