

Your Apples to Oranges...

We'll pay you to improve your control mail piece!

Want to make it better? We'll pay half the cost and suggest copy, design and list improvements.

Improving your direct mail "control piece" is a feather in your cap!

You know that the cost and hassle of testing new messaging or design elements cuts into your budget and your drop volumes. But as a direct marketer, you also know your job is to continually improve the quality and quantity of leads. It's never easy, but the rewards are huge:

- Higher response rates
- Reduced cost per sale
- Better customers

Now we'll make it easy by sharing in the cost of testing your control mail piece.

For a limited time, WE'LL PAY FOR HALF THE COST OF PRINTING AND LETTERSHOP. (Offer excludes postage costs.)

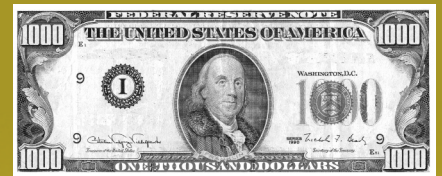
Here's what you'll get:

- A free assessment of your package copy, design and offer.
- List ideas to reach your targets.
- Printing and mailing of up to 3,000 test pieces or packages.

Why will we eat this cost?

Because we want to share the success that we have realized with thousands of customers over 45 years. We want to offer you the confidence of working with a full-service, direct marketing company. Customers include New York Life, Ameriprise, Dairy Queen, Famous Dave's and more.

CALL TODAY. OFFER GOOD FOR 11 DAYS ONLY!



You get up to \$1,000 in savings!

Boost results and revenue

We can help track results. Ask us how.

Just give us a call. Ask to speak to a business development specialist.



List modeling and acquisition. Strategy and design. Commercial and digital print. Direct mail finishing and fulfillment. Data analytics. Online order entry.

Producing nearly 100,000,000 pieces a year

Call

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