

Should you offer an insert program?

Catalog Inserts

Also known as “blow-ins,” catalog inserts are a revenue source still undiscovered by many and are one of the fastest growing sources of revenue for direct mail companies. Advertisers benefit from low insertion costs and large circulation numbers while insert owners earn ancillary income without any work on their part. We have introduced several catalog inserts to the market over the past few years, helping our clients to take advantage of the revenue offered by this viable medium.

As with any marketing campaign, the key to a successful insert program is to maximize earnings while ensuring that costs are minimized. Catalog insert programs are negotiable on price and volume, so we have developed a pricing table to determine what rates can be offered in our clients’ programs at any given time. This guide allows our client’s programs to run at maximum capacity, which translates into maximum earnings. Many of our clients use these earnings to offset mailing costs – it can be considered alongside the sales revenue attributed to each mailing.

Setting up a catalog insert program is very simple. Most printers have the capability to place inserts in catalogs during their production process, so the first step is to contact the printer for costs associated with that service. Postage reports will also be requested from one or more of your recent mailings to determine piece weights and postage costs.

Once costs have been determined, a pricing table can be created and bookings can begin. As the program owner, you will have the right to approve or deny any requests to run in your catalog insert program. Then we’ll handle the rest!

Package Insert Programs

Also known as “PIPs,” package insert programs involve placing one or more 3rd party pieces in your outgoing product shipments. As with catalog inserts, the revenue gained is often used to help offset mailing and/or other marketing costs. Although package insert programs carry smaller volumes than catalog inserts, they also bring higher rental rates and can typically accept more pieces/weight simultaneously without incurring any additional postage expense. Many companies find that the revenue earned from such programs significantly exceeds that of their traditional list rental revenue!

Setting up a PIP requires a few simple steps. First, monthly package volume projections would be made available for booking purposes. This information is typically easy to access, as it is also commonly used for revenue forecasting purposes. Along with this data, information about average outgoing package weights and postage costs is requested for development of the program pricing table.

The next step is to determine if insert pieces will be hand inserted individually, or collated into one envelope beforehand (this option can be outsourced if desired). We can help you determine which method is most cost-effective given your company’s unique circumstances.

PIPs require little maintenance on the part of the program owner. All that is needed is a contact person for approving insertion orders and to provide monthly volume and piece count updates. We’ll take care of the rest!

Don’t wait! Learn more about how your company can benefit from offering a catalog insert program and package insert program – contact us today!