Direct Mail Requirements

Campaign Details To get started, simply provide the basic idea and premise of the campaign: who, what, when, and audience size.

Target Audience Provide the key details of your intended target audience (the individuals for whom the campaign is designed).

Direct Mail Creative Assets Include the client mail piece intended for the intended target audience, lettershop/fulfillment house name, zip code list, and other relevant specifications.

File Transfer Information Please specify desired file transfer protocol and/or method with any preferred instructions to download the data files and client format specifications. Usage agreements for each direct mail order will be sent to specified client email recipients. If the client does not specify instructions, Scholarships.com will post a password-protected zip file, with the data file and usage agreement, and forward a link so it can be downloaded.

Campaign Timing Direct mail campaigns can be turned around same-day if all mailing assets are provided upfront, or can be scheduled for a future date per client request.

Target Audience Size Specify the exact quantity of records/names required for your direct mail order.