



# **Willoughby Western Lake County**

CHAMBER *of* COMMERCE

## **Guidelines for Bulk Mailing**

There are many advantages to using bulk mail. The most important advantage is that bulk mailing prices are significantly lower than single-piece prices. That can save you a lot of money.

Regardless of how many mailings you send per year, you can take advantage of the bulk mailing permit and stamper from the Willoughby Western Lake County Chamber of Commerce. You need not pay for the yearly permit fee with this benefit, only the postage fees. You will be responsible for sorting and preparing your mail prior to taking it to the post office.

As a guideline, if you are mailing a few hundred pieces at a time, a few times a year, or if you plan to make a large, one-time mailing—for example, 5,000 flyers to announce an upcoming sales event—bulk mail may be a good deal for you. It takes extra time to prepare a bulk mailing; however, with the use of the Chamber of Commerce bulk mailer, all you are paying for are the reduced postage fees through bulk mailing.

How do I start? Contact the Willoughby Western Lake County Chamber of Commerce to reserve the time to borrow the bulk mailing stamper. Contact your local post office for the most updates guidelines for preparing your mail for bulk mailing.

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