

Dynamic Chiropractic



NEWS / PROFESSION

Sign the Card - Please

LET US KNOW YOU WANT TO CONTINUE RECEIVING DYNAMIC CHIROPRACTIC

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As you already know, the cost of postage has gone up - again. No surprise; after all, the only certainties in life are death, taxes ... and postal increases. Way back in 1863, postage cost a mere 3 cents per ½ ounce, and as recently as 1968, as little as 6 cents. But since then, rates have gone up by 1-3 cents every one to four years.



The latest rate increase, which took effect May 14, 2007, raises the price of a first-class stamp to 41 cents, up from 39 cents (the rate after an increase on Jan. 8, 2006). Forty-one cents may not sound like much, relatively speaking, to mail a bill, letter or other item not exceeding half an ounce; but consider if you were mailing upwards of 64,000 copies of *Dynamic Chiropractic* every two weeks, each weighing, on average, more than 5 ounces.

While first-class postage has increased, the standard rate *DC* currently mails under has jumped more than twice that. Fortunately, there is a different postal classification for "periodicals" that we can mail under that will eliminate much of this postal increase. But to qualify for the periodical classification, we need your help. The U.S. Postal Service wants us to prove to them that you really want to receive *Dynamic Chiropractic* every two weeks.

How can you help? What we need you to do is to sign and date the perforated "request card" on the front of this issue. This will be your acknowledgement that you do indeed want to receive the publication. After you've signed and dated the card, please tear it out and put it in the mail. We've already addressed it and will pay the postage.

We need more than 50 percent of the profession to send in the card in order to qualify. Once we receive the required request cards, we will qualify for the periodical postal rate. This will allow us to keep sending you *Dynamic Chiropractic* free of charge every two weeks.

We really appreciate you doing this for us. We have been serving this profession for almost 25 years and look forward to many more. Thank you for your time and your continuing support.

God Bless,

DMP Jr.

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