

# *Grow Sales*

## *Neighborhood Ad Cards*

- **Attract New Customers**
- **More Business From Current Customers**
- **Stand Out With Your Designs**
- **Expand Sales**
- **Get High Impact Attention**



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**PLUM GROVE  
PRINTERS**

*2160 Stonington Ave.  
Hoffman Estates, IL 60195  
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# Grow Sales — Neighborhood Ad Cards



- Increase Your Business
- Create Traffic—Fill Up Your Parking Lot In Slower Months
- Create Demand For New Garden Products & Services
- Compete With Products & Gardening Solutions That Big Box Retailers Don't Offer



## You need to grow your business.

With today's economy, you must grow to survive. If you're not growing, big box retailers offering a little gardening and a lot of other stuff could attract your customers.

## Marketing is the best fertilizer for your business.

At Plum Grove Printers, our success is based on your success. We help you seed the neighborhood with quality advertising campaigns, reap the benefits and make hay.

Full Color  
Quick Sell  
Affordably Priced  
Effortless Marketing  
Easy & Customizable  
Targeted Mailing Lists  
Professionally Designed

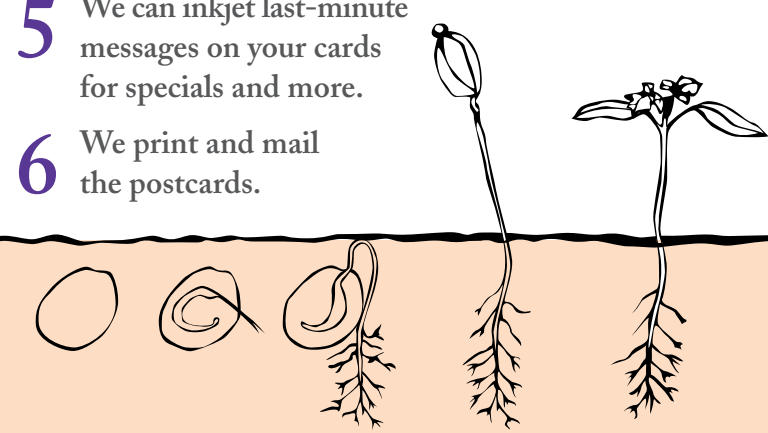


## Full color postcards mean your message is seen.

There's no envelope to open; there's nothing in between you and your customers. And, full color hi-gloss photographs will capture and beautify your merchandise—be it flats of flowers or the latest shiny gardening gadgets. With our postcards, you get maximum image space for minimal postage.

## We will print & mail Neighborhood Ad Cards.

- 1 You choose the program appropriate for your business (minimum order is 5,000 postcards; see the order form for details and pricing).
- 2 With your requirements, we build you a mailing list which targets everyone in your area. We can even specify income ranges.
- 3 You specify the featured products and prices.
- 4 With your insights, our award-winning design department creates a series of customized postcards.
- 5 We can inkjet last-minute messages on your cards for specials and more.
- 6 We print and mail the postcards.



## Who Are The People In Your Neighborhood?

We're talking about people close to your location—your customers and your best prospects for new customers. With our Neighborhood Mailing Lists, you reach everyone in key communities. That can be 50–60% more than you reach by newspaper advertisements! Are most of your products bought by single family homes within a certain income range?

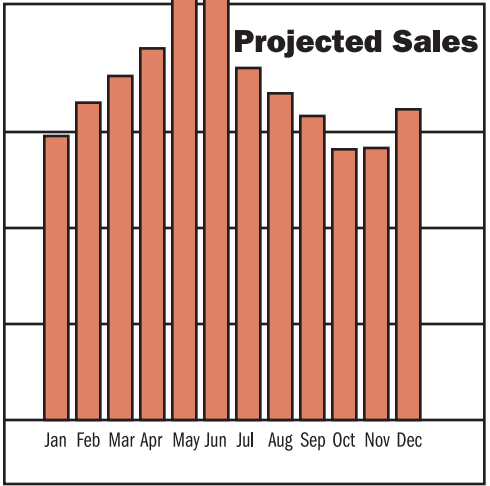
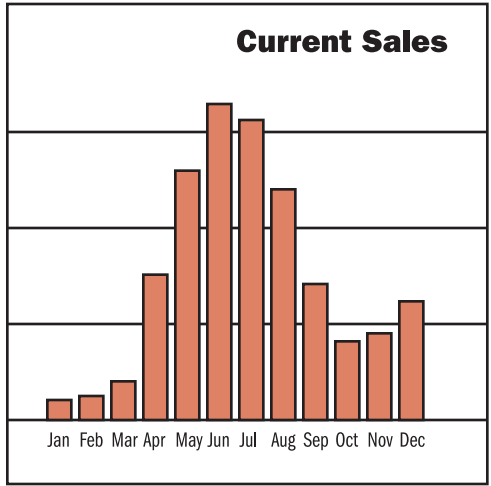


We can target those people specifically and increase your response rate.

## Drive Them In With Specials & Sales

Most gardening centers are swamped for a couple months and slow for the rest of the year. In-store specials are great for making those busy months even busier, but if you only reach customers while they buy merchandise, you miss selling opportunities!

With the right campaign, you can bring in business during those slower months. Expand your income by expanding your season—create traffic throughout the year!



## Stand Out & Get Noticed

One key aspect of our advertising solution is customization. Make your piece unique.





Dear Peter,

We just wanted to update you on the results of the postcard mailer. You were right about it bringing people into the store! At last count, more than 800 postcards were redeemed, and the average spent per person was over \$36.

Postcards still continue to trickle in, even after the offer expired. It helped turn an otherwise cool & rainy month into an unqualified success.

If we ever had any doubts, they've been dispelled. We are now firm believers in the power of a good direct mail piece. Many folks commented that the postcard was "suitable for framing."

We appreciate the efforts Plum Grove Printers put in to ensure the success of this mailing. We definitely want to do more such mailings in the near future, and we look forward to working with you again.

Sincerely,

Jeff Kehe

## Cards Available

### Winter

- House Plants/Tropical Plants
- Dog Food & Pet Supplies

### Spring

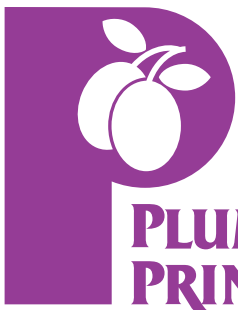
- Lawn Care
- Landscape Design, Planning & Services
- The Annuals Are In!/Mother's Day
- Customer Appreciation Event/Open House

### Summer

- Water Gardening & Ponds
- Garden Accessories
- Perennials Now In Bloom

### Fall & Holiday

- Firewood/Pumpkin/Bird Feeder
- Time To Plant Bulbs
- Bird Feeder & Bird Seed
- Holiday Decorations & Gifts
- Fall Color & Decorations: Pumpkins/Corn Stalks
- Christmas Tree Card



# PLUM GROVE PRINTERS

## Your One-Stop Print Shop

2160 Stonington Avenue  
 Hoffman Estates, IL 60195  
 Tel: 847-882-4020  
 Fax: 847-882-9168  
 www.plumgroveprinters.com

## Inkjet Messages

Food  
 2160 Stonington Ave.  
 Hoffman Estates, IL 60195  
 (847) 882-4020

PRSRPT STD  
 U.S. Postage  
 PAID  
 Permit No. 251  
 Schaumburg, IL

Mon thru Fri - 9:00 AM - 6:00 PM  
 Sat - 9:00 AM - 5:00 PM  
 Sun - 10:00 AM - 5:00 PM

**WEEK DAY SPECIAL - Bring in this card and get a FREE 20 lb bag of top soil with the purchase of any 6 perennials.**

\*\*\*\*\*C-012\*\*  
 The gardeners at  
 123 GROWGREEN LANE ##  
 HOFFMAN ESTATES, IL 60195 01

This message is printed with the address—a great way to draw attention to promotions!