

# Overview of Changes

## Effective January 1, 2020



### New flat rate pricing for Smartmail Marketing targeting attributes

Reaching the right prospect with a Personalized Mail or Postal Code Targeting campaign just got easier. You can now create your audience using four simple price points and avoid the hassle of adding up the cost of various attributes.

- *Simple selections:* four flat rate price points for easier management of your marketing budget
  - Standard Consumer Audience List \$70/thousand
  - Premium Consumer Audience List \$150/thousand
  - Business Audience List \$100/thousand
  - Premium PCT Audience List \$25/thousand
- *Enhanced value:* you can bundle targeting attributes to maximize campaign effectiveness without worrying about cost