

DIRECT MAIL > MAILING STANDARDS

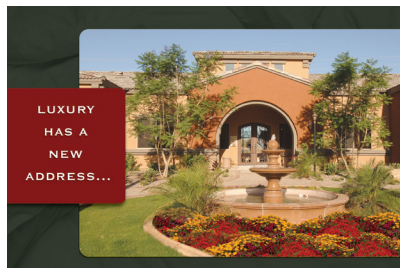


We've helped you select your data, we've created and printed your direct mail piece and now it's time to mail. Our in-house lettershop processes your mail quickly and

affordably. We are certified by the US Post Office for outside verification using the MERLIN device. For you our customer, it means your mail is verified on site, bypassing the need for verification upon delivery to the US Post Office.

INK-JET ADDRESSING

Our Scitex 5240 Print System applies a high quality professional looking address to your mail piece. Lower quality systems deliver a faded look making them barely legible. Our Scitex ink-jets the address at letter quality providing for a clean crisp and easy to read address. Additional capabilities of the Scitex besides addressing with barcodes are ink-jetting graphics, text messages or adding an indicia to your mail piece.



TABBING

To meet automation postal discounts, mail pieces such as self-mailers and booklets must be tabbed to keep them closed. Tabs help the pieces from jamming postal services equipment. Depending on how many tabs your mail piece needs, we have the BK350 system that can apply multiple tabs in a single pass. The most common tabs or wafer seals used are clear and white. Tabs can also be perforated to allow for easy opening. We can also order custom tabs in a variety of shapes, sizes and colors.

INSERTING

We have 5 total inserters, including a Bell & Howell jumbo inserter which is capable of accumulating up to six pieces, (up to 9x12 eps) inserting them into an envelope and sealing.

FOLDING, SCORING AND PERFORATING

We can give you the look you want with our variations of folding. We can fold your mail piece with half-folds and tri-folds such as the standard "letter" and "Z" style. We can also right-angle-fold 11" x 17" pieces down to 8.5" x 5.5". Thicker mail pieces can be scored by our equipment for cleaner folding, along with perforation for detached offers.

UV COATING

We offer the option to add UV coating to your mail piece. The UV coating will add a high gloss sheen while providing a durable, scuff resistant finish that protects it from the elements. There are some limitations for the use of this process. Please contact your sales representative for more information.

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PRINT ON DEMAND

Personalized mail can generate a greater response than non-personalized mail. Envelope mailings pull a greater response

than postcards and self-mailers. Our laser department can personalize your letter mailings with the customer's name and address, personalized greeting or add any other variable information from your data. If your letter continues to the back page we can personalize both sides with our duplex capabilities. We also use variable data on custom postcards and self-mailers. Please contact your sales representative for more information

PERSONALIZED URL'S

A personalized URL (PURL) is a dynamic website with a personalized address (such as JohnSmith.xbiz.com) that contains unique content personalized for the prospect. Personalized URLs are rapidly gaining popularity in lead generation campaigns because they generate astounding response rates and can be distributed via e-mail or direct mail.

Once a prospect visits his or her page, the content is dynamically generated based on what you know about the prospect including demographics, marketing preferences, and marketing history. Using PURLs, you can customize all of the content on the personalized website, including images, text, links, survey questions, and forms. Based on how a prospect interacts on the page, you can also dynamically

determine which subsequent landing pages to display. In addition to improving the relevancy of the content for each prospect, PURLs give you the ability to track activity on each page so you can evaluate the effectiveness of each offer and make continuous improvements. It also provides tremendous data capturing capabilities, allowing you to develop or enhance a customer database and generate e-mail offers based on customer preferences.

Thanks to PURLs, you create a unique website experience for each visitor with content that is relevant and interesting, and increase your conversion rate.

