

PostBase

Advertisement Catalog



Looking for a low cost way to advertise to your customers? Are you looking for a simple way to reinforce your brand identity?

With your FP PostBase Mailing System, you have the ability to add an advertisement that gets placed next to your indicia (postage). This an easy way to promote your business or simply wish your customers happy holidays.

FP offers three types of ads to meet all of your needs: Stock, Simple, and Company Logo. Each ad can be purchased for a one-time charge of \$50! Please review the following catalog to see which ad works best for you.

CHOOSE FROM THE FOLLOWING CATEGORIES

COMPANY LOGO ADS

Enhance your brand by putting your logo on every piece of outgoing mail. When you choose a Company Logo Ad, you get to build your brand name with every piece of mail you send out to your customers: invoices, billing statements, postcards, etc. This is low cost advertising for maximum exposure!

All logos submitted will be reviewed prior to being loaded into your account to make sure it complies with USPS® guidelines. Logo must be in .jpg or .tif format.



SIMPLE ADS

Use simple lettering and font to promote your company, give a special message, or remind someone of an upcoming appointment. By choosing a Simple Text Ad, you get the freedom to choose what message goes on your outgoing mail.

Simply tell FP what your message is and specify a font style if you have one. Once your ad is done, it will be sent back to you for an approval.



SMITH & THOMAS Attorneys at Law <hr/> 123 Smith Rd. Anytown, IL 12345 (222) 222-2222	Joe's Dry Cleaning Open 7am to 7pm
JOHN DOE, CPA Tax Season is around the corner!	TNT SPORTS INC. 456 Main St. Pleasant, IL 12345 345.678.9101

FP has a number of stock images for you to choose from. Choose from ads wishing your customers a Happy Halloween with Holiday Stock Ads or choose from Customer Service, Professional Services, Public Service, and more. When purchasing, please include the item number for the ad you are requesting.

HOLIDAYS/RELIGIOUS

 SEASON'S GREETINGS	 Season's Greetings	 Season's Greetings	 SEASON'S GREETINGS	 Season's Greetings	 Season's Greetings	 HAPPY HOLIDAYS
PAD001	PAD002	PAD003	PAD004	PAD005	PAD006	PAD007
 HOLIDAY GREETINGS	 HOLIDAY GREETINGS TO OUR VALUED CUSTOMERS	 We wish you all the best this Holiday Season	 Merry Christmas	 MERRY CHRISTMAS AND A HAPPY NEW YEAR	 HAPPY NEW YEAR	 Happy Thanksgiving
PAD008	PAD009	PAD010	PAD011	PAD012	PAD013	PAD014
 Happy Halloween!	 INDEPENDENCE July 4 th , 1776	 HAPPY EASTER	 Happy Easter!	 Peace on Earth	 "Peace on Earth Goodwill toward Men"	 Thank you for your support
PAD015	PAD016	PAD017	PAD018	PAD019	PAD020	PAD021
 Happy Chanukah	 HAPPY HANUKKAH!	 Happy Passover		 THE YEAR'S BEST	 Jesus is your Savior	 What Would W.W.J.D? Jesus Do?
PAD022	PAD023	PAD024	PAD025	PAD026	PAD027	PAD028

CUSTOMER SERVICE

 Call us, we want to help!	 TIME IS MONEY	 OUR BUSINESS IS SAVING YOUR BUSINESS MONEY	 THANK YOU It's a pleasure to do business with you!
PAD029	PAD030	PAD031	PAD032
 HAVE A NICE DAY	 NATIONWIDE WORLDWIDE	 TALK ABOUT SERVICE!!	 SERVING THE WORLD
PAD033	PAD034	PAD035	PAD036
 SERVICE AROUND THE CLOCK	 IT'S SERVICE AFTER THE SALE THAT REALLY COUNTS		
PAD037	PAD038		

STOCK ADS

PROFESSIONAL SERVICES



PAD043



PAD044



PAD045



PAD046



PAD047



PAD048



PAD049



PAD050



PAD051



PAD052



PAD053



PAD054



PAD055



PAD056



PAD057



PAD058



PAD059



PAD060



PAD061



PAD062



PAD063

MISCELLANEOUS



PAD076



PAD077



PAD078



PAD079



PAD080



PAD081



PAD082



PAD083



PAD084



PAD085



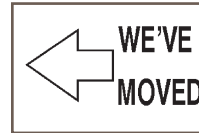
PAD086



PAD087



PAD088



PAD089

ANNIVERSARIES



PAD039



PAD040



PAD041



PAD042

PUBLIC SERVICE



HOW TO ORDER

Now that you've reviewed the type of ads available, how do you order it? Follow these simple steps and you will be up and running with advertisements.

Step 1: ORDER ITEM # **PAD***

- IF YOU ARE AN FP CUSTOMER, CONTACT 800.341.6052
- IF YOU ARE AN FP DEALER CUSTOMER, CONTACT YOUR LOCAL DEALER

Step 2: ONCE ITEM # **PAD** IS ORDERED, YOU WILL RECEIVE AN EMAIL FROM FP, GIVING YOU INSTRUCTIONS ON YOUR AD

Step 3: SEND YOUR AD REQUEST TO PAD@FP-USA.COM. INCLUDE:

- AD TYPE (SIMPLE, STOCK, OR COMPANY LOGO)
 - *COMPANY LOGO (LOGO AD ONLY)*
 - *STOCK # (STOCK AD ONLY)*
 - *FONT TYPE AND MESSAGE (SIMPLE TEXT ONLY)*
- ACCOUNT #
- METER SERIAL #

Step 4: YOU WILL RECEIVE A CONFIRMATION THAT YOUR AD HAS BEEN UPLOADED TO YOUR ACCOUNT. YOU MUST PRESS THE "REMOTE SERVICES" BUTTON FROM YOUR POSTBASE MENU IN ORDER FOR THE AD TO APPEAR ON YOUR POSTBASE.

**When item # PAD is ordered, you will only receive 1 ad. If you would like multiple ads, there will be an additional cost for each ad*