



Customized Direct Mail Service

WMA offers a direct mail program exclusively for Service and Industry (S&I) members to allow you to increase your company/firm’s exposure to manufactured housing community owners and/or operators. Please note that these mailings are to serve as advertisement of products and services only and are not intended to be promotional announcements of seminars, presentations, or any other sort of educational program and shall not be at odds with the interests of WMA members. The contents of any mailing are subject to the approval of WMA.

By utilizing WMA’s in-house mail service you may customize your efforts in the following ways:

1. Mail to community owners and operators (community managers).
2. Mail to community owners only.
3. Mail to community operators only.
4. Target your mail to any combination of the above according to the geographic locations of the community or the community owner. We are also able to refine our mailing list to fit your particular needs. For example, if you wish to reach the owners of all communities with more than 100 spaces in Orange County, we will search for those criteria and mail your promotional pieces only to those owners.

Charges

WMA’s direct mail service is offered at a nominal charge to cover the cost of handling and mailing. Additional reimbursement at cost will be required if WMA is asked for additional services not advertised. Charges for our direct mail service include:

Database Access Fee	\$150
Per Label Charge	20¢ per label
USPS First Class Postage (rates are higher for larger envelopes)	current rate per piece
Handling Charge for mailings of 1,000 pieces, or more	\$50 per 1,000 pieces

Mail Preparation

If you wish to make use of our direct mail service, please contact Shari Gray in our office for assistance. Upon learning your specifications, Shari will give you a count of the number of pieces required for your customized mailing, as well as a price estimate. All items submitted for the direct mail program must be printed, stuffed in #10 (legal size) envelopes and sealed. You may call our office for information on mailings submitted in envelopes other than the legal size referenced above. Please allow at least seven working days for the mailing to be processed.