

# MAILING SERVICE INFORMATION



## REACH:

Farmer-leaders  
Decision makers  
Owners and managers

With print and electronic marketing through DBA!



# PRINT MAILING SERVICE

DBA has compiled a mailing list of more than 1,800 of the most progressive dairy farmers in Wisconsin — DBA members and others — representing 850,000+ cows and 84% of the state’s milk production.

Direct mail can be used to market a new product, launch a promotion, advertise your upcoming booth at a trade show and much more. Use our mailing list to increase sales and guarantee you are getting a return on your investment. We can tailor a personalized mailing list to fit your geographical needs.

## MAILING LIST OPTIONS:

	List A	List B	List C
No. of dairies	All dairies	500+ cows	1,000+ cows
No. of cows	850,000+	590,000+	454,000+
Non-member pricing			
1st Mailing	\$1200*	\$900*	\$600*
2nd Mailing**	\$1080*	\$810*	\$540*
3rd Mailing**	\$1020*	\$765*	\$510*
Member pricing			
1st Mailing	\$600*	\$450*	\$250*
2nd Mailing**	\$540*	\$405*	\$225*
3rd Mailing**	\$510*	\$382.50*	\$212.50*

\* you will also be billed for printing & postage. We will provide an estimate of those costs prior to printing and mailing if requested.

\*\*must be completed within a 12-month time frame.

Further customization is available with membership.

## WHY DBA?

As the most effective lobbying organization for dairy farmers and business partners in Wisconsin, we ensure the interests of the dairy community are well represented in state and local government. We work to foster a healthy business climate and to serve as a dependable resource for hundreds of dairy farmers and businesses representing hundreds of thousands of cows.

## PRINT MAILER OPTIONS

All print mailer will have the DBA return address and logo on them. We do not share our lists. You must provide a high-resolution, print ready PDF with crop and bleed marks. Please make sure all fonts and images are embedded. We will add the DBA logo and address before mailing.

	Postcard	Self Mailer	Envelope & Flyer
Specs	Extra Lg. - 9" x 12" Jumbo - 6" x 11" Standard - 6" x 9" Small - 4.25" x 6"	8.5" x 11"	8.5" x 11"

**POSTAGE OPTIONS:** Bulk - 2-5 days, 50% less expensive or  
First-class - 1-2 days, more expensive

## ELECTRONIC MAILING SERVICE

### YOUR MESSAGE, OUR EMAIL

DBA offers an electronic mailing service option for our corporate members to email information about upcoming tradeshow, products and/or services to our farmer membership. Our farmer-member email list features more than 450 valid email addresses. DBA members are leaders, decision makers, owners and managers. They are progressive in their business practices and buying decisions. They embrace technology.

### HOW IT WORKS

Your message is sent from [info@dairyforward.com](mailto:info@dairyforward.com) to our farmer-member audience. You simply submit your email message, images, attachments and links to [info@voiceofmilk.com](mailto:info@voiceofmilk.com), along with your requested send date.

### COSTS

\$250 per email. You must provide all content in a copy and paste format as well as a high-resolution header image. Header image must be at least 700px wide.

**CONTACT US TO LEARN MORE**