



NEIGHBOURHOOD MAIL

REACH NEW AND EXISTING CUSTOMERS IN
3 EASY STEPS

1 CHOOSE YOUR
FORMAT

2 CREATE YOUR
DESIGN

3 DEFINE YOUR
TARGET

POSTCARD

- 5 x 7
- 6 x 9
- 6 x 12

MULTI PANEL

- 12 x 9.5 Flat – Folds to 6 x 9.5
- 15 x 10.5 Flat – Folds to 5 x 10.5
- 10 x 7 Flat – Off Folds to 5.5 x 7
- 18 x 8.75 flat – Roll Folds to 6 x 8.75

CATALOG

- 12 Page Self Cover 16.5 x 5.875 Flat – Folds to 5.875 x 8.25
- 8 Page Self Cover 8.5 x 11 Flat – Fold to 8.5 x 5.5

DESIGN TIPS

- Keep your message simple
- Focus on the benefits
- Use copy that sells “free, sale, savings” etc.
- Include images
- Provide a special offer or discount
- Include an expiry date so they act now
- Make it easy to respond
- Include a phone#, website or map
- Provide a promo code or bar code for tracking

A: TARGET NEIGHBOURHOODS

- Based on drive time or radius to a specific location
- Select homes, apartments, businesses, farms

B: TARGET SPECIFIC PEOPLE

- Based on age, household income, children in the home, etc.

C: CHOOSE YOUR QUANTITY

WHEN TO USE NEIGHBOURHOOD MAIL

- New Store Openings
- Awareness & Reminder
- Limited Time Offers
- New Product /Services
- Marketing
- Drive Online Traffic
- Seasonal Campaigns
- Special Promotions
- Drive Instore Traffic

NEIGHBOURHOOD MAIL SIZES



SIZE		LENGTH	WIDTH	THICKNESS	WEIGHT
Standard and Oversize	min.	10.85 in ²		0.007 in	N/A
Standard	max.	12 in.	6 in.	1 in.	500g
Oversize	max.	12 in.	11 in.	1 in.	500g

DELIVERY TIMES

LOCATION	TIME
Local	2 to 5 days
Provincial	3 to 7 days
National	3 to 16 days



On average, with print and production, allow 2 to 3 weeks from final art to the mail box

TIPS FOR SUCCESS

- ✓ Know your target audience
- ✓ Keep your messaging simple
- ✓ Give them a reason to respond
- ✓ Keep the look and feel of the design consistent with your online messaging
- ✓ Frequency is important – budget for more than one mailing
- ✓ Decide in advance how you are going to measure success. (Is the goal increased awareness, increased web or store traffic, coupon redemption, etc.)

NEIGHBOURHOOD MAIL FAQ'S

Q Do I need a Postal Indicia?

A There is no Postal Indicia required for Neighbourhood Mail

Q Can I do a die-cut mailer?

A Yes you can, provided it's on a minimum 7pt cover stock

Q Is there a minimum volume required?

A There is no minimum volume required but we recommend testing at least 10,000 pieces



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For more information or to book a mailing contact: janice@marketingkitchen.ca