Mailpiece 1 was delivered to the Fire Department’s existing mailing list. It included a two page letter and the “story sheet” (below): a collage of words and pictures that communicate the many facets of the department’s modern mission and rich history.

Mailpiece 2: Every Door Direct Mail (EDDM)

Click2Mail Letters are printed in full-color or B&W on white, canary, or off-white stock and delivered in a window envelope.

Click2Mail’s EDDM pieces are available in six sizes—this one is 8.5 x 11 inches. It is printed in full-color on white 100lb matte cover stock.