



Client
Advertising Agency

Quantity Mailed
500,000

Total Savings
\$250,000

Our customer requested any cost savings for their direct mail campaign. After reviewing the initial artwork, the postal regulations expert recognized that the height of the mail piece was too high for an automated letter mailer by 1/8 of an inch. Our color department modified the size to adhere to the letter size USPS regulations.

Meredith-Webb Printing Case Study

“ This was a financial challenge. We asked the Meredith-Webb team to reduce the cost of our mailing without compromising quality or effectiveness. They saved us more than \$250,000 in postage.

Marketing Manager