

# Booklets

**Click2Mail.com Booklets are an efficient, attractive way to organize and deliver large amounts of information. Catalogs, newsletters, brochures, reports, and other documents that require four letter-sized pages or more, are perfectly suited to the Booklet format.**

You'll be surprised how economical it is to create full-color and black and white mail using Click2Mail.com. For pricing, including production and postage, go to <http://click2mail.com/by-product>

## Think about your pages in multiples of four

Booklets are composed of two letter-sized (8.5 by 11 in) pages printed side by side on a 17 by 11 inch sheet. Therefore, the minimum number of 8.5 by 11 inch pages is four (the back and front of one 17 by 11 inch sheet). Booklets are V-folded and are not stapled.

## Tap the power of variable data (similar to mail-merge)

Click2Mail.com's Mailing Online Publisher allows you to personalize your document by using data from your mailing list—similar to "mail-merge." This allows you to integrate information such as a customer name, salutation, account number, balance due, appointment date, and so on.

## Use your own mailing list or let us help you find one

If you don't already have a list, we can help you purchase a list based on ZIP code, income, age and gender demographics, lifestyle and hobbies, home values, household occupants, and other criteria.

## The tools you need are free at Click2Mail.com

Click2Mail.com's Web-based tools provide all you need to manage your lists and to create, personalize, and proof your mailers. Best of all, they eliminate the need for sorting, labeling, the application of postage, and trips to and from the post office.

## For domestic and international delivery

## Why a Booklet?

**IT'S EFFICIENT:** Booklets deliver a lot of information in a single package

**IT'S EXPANSIVE:** Space is not an issue—Booklets give you room to describe and demonstrate complex ideas and/or large numbers of items

**IT'S IMMEDIATE:** Like all Click2Mail.com products, Booklets ordered by 8PM ET are mailed the next business day

**IT'S RESOURCEFUL:** Sending Booklets to customers and prospects on a regular basis keeps you front-of-mind

Booklet, flat envelope, address on last page (BK42)



Two of three Booklet layouts

Booklet, self-mailer, address on last page (BK21)

**IN THE MAIL FAST:** First-Class orders in by 8PM ET are mailed the next business day

**How it works** Click2Mail.com uses a network of strategically located, high-quality printers to print, prep, and sort large volumes of mail daily. That network and our understanding of strict postal requirements allows your mailer to receive optimal handling and delivery. You benefit from high volume processing without setup fees or minimum quantities.

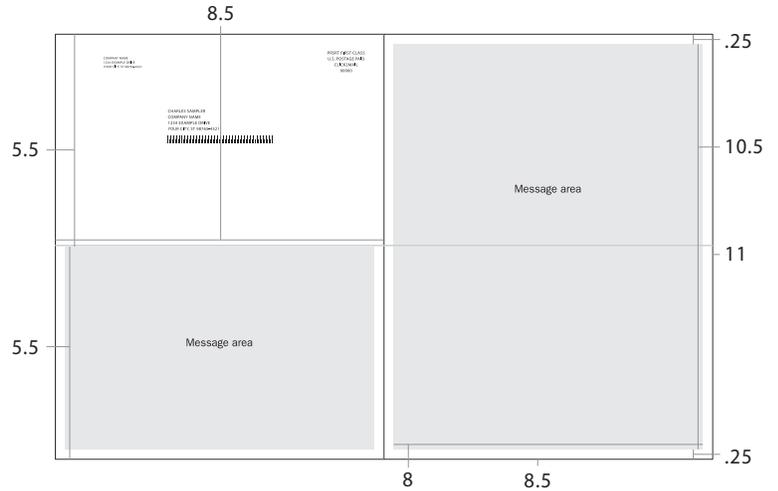
**BK21**

**Booklet, self-mailer**

(two 8.5 x 11 inch pages print side-by-side on 17 x 11) (folds to 8.5 x 5.5 in)

**address on last page**

- CLOSURE Clear wafer seal
- FOLD TYPE V-fold (two 8.5 x 11 inch pages print side-by-side on 17 x 11)
- PRINTING two-sides, black and white or 4-color (full color)
- PAGE COUNT 4 or 8 pages, printed two-sides, 8 page max
- PAPER 4-color printing
  - 24 lb bond, white, uncoated
 black and white printing
  - 24 lb. bond, canary, uncoated
  - 24 lb. bond, white, uncoated
  - 28 lb. bond, off-white, uncoated
- POSTAGE domestic: First-Class (estimated delivery: 2–4 days)  
 domestic: Standard (estimated delivery: 9–15 days)  
 domestic: Nonprofit Standard (estimated delivery: 9–15 days)  
 international: First-Class Mail International  
 (estimated delivery: 7–30 days)



Templates for all formats are available online

**BK41**

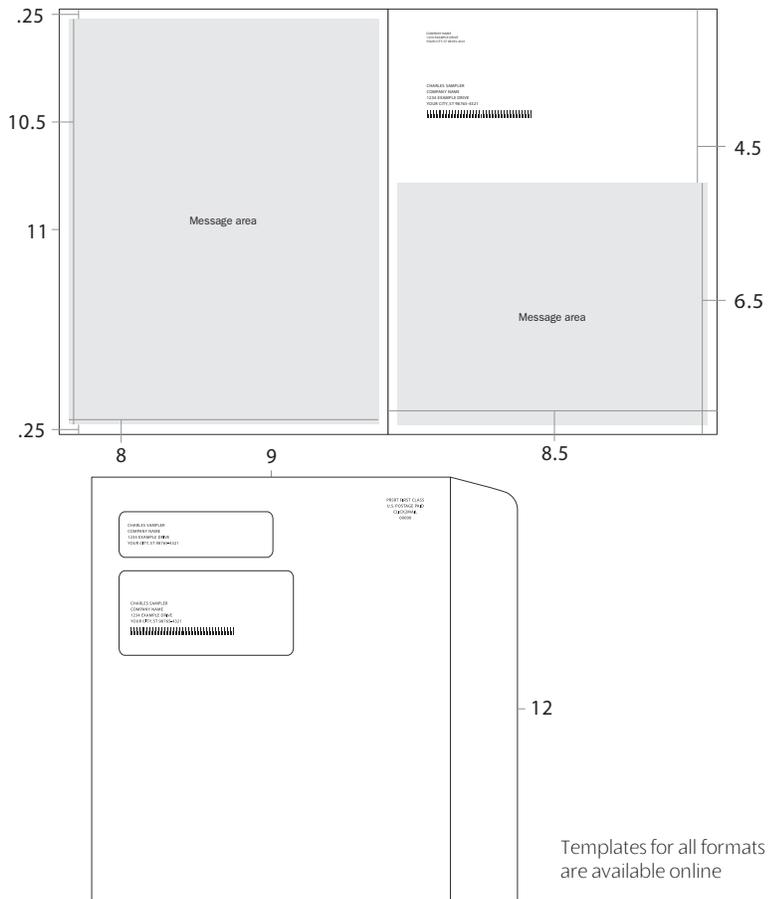
**Booklet**

(two 8.5 x 11 inch pages print side-by-side on 17 x 11) (folds to 8.5 x 11 in)

**flat envelope, dual-window** (9 x 12 in)

**address on first page**

- FOLD TYPE V-fold
- PRINTING two-sides, black and white or 4-color (full color)
- PAGE COUNT multiples of 4 pages, printed two-sides, 56 page max
- PAPER 4-color printing
  - 24 lb bond, white, uncoated
 black and white printing
  - 24 lb bond, canary, uncoated
  - 24 lb bond, white, uncoated
  - 28 lb bond, off-white, uncoated
- POSTAGE domestic: First-Class (estimated delivery: 2–4 days)  
 domestic: Standard (estimated delivery: 9–15 days)  
 domestic: Nonprofit Standard (estimated delivery: 9–15 days)  
 international: First-Class Mail International  
 (estimated delivery: 7–30 days)



Templates for all formats are available online

**BK42**

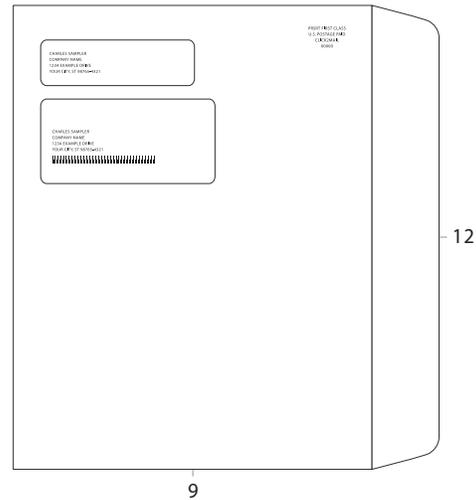
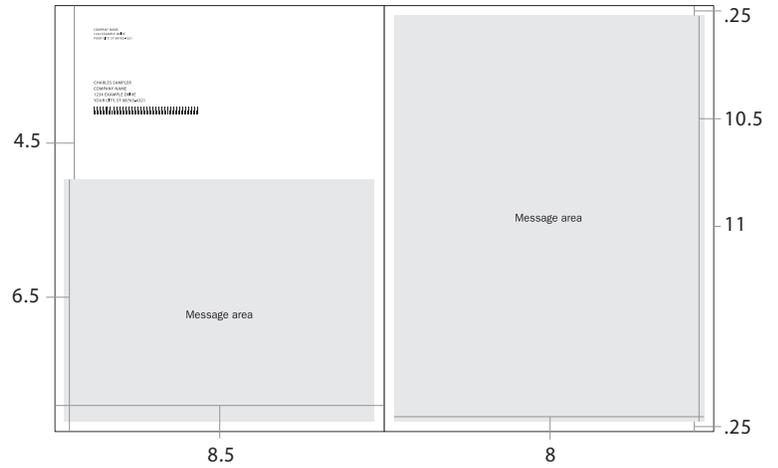
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- POSTAGE domestic: First-Class (estimated delivery: 2–4 days)  
 domestic: Standard (estimated delivery: 9–15 days)  
 domestic: Nonprofit Standard (estimated delivery: 9–15 days)  
 international: First-Class Mail International  
 (estimated delivery: 7–30 days)



The direct mail medium is being reborn. One unexpected result of the rush to digital media is that the mail in our mailboxes is attracting more interest than ever. A well-designed mailer targeted to the right mailing list captures attention, inspires the discovery of product/service benefits, and prompts real people to take action.

**Next business day mailing**

First-Class orders placed by 8PM ET are scheduled for printing and mailing the next business day.

**Compatible files**

You can upload these file types directly into the Mailing Online system:

**PDF** Adobe Portable Document Format, version 5 or higher  
 Saved using (partial list): Corel Draw, Excel, Google Docs, InDesign, iWork Pages, PageMaker, PowerPoint, Publisher, QuarkXPress, Quicken, Word, WordPerfect, and MANY more.

**DOC, DOCX** Microsoft Word 2010, 2007, 2003, 2000, 97, 95, 6

Plus these file formats: **EPS, GIF, JPEG/JPG, PNG, PS, TIF/TIFF**

Maximum file size: 5MB

Recommended resolution: 300 Dots Per Inch (DPI)

Minimum resolution: 100 DPI

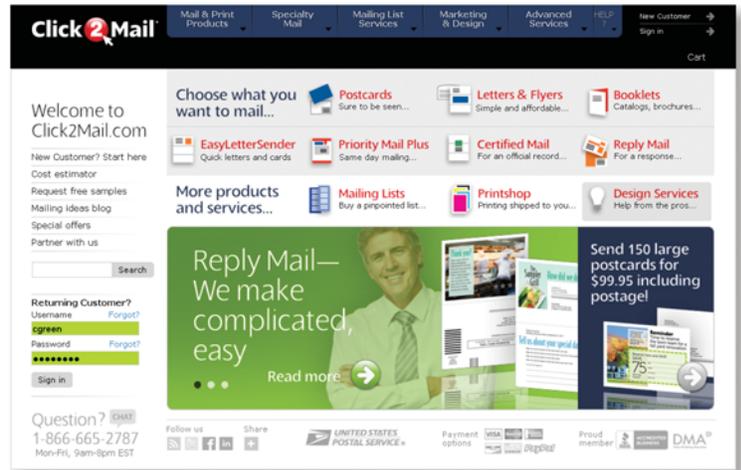
**Custom design and copywriting services**

Need help with your message and/or layout? Our design team can help—click Design Services on the home page or call.

**Contact Click2Mail.com**

Address 3103 10th St N, Suite 201, Arlington, VA 22201-2191  
 Web <http://www.Click2Mail.com>  
 Toll Free 866-665-2787, Mon–Fri, 9AM to 8PM ET  
 Phone 703-521-9029, Fax 703-358-8811  
 E-mail [support@click2mail.com](mailto:support@click2mail.com)

**For domestic and international delivery**



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**Design Services** Design and marketing help from the pros

**IN THE MAIL FAST: First-Class orders in by 8PM ET are mailed the next business day**

**Click2Mail.com**

**THE quick, easy, affordable way to create and mail Postcards, Letters & Flyers, Booklets, Certified Mail, Reply Mail, and more...**

**Questions? Speak to a Click2Mail.com mailing expert 9AM–8PM, Mon–Fri ET at 1-866-665-2787**