



EVENT POSTCARDS MAILING INSTRUCTIONS

Please review all instructions carefully!

Based on marketing [research](#), mailing out event postcards should strongly be considered as one aspect of your multifaceted marketing strategy. Participants in the Partnership Program have access to the Ford Theatres' ticket buyer lists at no cost (more information in INSTRUCTIONS FOR MAILING section below).

SPECIAL MAILING SERVICE & POSTAGE PRICE FOR PRODUCERS:

Mailing postcards using a mailing house, such as KES Mail, is more cost effective and efficient.

Nonprofit \$0.296/piece (200 pieces minimum*)

1st Class Presort \$0.511/piece (500 pieces minimum**)

Prices quoted above include KES Mail, Inc.'s services to sort, eliminate duplicates, imprint names & addresses onto postcards, deliver to the post office, and pay for USPS postage. KES Mail, Inc. will make sure your postcards meet postal regulations for discounted mail. **You will need to set up payment directly through KES Mail, Inc.**

INSTRUCTIONS FOR MAILING:

- Determine which Ford mailing lists you'd like to use. Ford ticket buyer lists by genre & disciplines are available [here](#) on the Artist Workbook.
- If you want to use your own organizational mailing list, send that list to KES Mail, Inc. Be sure to follow the format in the [Mailing List Spreadsheet Example](#).
- Are there any artist producers in the Ford's summer season whose audience would be interested in your show? Consider swapping snail mail lists!
- Complete the [KES Mail order form](#) and return to Steve Krizek at Stevek@KESMail.com or fax 310.970.8046.
- Before printing your postcards, email a copy of the design to Steve and request that he check to make sure it meets USPS guidelines.
- Coordinate payment and pick-up of your remaining postcards through Steve (make sure you leave at least 500 for placement at the Ford Theatres). Please note: KES Mail, Inc. only accepts payment with CREDIT CARDS.

(more)

Mailing House Contact Info:

Steve Krizek

KES Mail, Inc. | 2930 Vail Avenue | Commerce, CA 90040

Phone: 310.970.8041 ext. 202 | Fax: 310.970.8046

Stevek@KESMail.com | www.KESMail.com

*Minimum mailing quantity for Nonprofit rate is 200 pieces, though it will be charged at the minimum price of \$296 (1,000 pieces at \$0.296/piece)

**Minimum mailing quantity for 1st Class Presort is 500 pieces, though it will be charged at the minimum price of \$511 (1,000 pieces at \$0.511/piece)