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## Fax Broadcasting

**Fax Broadcasting** as a marketing medium on its own, or as part of an integrated marketing campaign can provide comprehensive market coverage for a fraction of the cost of other forms of direct marketing.

With data provision through **CredibleData** included in the cost for all fax broadcasts, cost-effective, up-to-date and targeted marketing need no longer be the exclusive right of direct mail.

Full legislation management & consultant support at all times enables **CredibleData** customers to benefit from this marketing medium with the minimum of effort.

## Service Includes:

- ✓ Full Legislation Compliance
- ✓ 1 hours Notice to Send your Fax Broadcast
- ✓ Targeted Up-To-Date Data (which can be adjusted to suit your specific marketing requirements)
- ✓ Capacity to Send 20,000+ Faxes an Hour
- ✓ Confirmation of Fax Before Broadcast
- ✓ Consultant Support at all times
- ✓ Maintenance and Management of Suppressions
- ✓ Use of Free Fax number for Suppressions
- ✓ Full Analysis of Fax Number Failure (especially beneficial for client data)
- ✓ **And ..... Only Successfully Sent Faxes are invoiced (when using CredibleData lists)**

## Faxing Cost Breakdown

Quantity	Peak Rate Price	Off Peak Price
Less than 1,000	12.5p	12p
1,001 - 2,000	11.5p	11p
2,001 - 3,000	8.5p	8p
3,001 - 4,000	7.5p	7p
4,001 - 5,000	6.5p	6p
5,001 - 6,000	6p	5.5p
6,001 - 7,000	5.5p	5p
7,001 - 10,000	5p	4.5p
10,001 - 20,000	4.5p	4p
20,001 - 50,000	4p	3.5p
50,001 - 100,000	3.5p	3p

\*The above cost breakdown covers broadcast and data on standard one-page broadcasts. Prices on multiple and/or merged faxes may vary.

## Approximate costs for other types of faxes

- ✓ Top Line Merge +2p / Page = contact details at the top of your document
- ✓ Full Merge +4p / Page = full contact details i.e., like a letter format
- ✓ Additional Pages Variable1 hours Notice to Send your Fax Broadcast

**Please contact us if you do have any further questions, or would like a personalised quotation, as we'll be happy to help.**

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## Database Management & Customer Insight