

MAILING SERVICE INFORMATION



REACH:

Farmer-leaders
Decision makers
Owners and managers

With print and electronic
marketing through DBA!





PRINT MAILING SERVICE

DBA has compiled a mailing list of more than 1,700 of the most progressive dairy farmers in Wisconsin — DBA members and others — representing over 856,000 cows and 84% of the state's milk production.

Direct mail can be used to market a new product, launch a promotion, advertise your upcoming booth at a trade show and much more. Use our mailing list to increase sales and guarantee you are getting a return on your investment. We can tailor a personalized mailing list to fit your geographical needs.

MAILING LIST OPTIONS:

MAILING LIST A

- » All dairies
- » List includes over 1,700 dairies
- » Includes over 856,000 cows and over 84% of Wisconsin's milk production!

Fee: \$450.00

MAILING LIST B

- » Dairies with 500+ cows
- » List includes 400+ dairies
- » Includes over 590,000 cows

Fee: \$300.00

MAILING LIST C

- » Dairies with 1,000+ cows
- » List includes 200+ dairies
- » Includes over 454,000 cows

Fee: \$200.00

FREQUENCY DISCOUNT

- » 2nd mailing in a calendar year: 10% discount
- » 3rd mailing in a calendar year: 15% discount

We will bill you for postage and printing. Two mailing options:

- » Bulk - slower, 50% less expensive
- » First-class - fast, more expensive

WHY DBA?

As the most effective lobbying organization for dairy farmers and business partners in Wisconsin, we ensure the interests of the dairy community are well represented in state and local government. We work to foster a healthy business climate and to serve as a dependable resource for hundreds of dairy farmers and businesses representing hundreds of thousands of cows.

ELECTRONIC MAILING SERVICE



YOUR MESSAGE, OUR EMAIL

DBA offers an electronic mailing service option for our corporate members to email information about upcoming tradeshows, products and/or services to our farmer membership.



CUT THROUGH THE SPAM

Our farmer-member email list features more than 450 valid email addresses. DBA members are leaders, decision makers, owners and managers. They are progressive in their business practices and buying decisions. They embrace technology.



HOW IT WORKS

Your message is sent from info@dairyforward.com to our farmer-member audience. You simply submit your email message, images, attachments and links to Nicole Barlass, at nbarlass@dairyforward.com, along with your requested send date.



COSTS

\$250 per email includes any formatting, graphics and copy editing.

Package pricing is available.



CONTACT US TO LEARN MORE

Nicole Barlass, director of member relations
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BETTER MARKETING
WITH DBA!