

# 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 - 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.

# Magna-Seal Postcard - Laminated & Business Card Magnet

2812 003



## Magna-Seal™ postcards give you extra impact in your bulk mail marketing.

Your **business card magnet** is laminated to the surface of the card, giving you the most convenient way to get your magnet & message into your customer's hands. Studies show that postcards with magnets attached are much more widely read than ordinary direct mailers.

### Normal Production Time:

10 Working Days

### Product Size:

5.25 in. x 8.5 in.

### Product Weight:

19.0 lbs per 500 pieces

### Made In:

United States

### Additional Information:

Price includes printing in full-color (four color process\*) on both sides of postcard and front of magnet, addressing, lamination of magnet to postcard, and up to 30 minutes of art setup time. **NOTE: POSTAGE IS EXTRA.**

### Magna-Seal Postcards are not automation compatible mail.

\*Metallic or fluorescent colors cannot be printed in full-color (four color process).

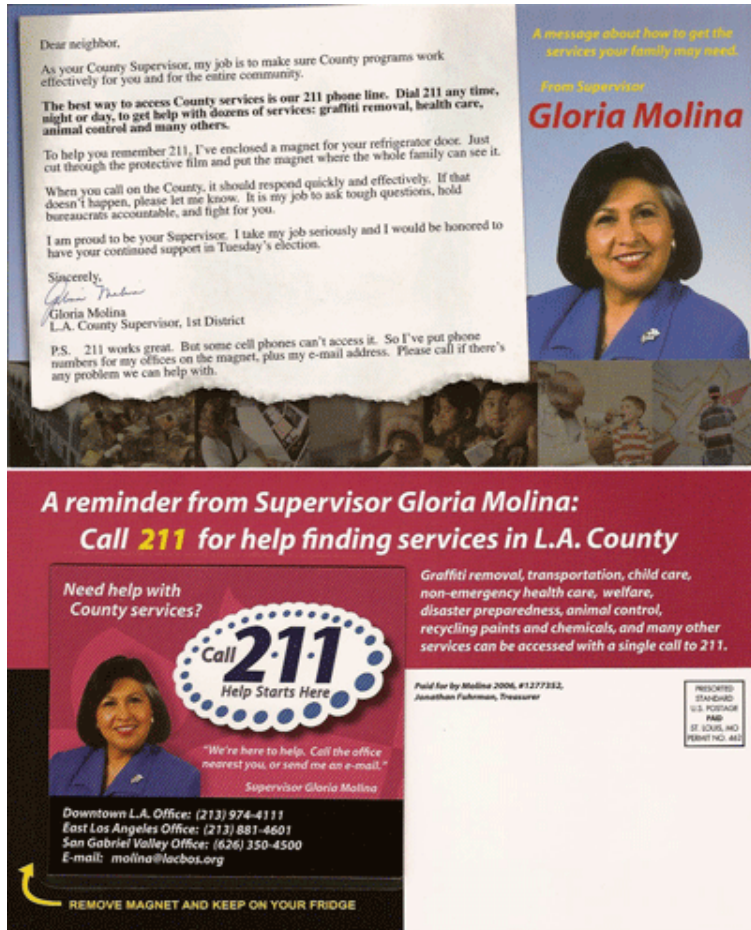
<b>Qty:</b>	<b>250</b>	<b>500</b>	<b>1,000</b>	<b>2,500</b>	<b>5,000</b>	<b>10,000</b>	<b>25,000</b>	<b>50,000</b>
<b>Price:</b>	1.10	0.80	0.64	0.55	0.43	0.36	0.35	0.34
	(Each)	(Each)	(Each)	(Each)	(Each)	(Each)	(Each)	(Each)

Custom manufactured products are also available at great rates.

Contact us with your project details for a custom quote and to request a custom products catalog.

# Magna-Seal Postcard - Laminated & 3.5x4 Magnet

2812 004



## Magna-Seal postcards give you extra impact in your bulk mail marketing.

Your **3.5x4 magnet** is laminated to the surface of the card, giving you the most convenient way to get your magnet & message into your customer's hands. Studies show that postcards with magnets attached are much more widely read than ordinary direct mailers.

**Normal Production Time:**  
10 Working Days

**Product Size:**  
5.25 in. x 8.5 in.

**Product Weight:**  
28.125 lbs per 500 pieces

**Made In:**  
United States

**Additional Information:**  
Price includes printing in full-color (four color process\*) on both sides of postcard and front of magnet, addressing, lamination of magnet to postcard, and up to 30 minutes of art setup time. **NOTE: POSTAGE IS EXTRA.**

**Magna-Seal Postcards are not automation compatible mail.**

\*Metallic or fluorescent colors cannot be printed in full-color (four color process).

<b>Qty:</b>	<b>250</b>	<b>500</b>	<b>1,000</b>	<b>2,500</b>	<b>5,000</b>	<b>10,000</b>	<b>25,000</b>	<b>50,000</b>
<b>Price:</b>	1.21	0.90	0.74	0.65	0.53	0.46	0.44	0.43
	(Each)	(Each)	(Each)	(Each)	(Each)	(Each)	(Each)	(Each)

Custom manufactured products are also available at great rates.

Contact us with your project details for a custom quote and to request a custom products catalog.



# Magna-Peel Postcard & Business Card Magnet

2822 003



Magnets are attached to postcard with spot glue for easy removal.

But it wasn't a dream—it was a place.  
And you—and you—and you—and you were there.  
—Dorothy

Reunion Weekend  
April 27–29, 2007

## Magna-Peel™ postcards give you extra impact in your bulk mail marketing.

Your **3.5"x2" magnet** is glued to the surface of the card, giving you the most convenient way to get your magnet & message into your customer's hands. Studies show that postcards with magnets attached are much more widely read than ordinary direct mailers.

### Normal Production Time:

10 Working Days

### Product Size:

5.25 in. x 8.5 in.

### Product Weight:

19.0 lbs per 500 pieces

### Made In:

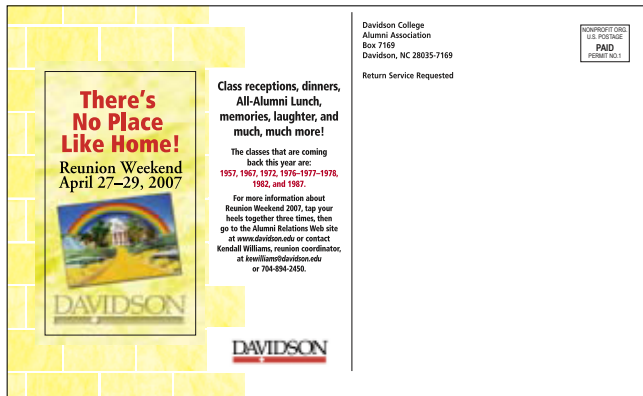
United States

### Additional Information:

Price includes printing in full-color (four color process\*) on both sides of postcard and front of magnet, addressing, adhering of magnet to postcard, and up to 30 minutes of art setup time.

**NOTE: POSTAGE IS EXTRA.**

\*Metallic or fluorescent colors cannot be printed in full-color (four color process).



Davidson College  
Alumni Association  
Box 7169  
Davidson, NC 28035-7169

NONPROFIT ORG.  
U.S. POSTAGE  
PAID  
PERMIT NO. 1

Return Service Requested

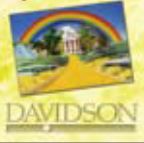
Class receptions, dinners,  
All-Alumni Lunch,  
memories, laughter, and  
much, much more!

The classes that are coming  
back this year are:

1957, 1967, 1972, 1976-1977-1978,  
1982, and 1987.

For more information about  
Reunion Weekend 2007, tap your  
keys together three times, then  
go to the Alumni Relations Web site  
at [www.davidson.edu](http://www.davidson.edu) or contact  
Kendall Williams, reunion coordinator,  
at [kwilliams@davidson.edu](mailto:kwilliams@davidson.edu)  
or 704-894-2450.

**There's  
No Place  
Like Home!**  
Reunion Weekend  
April 27–29, 2007



DAVIDSON

DAVIDSON

Qty:	250	500	1,000	2,500	5,000	10,000	25,000	50,000
Price:	0.99	0.69	0.50	0.40	0.30	0.28	0.26	0.25
	(Each)	(Each)	(Each)	(Each)	(Each)	(Each)	(Each)	(Each)

Custom manufactured products are also available at great rates.

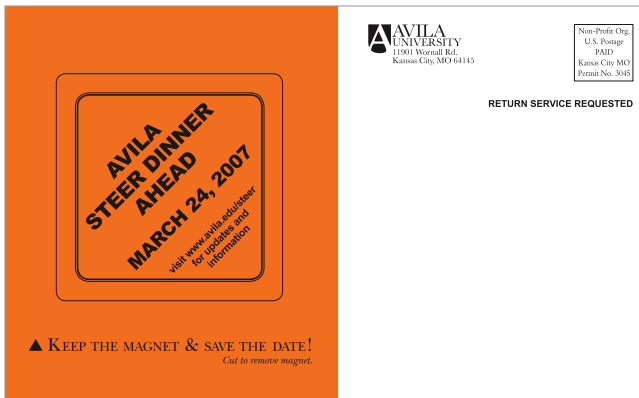
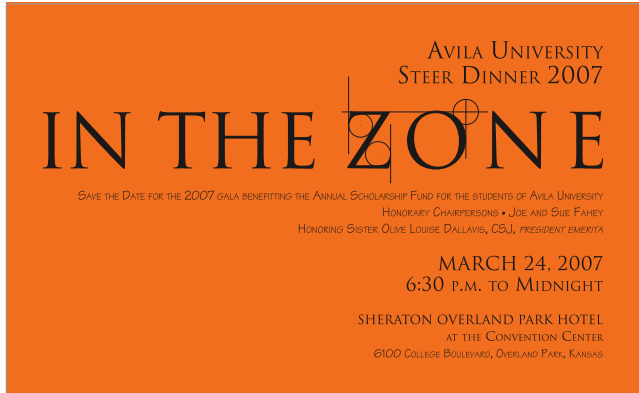
Contact us with your project details for a custom quote and to request a custom products catalog.

# Magna-Peel Postcard & 3.5x4 Magnet

2822 004



Magnets are attached to postcard with spot glue for easy removal.



**Magna-Peel™ postcards give you extra impact in your bulk mail marketing.**

Your **3.5"x4"** magnet is glued to the surface of the card, giving you the most convenient way to get your magnet & message into your customer's hands. Studies show that postcards with magnets attached are much more widely read than ordinary direct mailers.

**Normal Production Time:**  
10 Working Days

**Product Size:**  
5.25 in. x 8.5 in.

**Product Weight:**  
19.0 lbs per 500 pieces

**Made In:**  
United States

**Additional Information:**  
Price includes printing in full-color (four color process\*) on both sides of postcard and front of magnet, addressing, adhering of magnet to postcard, and up to 30 minutes of art setup time.  
**NOTE: POSTAGE IS EXTRA.**

\*Metallic or fluorescent colors cannot be printed in full-color (four color process).

<b>Qty:</b>	<b>250</b>	<b>500</b>	<b>1,000</b>	<b>2,500</b>	<b>5,000</b>	<b>10,000</b>	<b>25,000</b>	<b>50,000</b>
<b>Price:</b>	1.05 (Each)	0.79 (Each)	0.60 (Each)	0.50 (Each)	0.40 (Each)	0.38 (Each)	0.35 (Each)	0.34 (Each)

Custom manufactured products are also available at great rates.

Contact us with your project details for a custom quote and to request a custom products catalog.



# 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:** 10-12 working days after proof approval.

**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

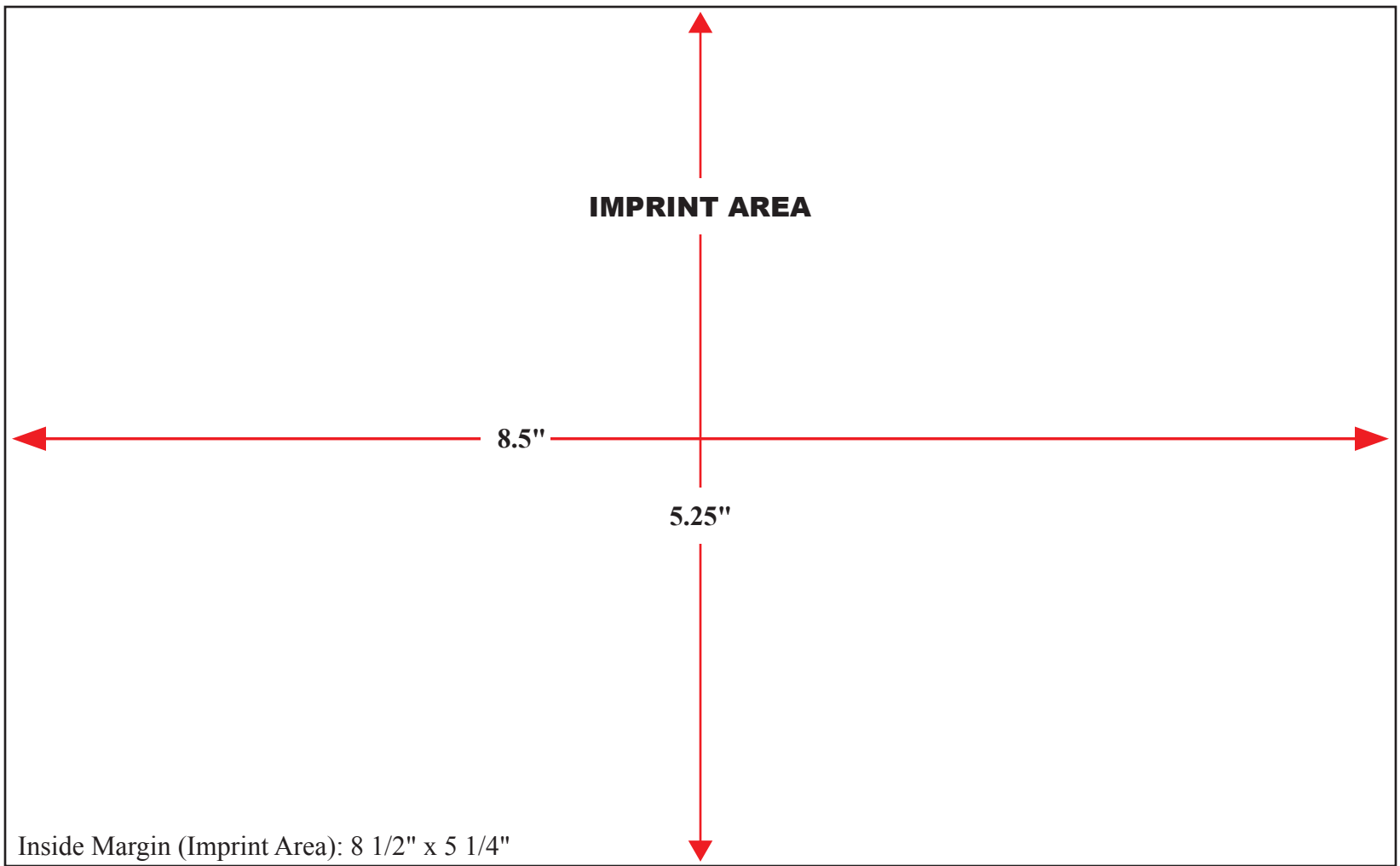
**Additional Information:** Price includes printing in one standard color or full-color (four color process) on both sides of postcard and front of magnet, addressing, sorting and lamination of magnet to postcard.

**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.

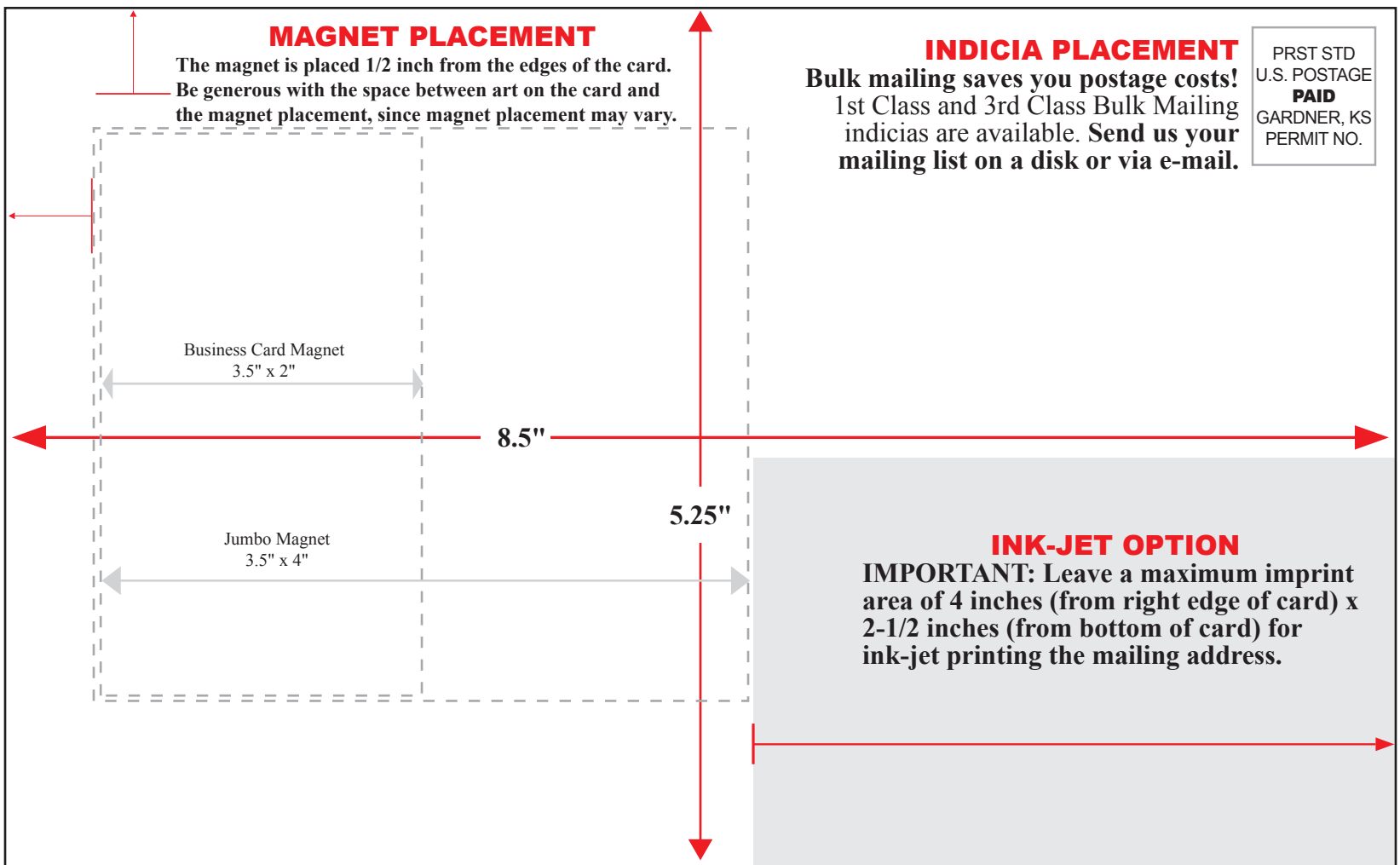
**Copy Changes:** Available in increments of 500 for \$15.00 each.

**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.



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







## 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](mailto: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](mailto:americanprinting@msn.com)**

# ORDER FORM

Order Quantity: \_\_\_\_\_

### Product

- Magna-SEAL (Magnet laminated to postcard)
- Magna-PEEL (Magnet spot glued to postcard)

### Postcard - Full color imprint

- Standard Size (8.5" x 5.25")
- Custom Size: \_\_\_\_\_

### Magnet - Full color imprint

- Business Card Size (3.5" x 2")
- Jumbo Size (3.5" x 4")
- Custom Size: \_\_\_\_\_

### Ship to:

Business \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Address \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State/Zip \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

Special Order/Mailing Instructions:

### Mailing

Final mailing and delivery is handled by the United States Post Office. Our control and liability for the order ends once it has been delivery to the Post Office.

- I want postcardmagnet.com to mail the final product from their Post Office
  - First Class
  - Presorted Standard - 3rd Class  
(May take up to 14 days for delivery)
  - Non-Profit - (Requires additional paperwork)
  - Add "or Current Resident"
  - Do Not Add "or Current Resident"

- I DO NOT want postcardmagnet.com to mail the final product from their Post Office
  - Drop ship the final product directly to me with NO INDICIA**  
*I understand that postal regulations require a minimum of \$0.52 per peice to mail first class using postage stamps. Stamps & metered mail can only be placed in the upper right hand corner of the mail piece.*
  - Drop ship the final product WITH INDICIA to:** \_\_\_\_\_  
*The indicia for the mailing location is included as part of my artwork. (To sort properly and meet postal regulations postcardmagnet.com requires you to furnish the permit number along with the address and zip code of the locaiton from where the mailing will be sent)*
  - Yes, I want postcardmagnet.com to inkjet the addresses before shipping
  - No, I do not want postcardmagnet.com to inkjet the addresses (I will address them with labels)

### Mailing List

- I will provide a mailing list (Excel compatible format)
- Contact me about purchasing a mailing list

### Artwork

### Proof (48-72 Hours after receipt of artwork)

- I will provide production ready artwork
- I will provide a rough draft for finalization  
First 30 minutes free then billed \$50.00/hr

- Online - FREE - 48-72 hours
- Digital Print Out \$12.00 - Color correct
- Product Proof - \$60.00

**Production** Requested in hands date: \_\_\_\_\_

Normal production time is 10-12 days AFTER proof approval. May be longer on higher quantities.

Signature: \_\_\_\_\_

Date:: \_\_\_\_\_