

MAILING REQUIREMENTS OPTIONS

Target Groups

1.	CTMC member companies employees	6,300
2.	Elected Officials	5,646
3.	Top 500 CEO's	
	500	
4.	Media	2,000
5.	Stakeholders and key journalists	500
	Total	14,946

Developing and updating the mailing list

Development of an accurate and up-to-date mailing list according to target audience guidelines (15 000):
\$4,300.00

Updating the mailing list on an on-going basis, for one year:
\$1,950.00

Distribution options (total of 8 issues)

Option 1

CTMC develops lists and handles postage for all five target groups

Opt A. Preparation of letter shop, and postal distribution services, Ink jet:
\$27,100.00

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Cpt B. Preparation of letter shop, and postal distribution services, envelope:
\$35,000.00

Totals

Option A ink jet: \$33,350.00
Option B envelope: \$41,250.00

Option 2

First two issues to media and stakeholder list only (Group 4 and 5) and subsequent issues to all groups, except employees

Cpt A. Preparation of letter shop, and postal distribution services, Ink jet:
\$12,500.00

Cpt B. Preparation of letter shop, and postal distribution services, envelope:
\$15,400.00

Totals

Option A ink jet: \$18,750
Option B envelope: \$21,650.00

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