Guidelines for Church Mailings by Unity

Unity World Headquarters at Unity Village is excited to announce revisions to our postcard mailing program. This program is available to approved ministers and/or spiritual leaders whose group is legally incorporated and meets in a public building.

- Your new contact point is Unity Customer Service via e-mail at wholesaleaccts@unityonline.org, or phone at (866) 236-3571.

- You are allowed one (1) announcement within a 12 month period, so please keep that in mind as you plan your mailings.

- Examples of the type of events that are eligible include:
    - Church anniversaries
    - Dedication of a new facility or major improvement to an existing facility
    - Announcement of guest speakers
    - Announcement of a ministerial change
    - Other congregation-related events that you consider significant and of possible interest to Unity/ Daily Word constituents
    - (Unity reserves the right to refuse any mailing it deems inappropriate.)

- Our standard format (which pricing is based on) is a typical USPS sized postcard (4-1/4" x 5-1/2") printed on one side in black ink. Options for coated paper, color printing and in other sizes that would not qualify for USPS postcard rates are available at additional cost and will be priced upon request.

- Addresses are extracted from Unity's files for the zip code(s) you identify. The addresses will include Daily Word subscribers. Constituents who have opted out of other mailings are excluded from the address pull.

- Costs are as follows:
    - Set up cost for each address pull: $110 (payable even if you subsequently decide against making the mailing.) One revision is allowed from the initial pull, meaning only depleting zip codes from that pull. Any other alterations done from the initial pull is considered a revision and subject to an additional pull fee.
    - Production and processing cost per card: $40.00 per thousand ($.04 each)

- Postage: Prevailing 1st class USPS rates, which are currently (May 31, 2015) @ $.35 each (Standard class postage may be offered for some mailings where delivery time is not an issue.)

Here is one example of what an order might cost:

Requested zip codes generate 1,000 names/addresses	$110.00
Production and Processing @$40.00 per 1,000	$40.00
Postage @ $.35 each x1,000	$350.00
Total:	**$500.00**

- Please allow **at least 3 weeks** prior to the event for the cards to be processed and mailed from Unity. Additional time in the USPS system will vary, but normal delivery time is within about a week of mailing. (Unity does not accept responsibility for mail delivery once it has been delivered to the USPS.)

- To initiate a mailing, please contact our Sales department with the list of the zip codes you would like to mail to, and a word document of the text you would like to print on the card. After the addresses have been pulled, Sales will contact you with a cost quote for the mailing.

- Please note that all mailing designs will be reviewed for compliance with Unity brand standards including trademark and copyright compliance. Any submitted designs that are out of compliance will be returned for revision.