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Subject: Newsletter

Hi Nancy and Dan,

Just wanted to update you on the newsletter insert information since we changed publishers. One of the reasons we changed publishers was the chronic late delivery of *SWIMMER*. One of our goals in our new publishing relationship is to achieve delivery of *SWIMMER* at the beginning of the issue month. (We are very close-- the May-June issue will be pre-shipping next Friday.) To that end, we have gone to a new shipping option that will be saving us quite a bit of money and time-- the magazines will now be shipped from Chicago, closer to the middle of the country, which will cut down on the time it takes for it to be delivered out west and other areas that we have had problems with. This option is also significantly cheaper than our previous method of shipping.

However, the minimum for this shipping option is 10,000 pieces. So PMS will not qualify for that until later on in the year, and SPMA will not qualify at all (And no, they can't be combined-- I did check on that). This means that all PMS and SPMA magazines will have to be shipped from New Hampshire, as before, and will be delayed, vs. shipping from Chicago. It will also cost more, and we will be billing that cost back to you.

The extra costs are estimates at this point, but could reach about \$1,000 per issue in the short term, more in the long term, depending on how many members you have at any given time. Here is a breakdown **based on 5000 pieces**:

- ⌘ It costs about \$100 in labor to insert the newsletters.
- ⌘ After insertion, the extra weight increases the postage by about \$100
- ⌘ Because we lose the discount by being under the 10,000 minimum for the truck to Chicago, there will be an additional charge of \$500 to \$700.
- ⌘ These costs will be borne by the two LMSCs.

In the case of PMS-- these costs could be nearly **double** that as they approach the 10K mark but stay just under. Additionally, in the near future, we will be imposing design standards on the newsletters in order to increase the professional look of our publications and ensure that they blend in with the magazine. This will require that we charge back those design fees to your LMSC, and more than likely, will result in an increase in printing costs for your LMSC each issue.

Please feel free to contact me with any questions.

Regards,

Laura

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