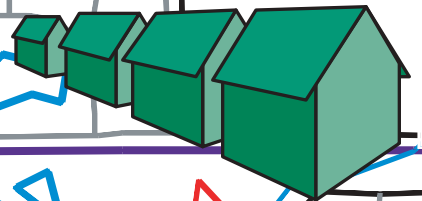




Per Home Address

(Yes—1¢ per home address)

Neighborhood Prospecting



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

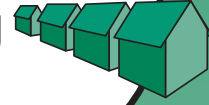
1¢ Per Home Address

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.



**PLUM GROVE
PRINTERS**

"The One-Stop Print Shop"

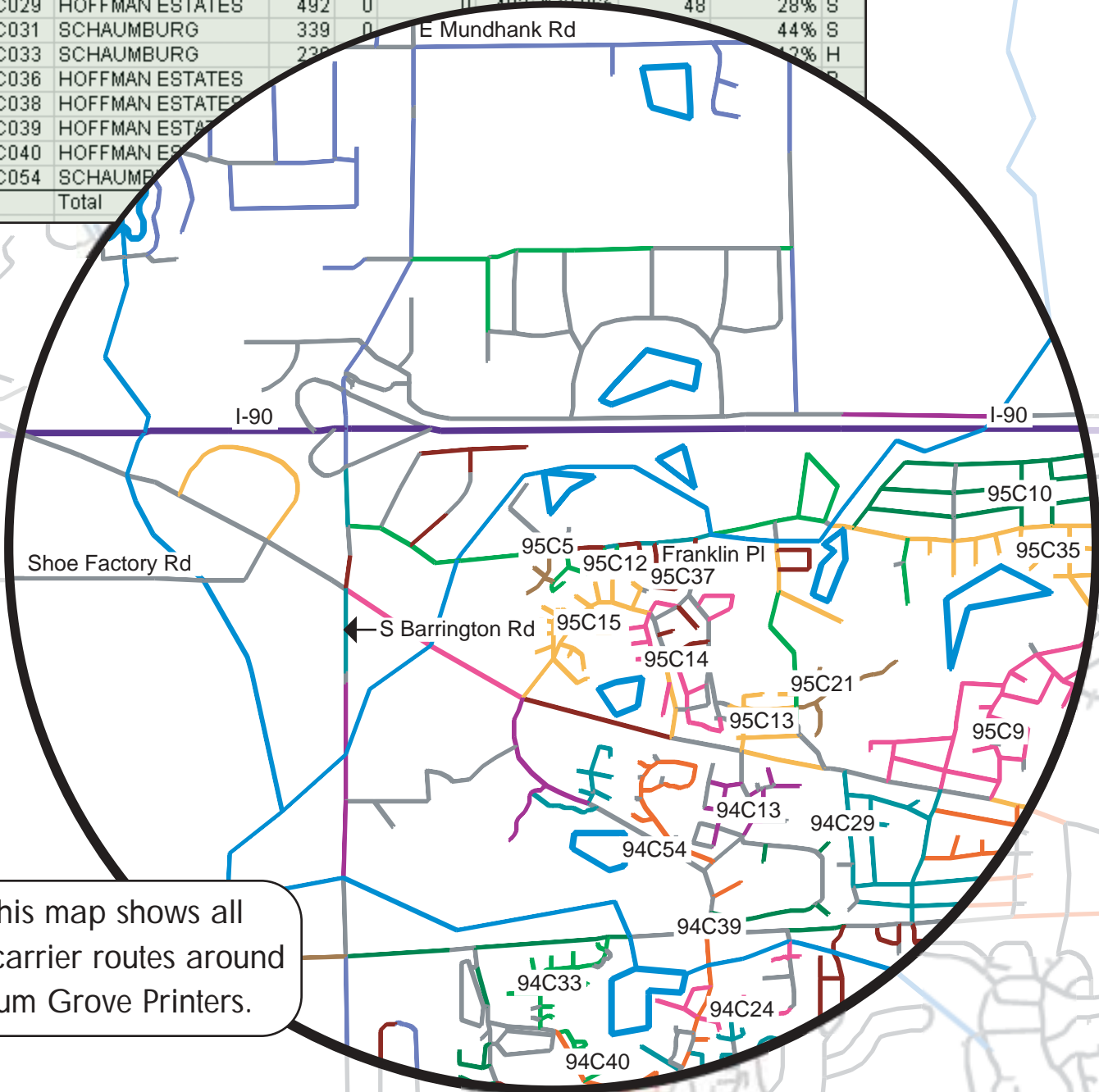
Mailing Services

**Quick Printing • Digital Printing
Design Studio • Commercial Printing**

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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

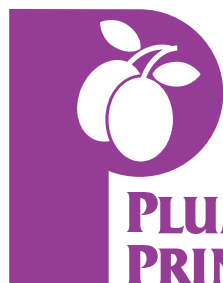


Our 5-Step Process

- 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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