



**Western
Manufactured Housing Communities
Association**

phone 916.448.7002 | fax 916.448.7085
455 Capitol Mall, Suite 800
Sacramento, CA 95814

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.

County	County	County	County	County
1	Alameda		34	Sacramento
2	Alpine		35	San Benito
3	Amador		36	San Bernardino
4	Butte		37	San Diego
5	Calaveras		38	San Francisco
6	Colusa		39	San Joaquin
7	Contra Costa		40	San Luis Obispo
8	Del Norte		41	San Mateo
9	El Dorado		42	Santa Barbara
10	Fresno		43	Santa Clara
11	Glenn		44	Santa Cruz
12	Humboldt		45	Shasta
13	Imperial		46	Sierra
14	Inyo		47	Siskiyou
15	Kern		48	Solano
16	Kings		49	Sonoma
17	Lake		50	Stanislaus
18	Lassen		51	Sutter
19	Los Angeles		52	Tehama
20	Madera		53	Trinity
21	Marin		54	Tulare
22	Mariposa		55	Tuolumne
23	Mendocino		56	Ventura
24	Merced		57	Yolo
25	Modoc		58	Yuba
26	Mono			
27	Monterey			
28	Napa			
29	Nevada			
30	Orange			
31	Placer			
32	Plumas			
33	Riverside			

