

EcoPak 1

A brand-new line of highly personalized packages for direct-response fundraising.



EcoPak 1



Low cost. Highly personalized.

All organizations struggle to develop effective direct-response packages at reasonable costs. To solve this challenge, we developed our new EcoPak line, built from our top-performing, personalized direct-response elements. And by carefully planning the production process, we are able to offer you a top-quality package at a deeply discounted price.

We start with a **BASE PACKAGE**, filled with pre-selected elements proven to be effective. (You can use your existing creative, or we'll generate new messaging for you.) Next, select any **OPTIONS** you want to add to make your mailing even more attractive to donors. Finally, we coordinate the complete production and mailing, keeping you in the loop at every step. You get an ultra-premium mail package at a fraction of the "retail" price.

BASE PACKAGE

- **Personalized Carrier** – Designed to be opened.
- **Personalized Letter** – The heart of any good direct mail package.
- **Personalized Reply Device** – Matched to letter for seamless donor purchase path.
- **Reply Envelope** – Internal tint to prevent identity theft.
- **Personalized Certificate** – Provides an extra level of donor engagement.
- **Personalized Buckslip** – Additional support to further your call to action.
- **3 or 5 Greeting Cards & Colored Envelopes** – Top-performing premium to boost package response rates. Choose your favorite three (3) or five (5) cards from our list of [25+] options.
- **Lettershop** – Full lettershop services are included with each package.

BASE PACKAGE PRICING*

PACKAGE ITEMS	RETAIL	PER PIECE	SPECIAL PROMOTION	PER PIECE
3-CARD	\$27,729	\$1.11	\$13,244	\$0.53
5-CARD	\$30,938	\$1.24	\$15,701	\$0.63

NEARLY
**50%
OFF!**

* Additional licensing fee of \$650 per image may apply. Postage not included.



OPTIONS

- **Envelope Seals** – Additional premium option adds perceived value to package. Twelve (12) oval stickers.
- **Multi-Seal Sheet** – Additional premium option with 26 stickers and seals.

OPTION PRICING				
OPTION ITEMS	RETAIL	PER PIECE	SPECIAL PROMOTION	PER PIECE
ENVELOPE SEALS	\$4,048	\$0.16	\$2,206	\$0.09
SMALL MULTI SEAL SHEET	\$6,922	\$0.28	\$3,603	\$0.14

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50%
OFF!

At Concord Direct, every member of our staff is 100% committed to getting results for you. We safeguard each dollar you invest to ensure the maximum ROI for your campaigns and your mission. Serving your organization from strategy through execution and analysis, we live by the motto that your success is everything.

WHAT'S THE CATCH?

- We print within a specified time frame. After printing, we can mail at any date within 90 days of the NCOA.
- You agree to share the performance results of the mailing. Data will remain anonymous and confidential, for internal purposes only.
- You agree to order off the menu and purchase the basic 3- or 5-card package. Any additional items are completely optional.
- Additional creative charges may apply if we have to write copy or redesign layouts.
- Final card image availability and card design may vary slightly from the images shown here.
- This package is part of a test, and we may cancel it at any time.

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We're hoping that with our fantastically low price, you can overlook these requirements.

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Specifications and Information

Package Item	Finished Size	Flat Size	Stock	Printing Color	Finish	Notes
BASE PACKAGE						
Carrier Envelope	6 x 9.5 Closed Face		24# White Wove	2/0 (Black + a PMS Option)		Personalized
Letter	8.25 x 5.5	8.25 x 11	60# White Offset	4/2 (Full color front with Black + PMS on reverse), with or without bleeds	Half-fold	Personalized
Reply Device	8.25 x 3.5		60# White Offset	4/2 (Full color front with Black + PMS on reverse), with or without bleeds	Flat	Personalized
Reply Envelope	3.875 x 8.875 (Standard #9)		20# White Wove	Black		Internal tint for security
Certificate	8.25 x 5.5		60# White Offset	4/2 (Full color front with Black + PMS on reverse), with or without bleeds	Flat	Personalized, Concord Direct to approve all imaging positions.
Buckslip	8.25 x 3.5		60# White Offset	4/2 (Full color front with Black + PMS on reverse), with or without bleeds	Flat	Personalized
Greeting Cards (3 or 5 designs)	4.8125 x 6.75	9.625 x 6.75	8pt Gloss C1S Card Stock	4/1 (Full color outside with Black inside) bleeds, gloss varnish finish	Trimmed, slit scored, and folded	
Greeting Card Envelopes (3 or 5)	5 x 7		20# White Wove	Flood coated with single solid color to match card art		

Lettershop

Convert, Cass and presort supplied data. Inkjet personalization on letter, reply, buckslip and certificate, fold and nest to size. Inkjet personalization on carrier. Insert as 2-way match, seal and mail with preprinted indicia. All mail to Commingle through Firebird.

OPTIONS

Envelope Seals	5 x 6.25		semi-gloss label with permanent adhesive	6/0 (Full color + 2 PMS) Blank on reverse, no bleeds	Cold foil stamp, kiss die cut, 12 oval shapes	
Multi Seal Sheet	7 x 4.125	7 x 8.25	semi-gloss label with permanent adhesive	6/1 (Full Color + 2 PMS) Black on reverse, no bleeds	Cold foil stamp, kiss die cut, 26 stickers and seals	

For More Information

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