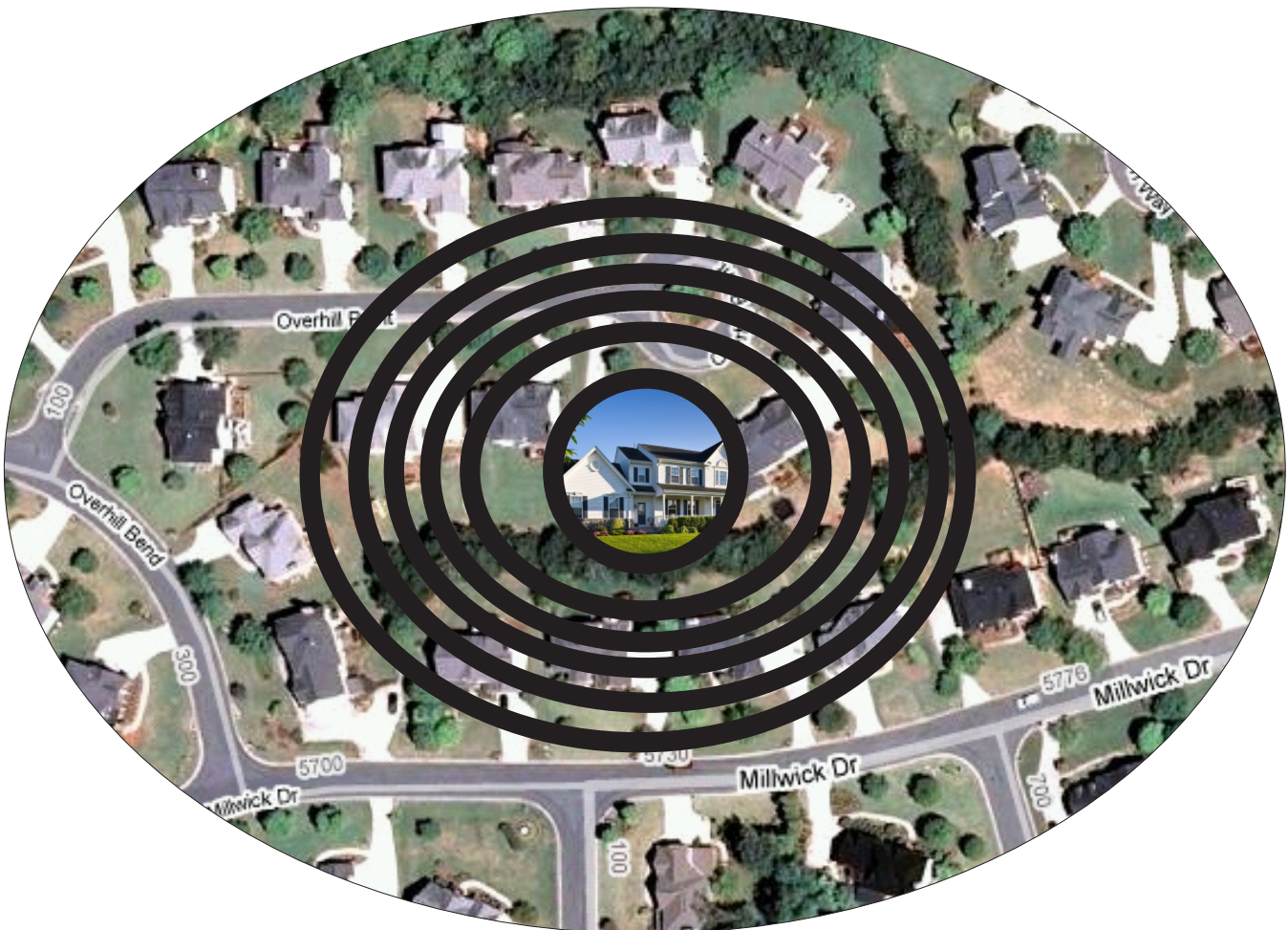




DART Radius Mailing Postcard Campaigns



1880 West Oak Pkwy.
Suite 103-2
Marietta, GA 30062
770-428-8851

DART direct mail is a division
of Loyalty Marketing Solutions



DART Radius Mailing Postcard Campaigns



Ⓢ Why Radius Marketing?

The best place to find new customers is right in the same neighborhood as your last customer. DART direct mail's radius mailer campaign allows you to send customized, attractive oversized postcard mailings to the homeowners surrounding your current customer. It is the preferred method for generating referral leads which, in most circumstances, have a better closing percentage and a higher average sale amount.

Ⓢ Where is it mailed to?

This card is sent to the closest 100 homes that are closest in proximity to each provided address.

Ⓢ Customizable

Each card is specifically designed for your company. Our award winning graphic design team will create a direct response oriented campaign that will be focused on generating more leads.

Ⓢ Ease and Efficiency

Each week, you will just need to supply us with your installation addresses and we take over the process from there. We will identify and purchase the target list, prepare the pieces for mailing, deliver to the appropriate post office and mail the pieces to the homeowner all within a few days of receipt of the address from you.

Ⓢ Printing

Heavy stock, 6"x11" Full process color on both sides (4/4) postcard.

Ⓢ Low Minimums

You only need to supply at 5 addresses at a given time to be a part of that week's mailings.

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Customized Radius Mailing Postcard Campaign



What makes this campaign different from other radius campaigns?

- ⊙ **Customization:** With DART direct mail's radius campaign, you have the ability to customize each piece with different variables for each radius mailing including a specific installation address and specific offer so that curious neighbors can see the your work for themselves. You can even have different offers for each specific radius address which allows you to customized your offer to each neighborhood.
- ⊙ **Convenience:** All you will need to do is have your installation or office manager input their upcoming installation addresses each week into an easy to use spreadsheet, email it to us, and that's it. During the next 48-72 hours (on average), the list will be generated and the cards will be addressed and mailed.
- ⊙ **Postage:** All pieces are sent out by **first class postage** which means no matter where they are sent in the country, the pieces will arrive in mailboxes 1-3 days after we deliver them to the post office (on average).
- ⊙ **Speed:** With DART's fast turn-around times, you can go from address submittal to your postcards being in-home in as little as one week.
- ⊙ **Experience:** Having sent out millions of postcards for home improvement companies over the past 10 years, Loyalty Marketing knows how to make mailing programs work both efficiently and effectively.

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Customized Radius Mailing Postcard Campaign



DART RADIUS CAMPAIGN COSTS

- 5,000 piece Campaign: 90 cents/piece
- 10,000 piece Campaign: 85 cents/piece
- 15,000 piece Campaign: 80 cents/piece
- 20,000 piece Campaign: 75 cents/piece

These above rates includes custom design by our award winning graphic artists, printing, list acquisition, mailing, and first class postage. This includes everything to get the piece to your prospective customer's mailbox. For each address you supply to us, your cost will be \$75-\$90. A \$250 down payment is all you need to get started.

How it works

- ⊙ **Design and Printing:** We will custom design a specific direct response oriented postcard for your business specifically designed for this radius campaign. Once you approve the design, it is then printed and delivered to our mailing facility and will be ready for addressing.
- ⊙ **Address Submission:** Each week you would like to participate in the mailings, you submit 5 or more mailing addresses that you would like to mail around.
- ⊙ **List Selection and Mailing:** Our team then utilizes both satellite imagery and demographic data to choose which homes to target as a part of your list. And unlike other radius campaigns, DART will NOT target apartments or businesses. After the list is generated, we label the postcards, and then mail them out first class postage mail for the fastest and delivery time.

Then all you need to do is answer the phone when the prospective customer calls!

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Radius Follow-up Campaign



- ◎ **Separate Follow-up campaign:** Experience has shown that the most effective radius campaigns are ones that mail additional follow-up postcard to the homeowners 1-2 weeks after the prior ones arrive. These follow-up campaigns are key to keeping your business at top-of-mind awareness with the potential customer and serve as a reminder for them to contact you.

This campaign addition is similar in set-up as the primary mailer but with the follow-up postcards. Your pieces are custom designed by our award-winning graphic design team and printed with a follow-up incentive based offer. We then scheduled those follow-up pieces to be in the homes 1-2 weeks after the primary mailer arrives. These follow-up postcards are sent out via standard postage (instead of first class) which saves you money.

DART FOLLOW-UP RADIUS CAMPAIGN COSTS

5,000 piece Campaign: 70 cents/piece
10,000 piece Campaign: 65 cents/piece
15,000 piece Campaign: 60 cents/piece
20,000 piece Campaign: 55 cents/piece

- ◎ **Optional Call Tracking Telephone number:** DART offers a reliable and verifiable means for tracking and recording each of your responses generated from this campaign. Ask your sales rep for more details about this program and how it can help you get a better return on your investment.

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How to Get Started



1. Fill out and sign agreement and fax to 770-234-3820
2. Fill out and email address sheet to sales@loyaltymarketingsolutions.com
3. Submit credit card information to Loyalty Marketing for billing

DETAILS:

Deadline for all current week's address submitting is 12:00 noon EST on Monday.

You must submit a minimum of 5 installation addresses you would like to radius mail per week.

SET UP CHARGES:

A one-time fee of \$250 is will be due upon agreement acceptance.

BILLING:

Unless otherwise set-up in advance, your supplied credit card number will be charged each week for the amount of addresses you want to mail, multiplied by your per

piece rate. For example, if you submit 5 addresses in a particular week the total

addresses you mail to is 500. And since you are on the 10K rate of 85 cents/piece, your credit

card will be charged \$425 for that week's mailings.

Optional call tracking

DART call tracking is a great way to track and record each and every call generated from this campaign. For an additional fee of \$79 per month, you could be able to capture every call generated from the campaign.

Today's Date		5/4/2007					
Home where Gutter Helmet is being installed							
	First Name	Last Name	Street Address	City	State	Zip	Offer (ie 20% Off)
Example	Joe	Smith	123 Main Street	Atlanta	GA	30305	20% Off
1							
2							0
3							0
4							0
5							0
6							0
7							0
8							0
9							0
10							0
11							0
12							0
13							0
14							0
52							0
53							0
54							0
55							0
56							0
57							0
58							0