

Direct mail pack

Designed to be sent to your entire database of bus pass holders, this direct mail pack is a highly targeted, cost effective and personal way to tell people about the changes. And because people of 60 or over are some of the highest responders to direct mail, it's also a perfect choice of media for this particular campaign.

How do I use it?

This direct mail pack can be sent to people on your database who you know are eligible for the new type of bus pass.

The pack consists of:

- A C5 outer envelope
- A letter for which there are two options depending on who you are talking to:
 1. A follow-up letter to be sent to those people that have already been sent an application form, requesting them to return it.
 2. A letter for those that have not been sent anything about the new concession, informing them of the changes and encouraging them to complete an application form.
- An A5 info leaflet (this is the same A5 info leaflet already featured in the toolkit).

All elements of the pack can be personalized with your logo and your contact details. The letters can be tailored as appropriate to your area. If you are using the editable version of the A5 info leaflet, you can also tailor the intro and the content of the Questions & Answers section if you'd like to. Plus space has been left for you to add other local info and terms and conditions as you see fit.

What do I need to do?

1. If you haven't already, download the PDF(s) of the DM pack from the DfT website as this will show you what can be tailored and what additional content you might want to add. You may want to save these files to your computer for future reference.

2. Find out how much it will cost to print the pack by contacting a printer for a quote. You'll need to give them the following information:

– The volume of the print run, i.e. how many packs you would like to print in total. **If you are already printing the A5 leaflet for another activity, add the quantity you need for this pack to your existing print run. If you are just printing the leaflet for this pack, you should consider whether you want to use this leaflet for any other activity (hand-outs etc.) – if you print all of the leaflets you need at the same time, you will reduce your production cost per leaflet, making your activity as cost efficient as possible.**

– The spec (the size, paper type etc.). The recommended spec for the pack is – just pass this info to your printer:

Outer

Flat size (HxW mm) = Window size: 45 x 90 mm. Window position = 20 mm from left edge and down 60 mm from top edge

Finished size (HxW mm) = 162 x 229

Print = 4-colour process

Paper stock = 120 gsm recycled uncoated cartridge as near match to Revive 100
Offset as possible
Finishing = AMEND PPI as required. Overprint on face and flap (NO
BLEEDS) on stock, white, window gummed, wallet outer

Letter

Flat size (HxW mm) = 297 x 210
Finished size (HxW mm) = 148 x 210
Print = 4-colour process
Paper stock = 100 gsm Revive 100 Offset
Finishing = Laser duplex and fold to finished size

Leaflet

See instructions for A5 info leaflet.

Enclosing

Enclose folded letter into outer with leaflet, seal and mail (mail sorted
if applicable)

– Inform the printer that you will need them to make some revisions to the artwork
in order to incorporate your logo and contact details and, should you want to change
them, your letter copy and terms and conditions

– Give them a deadline for when you would like the packs to be mailed.

3. Email the zip files you have downloaded from the website to your printer. The zip
files contain all of the artwork files, images and fonts required – **do not attempt to
open the artwork files contained within the zip file as they may corrupt.** You
will also need to provide the printer with:

- confirmation that the artwork files are Quark 6.5 open (editable) files
- a high resolution version of your logo
- a word document with your letter copy if you want to change it
- your contact details for the letter
- any additional terms and conditions specific to the entitlements in your area.

4. Ask the printer about the format in which they'll need your customer data. They'll
probably ask for it in the form of a spreadsheet, featuring the address lines in
separate fields, but they'll be able to confirm their exact requirements including
when they will need to receive it by.

**The printer should send you a proof and a sample pack for you to check and
approve before they print and mail the pack.**

NB: Please ensure your printer/studio reads the font licence agreement contained
within the zip file.