Guidelines for Church Mailings by Unity
(Revised as of 03/06/19])

We appreciate your interest in the Unity postcard mailing program. This program is available to approved ministers and/or spiritual leaders whose group is legally incorporated and meets in a public building.

Examples of the types of events that are eligible* include:

- Church anniversaries
- Dedication of a new facility or major improvement to an existing facility
- Announcement of guest speakers
- Announcement of a ministerial change
- Other congregation-related events you consider significant and of possible interest to Unity/*Daily Word®* constituents

*Unity reserves the right to refuse any mailing it deems inappropriate.

FORMAT

Our standard format (which pricing is based on) is a typical USPS sized postcard (4-1/4" x 5-1/2") printed on one side in black ink. Options for coated paper, color printing, and in other sizes that would not qualify for USPS postcard rates are available at additional cost and will be priced upon request.

ADDRESSES

Addresses are extracted from the Unity database for the zip code(s) you identify. The addresses will include *Daily Word* subscribers. Constituents who have opted out of other mailings are excluded from the address pull.

COSTS

Costs are as follows:

- Setup cost for each address pull: $110 (payable even if you subsequently decide against making the mailing). One revision is allowed from the initial pull, which may consist only of depleting zip codes. Adding zip codes requires another pull

and is subject to an additional pull fee. Also, please note that the zip code pull is only valid for 30 days after the request is submitted.

- Production and processing cost per card: $40 per thousand ($.04 each)
- Postage: Standard USPS rates are $.24 each. For time-sensitive mailings, first-class rates are $.44 each.

Here is an **example** of what an order might cost:

Requested zip codes generate 1,000 names/addresses	$110
Production and Processing @ $40 per 1,000	$40
Postage @ $.24 each x 1,000	$240
Total:	**$390**

SCHEDULING CONSIDERATIONS

For standard mail, please allow at least four weeks***** prior to the event for the cards to be processed and mailed from Unity. Delivery time for mailings will vary. USPS guidelines state delivery may take up to three weeks with standard mail. Unity does not accept responsibility for mail delivery once the postcards are delivered to USPS.

*****Allow additional time for mailings to Alaska and Hawaii.**

TO INITIATE A MAILING

Email an Excel spreadsheet to our Wholesale Accounts Department at wholesaleaccts@unityonline.org with a list of zip codes you would like to pull and your postcard design* (text and graphics) in PDF format (the higher the resolution, the sharper the card). After the addresses have been pulled, we will contact you with a cost quote for the mailing.

*Please note that all mailing designs will be reviewed for compliance with Unity brand standards including trademark and copyright compliance. Any submitted designs that are out of compliance will be returned for revision. We suggest the placement of the church address be on the back of the postcard with all the requested information. Multiple addresses and information on the front of the card may be confusing to the postal system, so only a limited area is available for customization on the addressed side. All postcards must have ¾" white space

across the bottom of the card. Your emailed response indicating you wish to proceed with your mailing will be regarded as confirmation you agree with these guidelines.

IMPORTANT INFORMATION

- Contact point is Unity Wholesale via email at wholesaleaccts@unityonline.org, or phone at 816-251-3571.

- Please read the guidelines carefully before submitting your request.

- Centers are allowed one (1) announcement within a 12-month period, so keep this in mind as you plan your mailings.