

Knowledge

Congratulations on your decision to use the Magna-Seal postcard for your direct mail campaign. This product is one of the most effective direct mail products available.

- **"A postcard with a magnet attached is read at least 51.9% more often than a traditional postcard."**
The DMA Statistical Factbook
- **The kitchen is the highest traffic area in the home - Having your magnet on the fridge will remind clients of your business or service many times a day for years!**
- **Everybody hates junk mail - Everybody loves magnets! Send something your clients will keep and use rather than throw away.**
- **A Magna-Seal postcard will attract your client's attention from the minute they open the mailbox! It's large size, full color imprint, high gloss finish and heavier weight all guarantee your message will get read.**
- **On a tight budget? You can't afford to send out a postcard that will only been seen once. A magnet has an incredible lifespan, meaning you pay once but can get results for years.**



The Product

Magna-Seal postcards give you high impact bulk mail on a tight budget. The price includes a 4-color 3.5" x 2" business card magnet or, a 3.5" x 4" jumbo magnet, laminated to the surface of a 5-1/4 in. x 8-1/2 in. postcard, giving you the most convenient way to get your magnet into your customer's hands.

Studies show that postcards with magnets attached are much more widely read than ordinary direct mailers. The Direct Marketing Association reported that *"a postcard with a magnet attached is read at least 51.9% more often than a traditional postcard."*

Normal Production Time: 8 Working Days. Rush orders are available upon request.

Standard Postcard Size: 5.25 in. x 8.5 in. **Standard Magnet Size:** 3.5" x 2" or 3.5" x 4"

Product Weight: 19.0 lbs per 500 pieces

Made In the United States

Additional Information: Price includes printing in one standard color or full-color (four color process) on both sides of postcard and front of magnet, addressing, sorting and lamination of magnet to postcard.

Delivery: Completed orders can be bulk mailed directly from our plant. The cost of postage can be estimated once a mailing list has been supplied and reviewed. The cost of postage is in addition to the product cost. Magna-Seal Postcards are not automation compatible mail. Complete, accurate mailing lists are available for purchase.

Copy Changes: Available in increments of 500 for \$15.00 each.

Custom Postcard Size/Custom Magnets: Minimum postcard size is 5" x 4.25". A wide selection of stock shapes as well as custom die cut magnets are available. Quote available upon request.

Proofs: A fax proof or full color online proof can be provided at no extra charge. A digital proof can be provided at a cost of \$20.00. Actual printed product proofs are \$60.00. Product proofs are free of charge on all orders over \$6,250.00, plus shipping costs.

The Product - How it Works



Magna-Seal Postcards are laminated with a protective seal over the magnet to keep it adhered to the postcard while being mailed.



Using scissors or a sharp edge, cut the seal along the outside of the magnet.



Peel back the seal that covers the magnet and remove it from the postcard.



The magnet can now be used to advertise your business in a high-traffic location like lockers, refrigerators, file cabinets, etc. Remember, anything else will just get thrown away



Keep your name in front of your customers for years to come. Used and proven, get the best value for your marketing dollar.



Direct Mail Services

Mailing List/Mailing: We are a full service mailing house and handle all aspects of direct mail fulfillment. Pricing as shown on the web page does not include freight, nor the cost per piece of direct mail nor the cost of the mailing list. The price per piece depends on the saturation level in the targeted area(s).

Mailing list can be generated according to a wide range of search criteria to help effectively target potential clients. Available lists include:

- Resident list
- Dun & Bradstreet Business list
- Consumer list
- Homeowner list
- Senior List
- Affluent list
- Mortgage list, as well as many speciality response lists.

If you wish to provide your own mailing list (such as a list of past and present clients) it must be provided electronically and must be in PC compatible ASCII, DBF or CSV Files (Microsoft Excel), with name, address, city, state and zip code each in its own field.

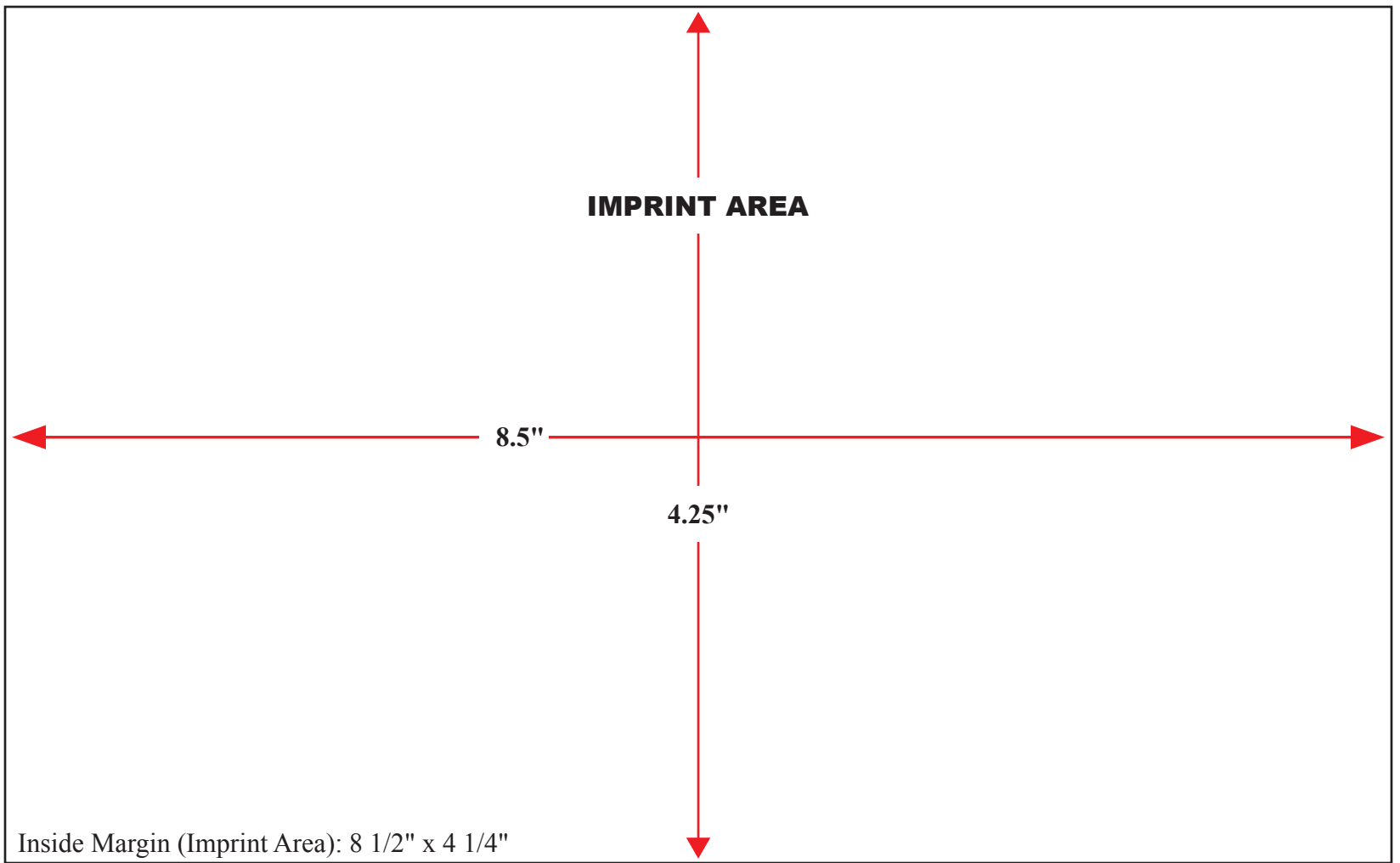
Population estimates of potential target areas can be provided at no additional cost. E-mail your requests to: americanprinting@msn.com. Total postage costs can be provided once the mailing list has been fully reviewed. Standard delivery on bulk third class mail is 3-7 business days.

Graphic Design: The appearance of a direct mail piece is critical to the marketing campaign's success. Custom graphic design service is available at a cost of \$40.00/hr.

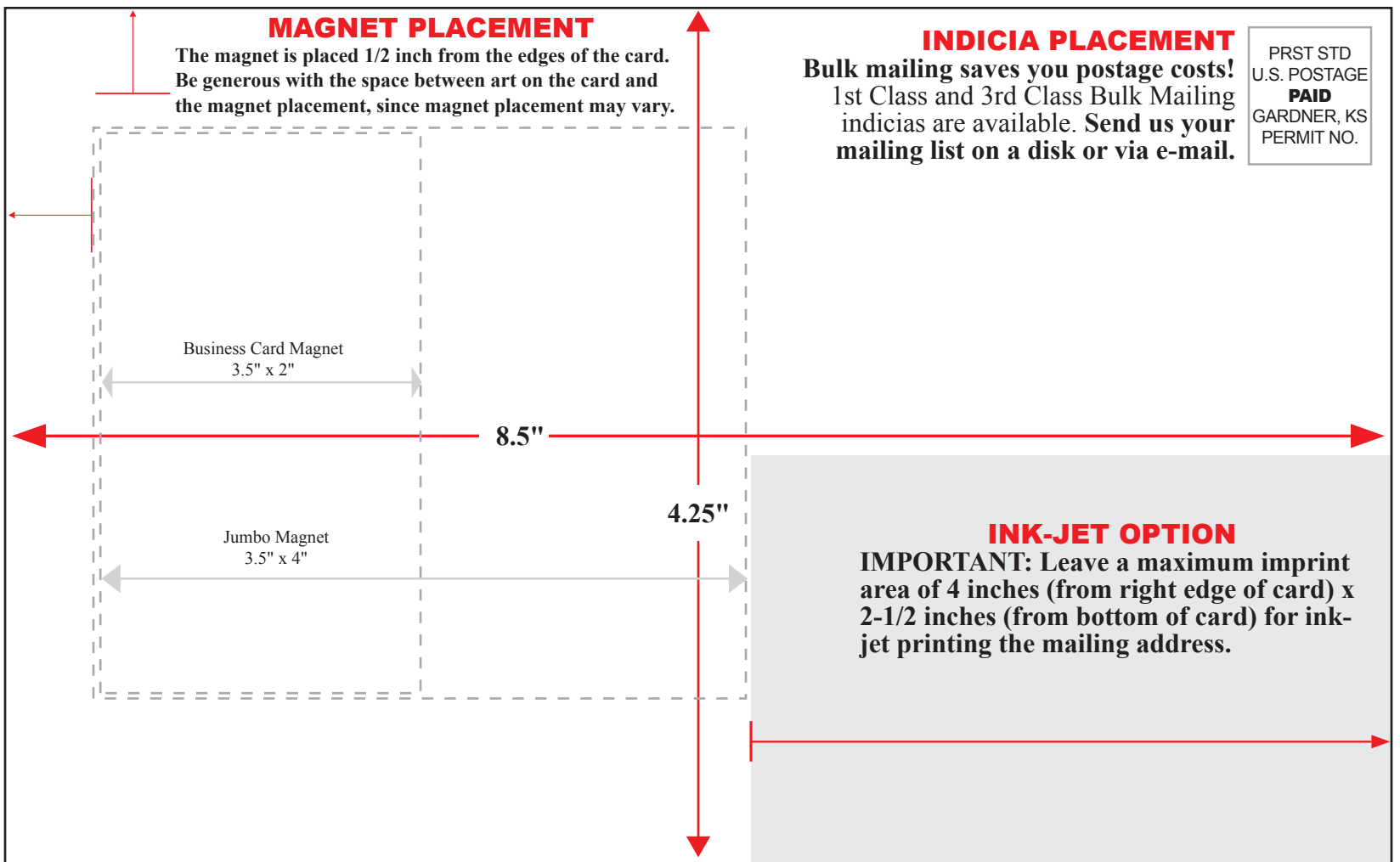
A design template is provided on the following page for layout and design use.

Would you like to receive a free E-Book about how to improve your direct mail marketing?

Or if you would like to subscribe to our free newsletter containing direct mail marketing tips, please send your request to: americanprinting@msn.com



Outside Margin (Bleed Area): 8 3/4" x 5 1/2"



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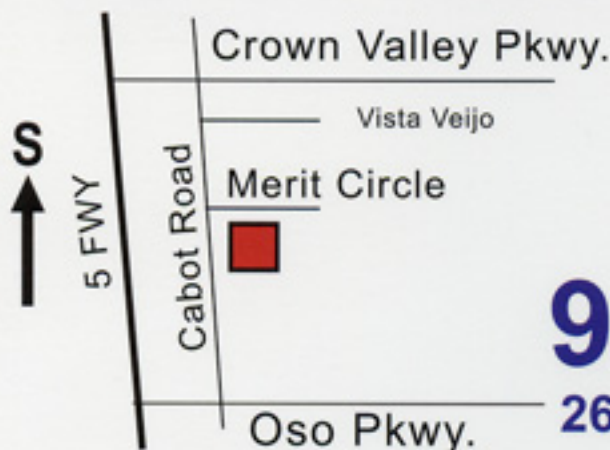
2004

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