



AMERICAN
LITHO

THE NEW MATH:

MAILING FROM THE WRONG SPOT

THE RULES ARE CHANGING FAST

Thanks to soaring logistics costs and widespread mill closings that are causing serious paper shortages, the costs of mailing from ANYWHERE in the U.S. are higher than ever. With these and other market factors in play, choosing the wrong geographic location for your mailing creates the perfect storm ... costing you MORE money and time with LESS relevancy and LOWER response rates.

HOW MUCH CAN THE WRONG CHOICE COST YOU?

Here's a look at outbound freight costs and timelines for a monthly mailing of approximately 15 million pieces. Our control case is mailed from Chicago via the Bolingbrook Corridor, where nearly 70% of all national mailings originate.



CHICAGO

(Via Bolingbrook Corridor)

2-3 DAYS from plant to NDC
\$4.80/M freight costs



TEXAS

6-7 DAYS from plant to local NDC
\$6.12/M freight costs

+28%
INCREASE



NEW YORK

6-7 DAYS from plant to local NDC
\$6.75/M freight costs

+41%
INCREASE



FLORIDA

6-7 DAYS from plant to local NDC
\$7.55/M freight costs

+57%
INCREASE



CALIFORNIA

6-7 DAYS from plant to local NDC
\$9.90/M freight costs


+106%
INCREASE

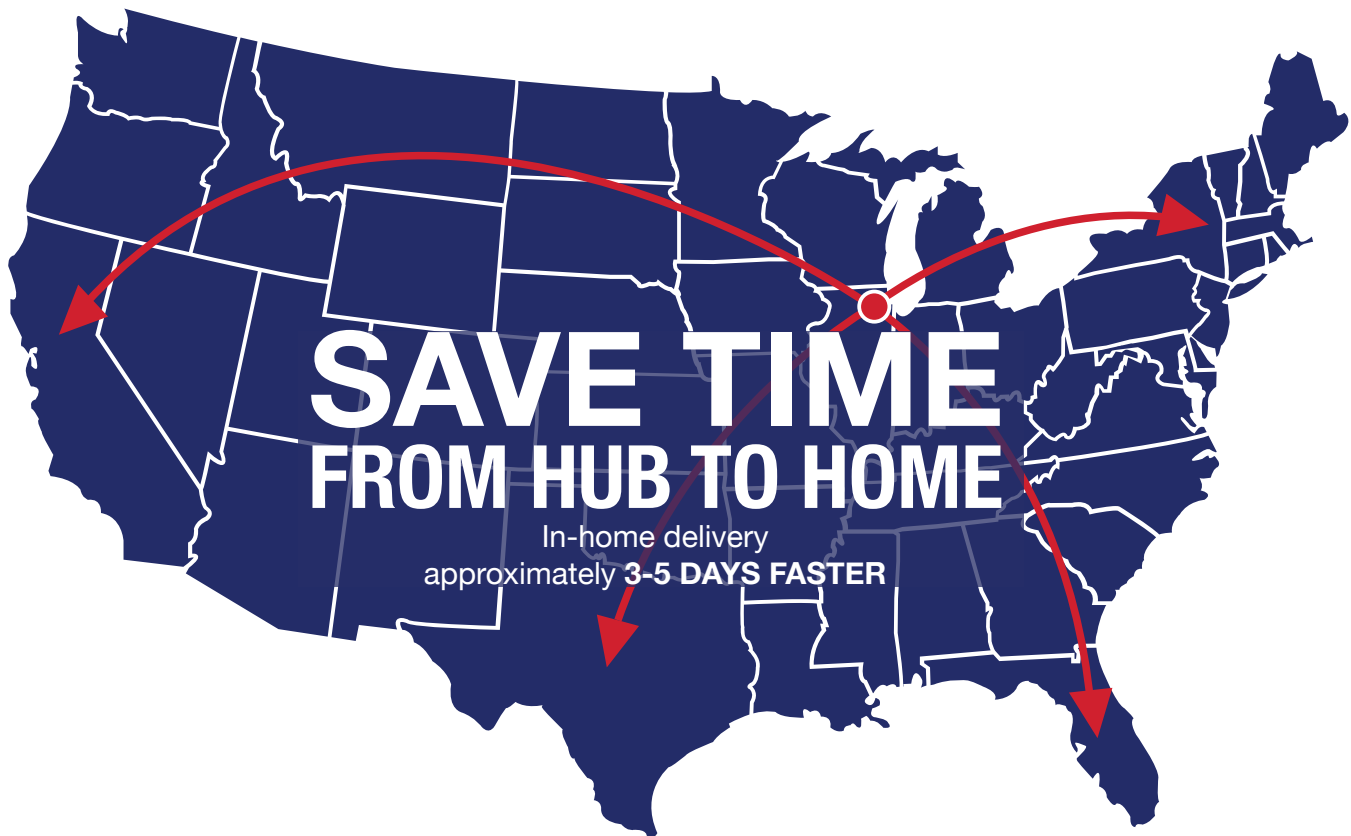
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COMPARE FREIGHT COSTS SIDE-BY-SIDE

LOCATION	MONTHLY	YEARLY	ESTIMATED TOTAL ANNUAL SAVINGS (CHICAGO VS. REGION)
Chicago 	\$71,520	\$858,240	
Texas	\$91,188	\$1,094,256	\$236,016
New York	\$100,575	\$1,206,900	\$348,660
Florida	\$112,495	\$1,349,940	\$491,700
California	\$147,510	\$1,770,120	\$911,880



HOW WE DID THE MATH

All figures shown are based on a national mailing of approximately 15 million pieces, using data from an actual campaign American Litho manages for a leading financial institution through its monthly acquisition program. All mail pieces are shipped via our processing partner, just minutes from our plant in Carol Stream. Comparisons are based on actual regional price quotes and reflect approximate regional differences in logistics costs and shipping timelines. Mailing locations shown are for comparison only; similar costs and timelines prevail for other mailing hubs located on the East Coast, West Coast and Southern or Mountain West regions of the U.S.

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PAPER SHORTAGES: ANOTHER “X” FACTOR IN YOUR MAILING PLANS

As paper mills continue to close across the country, the supply of popular stocks is shrinking – pushing costs higher and threatening your ability to meet crucial mailing deadlines. At American Litho, we are minimizing the impact of this trend on our clients’ brands in 3 very effective ways.



**100,000
SQUARE FEET**

of quality in-house stocks,
ready to go in our warehouse



**STRONG
RELATIONSHIPS**

with leading warehouses and mills,
most within 100 miles of our plant



**DIRECT
RAIL ACCESS**

delivering quality stocks to our
doorstep, saving you thousands

WHAT CAN WE DO FOR YOU?

General comparisons can only take you so far. Wouldn't it be great to find out EXACTLY how much time and money we can save by moving your mailing to the ideal geographic spot?

Contact us now to request your FREE CAMPAIGN ANALYSIS, including details on:

- Techniques to maximize total freight savings
- Lower postage costs with better USPS optimization
- FREE mailing format analysis for major cost and time savings
- Special effects and personalized messaging for stronger response rates
- Data strategies to reach millions of new prospects modeled on your current customers
- And a lot more!

American Litho is your full-service direct marketing partner with all the capabilities you need under one roof. We can't wait to show you the improvements we have in mind for your next campaign.

Call or email us today to request your free time + cost analysis

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