

Can your church save money with a **Word&Way** newsletter edition?

Use this worksheet to compare our newsletter editions to producing your own publication.



Your Baptist Church

Currently: Have ___ *Word&Way* subscriptions
Have ___ on our mailing list



Proposed: ___ newsletter editions
1 year - 26 issues (Divide figure by 2 for a monthly newsletter)

Current W&W subscriptions (annual cost) \$ _____
___ subscriptions x rate of \$ ___ per year
(Subscriptions are \$17.50 each for 1-9; \$13 each for 10 or more)

Subscriptions (annual cost) \$ _____
___ subscriptions at church plan x \$13 per year
(Use the number of your mailing list)

Design **Varies**

Same **Design**

Printing **\$ _____**

\$ 312 **Printing with color, 26 issues** (\$12 per issue)

Prices based on commercial copy center quotes for a 4-page, 8.5" x 14" mailer, for ___ mailings (weekly, biweekly, monthly).

This is an annual cost of \$12 per issue based on 26 newsletter/year. To print a black and white every issue, subtract this number.

B/W printing ___ (on mailing list) x ___ mailings x \$.20 \$ _____
Color printing ___ (on mailing list) x ___ mailings x \$1.08 \$ _____

Printing only some issues in color? Printing less frequently? Adjust accordingly.

Plus:
Folding ___ (on mailing list) x ___ mailings x \$.03 \$ _____
Color stock ___ (on mailing list) x ___ mailings x \$.24 \$ _____

(No additional charge for color printing on color stock.)

If copied and/or folded in-house, personnel hours are still a factor.

Printing TOTAL \$ _____

\$ 806 **Plate change for newsletter page, 26 issues**

This is an annual cost based on a church mailing list of 200. The printer charge is \$28 for the first 100 and \$3 for extra 100s or fractions thereof. Add \$78 for each additional 100 or increment for the annual cost.

Printer's charge (see right) **N/A**

\$ 0 **Postage**

Included

Postage (as of May 2009) \$ _____

___ on mailing list x \$.44/piece (under 200 pieces) x ___ mailings
___ on mailing list x \$.172/piece (200+ pieces*) x ___ mailings

**non-profit, non-automated mixed AADC rate*

\$ 0 **Labeling, sorting, USPS delivery, forms**

Labeling, sorting, USPS delivery forms **\$3,120**

This is an annual cost, based on a 52 weeks schedule. Adjust accordingly.

\$ 0 **Materials**

Materials (200 labels x 52 weeks) **\$ 115**

Extra content and global news **N/A**

\$ 0 **Word&Way news and feature content accompanying newsletter**

TOTAL \$ _____

\$ _____ TOTAL

What about you? *Send or fax this form back to Word&Way.*

- Please contact me about a more detailed cost comparison.
 Please contact me about a no-obligation trial newsletter subscription.

Name:

Church:

E-mail:

Phone:

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