



VILLAGE OF KEY BISCAYNE

Office of the Village Manager

Village Council

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February 3, 2009

Village Manager

Genaro "Chip" Iglesias

MEMORANDUM

TO: Honorable Mayor and Council Members

FROM: Genaro "Chip" Iglesias, Village Manager 

RE: Constant Contact/ Mail and Printing Costs for Proposed Newsletter

BACKGROUND

Pursuant to the January 13th, 2009 Council Meeting, for your review below please find the costs related to the Constant Contact web-based program used to e-mail newsletters compared to the total cost of mailing and printing the newsletters. Also, after researching the Constant Contact program it does not provide the option to purchase an e-mail address list.

- Monthly Pricing Plans

E-mail List Size	Monthly Fee
0-500	\$15
501-2,500	\$30
2,501-5,000	\$50
5,001-10,000	\$75
10,001-25,000	\$150
25,000+	Call for pricing

In comparison, below please find the average cost of mailing and printing 7,200 newsletters based on several quotes.

Mailer/Printing Costs

7,200 Mail Pieces

Average Mailer Cost – \$500

Average Printing Cost- \$900 to \$1,300

\$2656.80 for Postage/Shipping: Presorted 1st Class

DESIGN WORK NOT INCLUDED

Total Average Cost: \$4,456.80

RECOMMENDATION

The advantage of using Constant Contact is its low cost and user-friendly web-based features. Although, a solid e-mail database is needed in order for the information to be distributed effectively. This option would require delaying the launch of the newsletter to allow for the e-mail database to be developed utilizing different strategies.

Another approach would be to launch several newsletter editions in order to introduce it to Key Biscayne residents and promote an electronic format that would be forthcoming and obtain e-mails for the database. Also, Village staff will continue to compile e-mail addresses from residents either in Village events, day-to-day walk-ins, and/or online.