

All-Inclusive Newsletter Packages



A newsletter mailed out to your customers on a regular basis can be an effective vehicle for bringing your company, its products and services closer to your customers — and to potential future customers — by keeping them informed of your new product developments and other company successes. News of impressive, interesting or unusual product applications will make your customers feel part of your “team” and often lead to sales in situations where the customer may previously have not considered your company’s products.

An Oval newsletter package will provide this valuable marketing tool using a design that we will create uniquely for your company within a standard — and extremely cost-effective price structure.

For a set price Oval will create an original design and layout that meets your specific business requirements. We will research and write each issue. Typeset and originate artwork using your photographs supplied. (At extra cost we can arrange photography either on location or in our studio.) We will then print the required quantity and deliver to one UK address. Alternatively, we can quote for distribution to the mailing list you supply.

All you need to do is let us know the general direction and emphasis you would like to see in each issue to fit in with your other marketing activities, and perhaps forward us some recent press releases that could form the basis of stories to be carried — we will do the rest.

All packages are printed in 4-colour process + seal on 150gsm art paper, and include the stated number of photographs, which can be cut-out or squared-up. Illustrations can be substituted for photographs, but according to complexity may be subject to extra cost.

News Pack 1

A4, 4 pages

| | | |
|-----------------|------------------|--------------------|
| 2,000 copies — | £1,296.00 | (Unit cost: £0.65) |
| 5,000 copies — | £1,478.00 | (Unit cost: £0.30) |
| 10,000 copies — | £1,790.00 | (Unit cost: £0.18) |
| 20,000 copies — | £2,413.00 | (Unit cost: £0.12) |
| 50,000 copies — | £.00 | (Unit cost: £) |

News Pack 2

A4, 8 pages

| | | |
|-----------------|------------------|--------------------|
| 2,000 copies — | £1,855.00 | (Unit cost: £0.92) |
| 5,000 copies — | £2,069.00 | (Unit cost: £0.41) |
| 10,000 copies — | £2,433.00 | (Unit cost: £0.24) |
| 20,000 copies — | £3,057.00 | (Unit cost: £0.15) |
| 50,000 copies — | £.00 | (Unit cost: £) |

News Pack 3

A3, 4 pages

| | | |
|-----------------|------------------|--------------------|
| 2,000 copies — | £2,217.00 | (Unit cost: £1.11) |
| 5,000 copies — | £2,399.00 | (Unit cost: £0.48) |
| 10,000 copies — | £2,749.00 | (Unit cost: £0.27) |
| 20,000 copies — | £3,283.00 | (Unit cost: £0.16) |
| 50,000 copies — | £5,194.00 | (Unit cost: £0.10) |

News Pack 4

A3, 8 pages

| | | |
|-----------------|------------------|--------------------|
| 2,000 copies — | £3,206.00 | (Unit cost: £1.60) |
| 5,000 copies — | £3,629.00 | (Unit cost: £0.73) |
| 10,000 copies — | £4,214.00 | (Unit cost: £0.42) |
| 20,000 copies — | £7,737.00 | (Unit cost: £0.38) |
| 50,000 copies — | £9,531.00 | (Unit cost: £0.19) |

All prices exclude VAT



oval
8 weldon way
thame
oxfordshire ox9 3ww, uk
phone: +44 (0)1844 217000
www.oval.eu.com