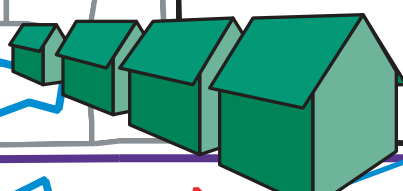




# Per Home Address

(Yes—1¢ per home address)

## Neighborhood Prospecting



The **red lines** are carrier routes with the 1,000 closest homes to Plum Grove Printers.



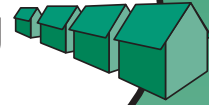
# 1¢ Per Home Address

Get postage rates as low as 12¢ per piece

## Benefits

- Save postage
- Fewer undeliverable pieces
- Reach the neighborhoods you want to reach
- Easiest list you ever built
- Individual address suppression available
- List cost only 1¢ per address

## Neighborhood Prospecting



## The Way To Prospect On Pocket Change

When you buy a Neighborhood Prospecting list, you get every address on selected postal carrier routes.

By purchasing whole carrier routes, you can save 25–40% on postage charges. Because these postage rates are lower, you hit a larger number of prospects for the same cost. You won't miss the important prospects in between your current list's addresses. Also, because our neighborhood lists are CASS Certified, you get almost no undeliverable pieces.

### The secret is saturation.

The more addresses you hit on a carrier route, the lower the postage per piece (see the Price Comparison example).

### With Neighborhood Prospecting, you can still be selective about which postal carrier routes you buy.

You can select (or deselect) carrier routes based on the inferred income of the residents, the average age, and the percent of households with children (see sample spreadsheet).

You can also suppress individual addresses to avoid mailing to your competition and "Do-Not-Mail" addresses.

### Only 1¢ per home address.

You can reach your choice of neighborhoods, almost for free!

## Price Comparison

Typical Bulk Mail rate:

20.3¢\*  
x 5,000 addresses

You pay: \$1015

Neighborhood Prospecting rate:

15.2¢\*  
x 5,000 addresses

You pay: \$760

You save over \$250 which could be used for postage to mail another 1,600+ addresses!

\*Based on pricing as of May 2003.



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PRINTERS**

**"The One-Stop Print Shop"**

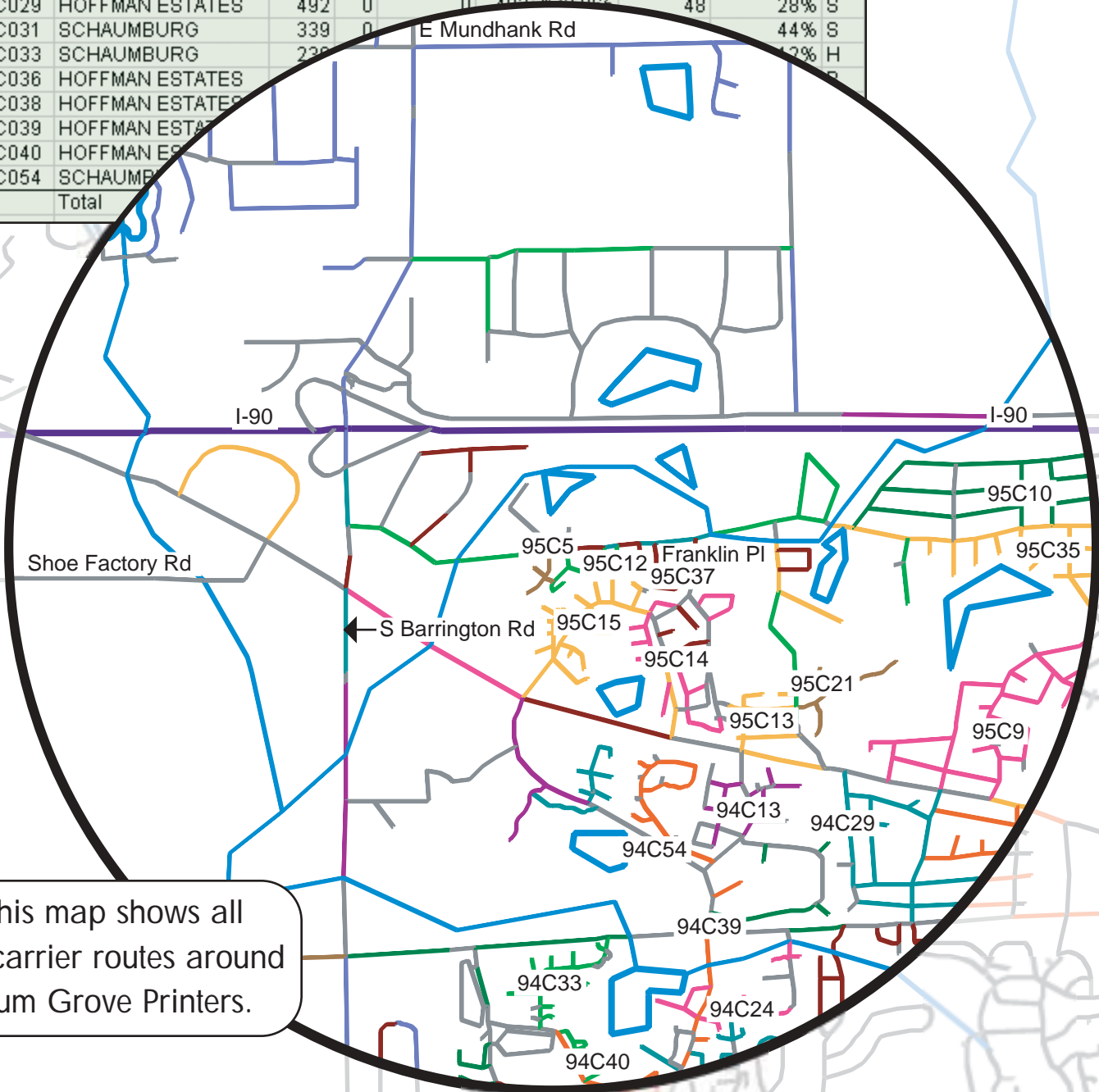
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This is the spreadsheet we will send you to help you finalize your Neighborhood Prospecting list.

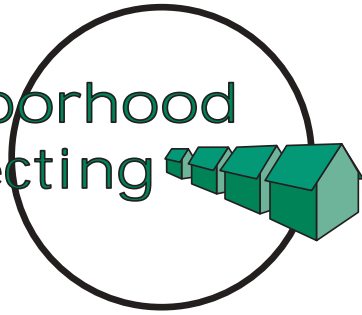
| 1   | B     | C     | D               | E   | F        | G     | H        | I       | J          | K   | L |
|-----|-------|-------|-----------------|-----|----------|-------|----------|---------|------------|-----|---|
| ZIP | Route | City  | Home            | Apt | Business | Total | Income   | Med Age | %H w/Child | Sat |   |
| 12  | 60194 | C013  | HOFFMAN ESTATES | 0   | 0        | 0     | \$37,685 | 50      | 17%        | B   |   |
| 13  | 60194 | C014  | SCHAUMBURG      | 366 | 0        | 366   | \$65,100 | 46      | 35%        | S   |   |
| 14  | 60194 | C015  | SCHAUMBURG      | 72  | 0        | 72    | \$47,727 | 40      | 35%        | B   |   |
| 15  | 60194 | C016  | SCHAUMBURG      | 330 | 0        | 330   | \$89,183 | 49      | 35%        | S   |   |
| 16  | 60194 | C021  | SCHAUMBURG      | 199 | 0        | 199   | \$82,386 | 50      | 29%        | S   |   |
| 17  | 60194 | C023  | SCHAUMBURG      | 409 | 0        | 409   | \$63,482 | 46      | 22%        | S   |   |
| 18  | 60194 | C024  | SCHAUMBURG      | 359 | 0        | 359   | \$81,117 | 49      | 42%        | S   |   |
| 19  | 60194 | C025  | HOFFMAN ESTATES | 28  | 0        | 28    | \$47,083 | 71      | 2%         | B   |   |
| 20  | 60194 | C028  | HOFFMAN ESTATES | 290 | 0        | 290   | \$75,000 | 46      | 39%        | H   |   |
| 21  | 60194 | C029  | HOFFMAN ESTATES | 492 | 0        | 492   | \$79,865 | 48      | 28%        | S   |   |
| 22  | 60194 | C031  | SCHAUMBURG      | 339 | 0        | 339   | \$73,865 | 48      | 44%        | S   |   |
| 23  | 60194 | C033  | SCHAUMBURG      | 238 | 0        | 238   | \$73,865 | 48      | 47%        | H   |   |
| 24  | 60194 | C036  | HOFFMAN ESTATES | 0   | 0        | 0     |          |         |            |     |   |
| 25  | 60194 | C038  | HOFFMAN ESTATES | 0   | 0        | 0     |          |         |            |     |   |
| 26  | 60194 | C039  | HOFFMAN ESTATES | 0   | 0        | 0     |          |         |            |     |   |
| 27  | 60194 | C040  | HOFFMAN ESTATES | 0   | 0        | 0     |          |         |            |     |   |
| 28  | 60194 | C054  | SCHAUMBURG      | 0   | 0        | 0     |          |         |            |     |   |
| 29  |       | Total |                 |     |          |       |          |         |            |     |   |



This map shows all the carrier routes around Plum Grove Printers.

# How the Neighborhood List works

## Neighborhood Prospecting

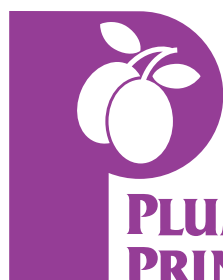


### Our 5-Step Process

- 1** Decide on your initial target size (you'll get opportunities to revise as we go) and specify it as Quantity or Area. For example, you may want approximately 5,000 addresses (quantity) or that you want to hit all the addresses in a radius of approximately five miles (area).
- 2** Decide on a point of origin. In most cases, this will be your business headquarters, but you can choose any street address or ZIP codes as a starting point for your Neighborhood Prospecting list.
- 3** Decide on your selects. Choose whether to mail to homes, apartments or both. Optionally, select a minimum/maximum income.
- 4** We'll generate some preliminary reports for you. Based on those reports, you may wish to focus your target. You might want to add or remove specific carrier routes based on their location, number of addresses, or how closely they match your selections for income, age, and percent of homes with children. As we finalize your list, you can select individual addresses to suppress as well.
- 5** We finalize the report to your satisfaction and you make your purchase.

**Buy a Neighborhood Prospecting list and save on your next mailing!**

Call 847-882-4020 Ext. 5 and talk to a representative today!



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## Neighborhood List Worksheet

### 1 Initial Target Size

Quantity \_\_\_\_\_

**OR**

Area (in miles) \_\_\_\_\_

### 2 Point of Origin

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

ZIP \_\_\_\_\_

**OR**

Multiple ZIP codes

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 3 Selects

Home

Apartment

**Fax this page to  
847-882-9168**

Income [optional]

Minimum \$ \_\_\_\_\_

Maximum \$ \_\_\_\_\_

Any value below \$12,000 will cover \$12,000 and below. Any value above \$99,000 will cover \$99,000 and above.

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