



### Paper Mailings:

- Each chapter will receive mailers based on their category. See categories [here](#).
  - 2-color only, postcards or tri-folded mailers (4x6, 5x7, or 8 ½ x 11), template format
  - Chapters may request a special design, but extra costs will be at expense of the Chapter (ex: full color mailer)
- Paper Mailings allotment by Chapter Category:
  - Outstanding Non-Chartered Chapter \*- receives 1 time only mailing cover by ESA to all area alumni (domestic only)
  - Chartered Chapter \*\* - receives 1 mailing to all members per year expense covered by ESA staff and up to 2 additional mailings at cost to chapter
  - Outstanding Chartered Chapter \*\*- receives 1 mailing to all alumni, members and nonmembers and up to 2 additional mailings at cost to chapter. Expense covered by ESA
  - Chartered Chapter \*\*\*- receives 1 mailing to all alumni per year expense covered by ESA staff and up to 3 additional mailings at cost to chapter
  - Outstanding Chartered Chapter \*\*\*- receives 1 mailing to all alumni and 1 extra mailing to members only and up to 3 additional mailings at cost to chapter. Expense covered by ESA.
  - Chartered Chapter \*\*\*\*- receives two mailings per year (1 to members only, 1 to all alumni, \$5,000 max) and up to 3 additional mailings at cost to Chapter (template). Expense covered by ESA
- All paper mailings will include the Chapter's logo.

### Requesting paper mailings:

- The content for the paper mailings should be emailed to Texas Exes staff no fewer than **6 weeks prior to the event**.
  - Include complete event information on the mailer, such as date, time, location, ticket cost, details of the event, special guests name, RSVP information, and Chapter contact information.
  - Desired size of the mailer (4x6, 5x7, or 8 ½ x 11 tri-fold)
  - Design ideas including but not limited to: colors, fonts, images, etc.
- The request should specify if you want the mailing to go to members only or members and non-members.
- Please allow 14 business days for the designing of the invitation.
- It takes 3 to 5 business days for the mailing to hit the mail from the time it is sent to the printer.
- A proof will be emailed to you to review before it is sent to the printer.
- Invitations need to hit local mailboxes at a minimum of 3 weeks prior to the event. If the invitation is not requested in enough time for this to happen, then the Association reserves the right to deny the invitation request.