



# SOLO Values & Lead Generation

Solo Values® & Lead Generation PROGRAM

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# Input orders *efficiently*

# Web Solutions *from* PrintMailers

Your Valpak® Preferred Vendor

# PrintMailers delivers results with "e-Tools" Web Solutions

**e-Tools** Web Solutions is a comprehensive, custom order web site specially designed for your Valpak® franchise. PrintMailers has developed a suite of tools that streamline the ordering of the *Solo Values®* and *Lead Generation* mailers, and a knowledge bank to make the major concepts of solo direct mail easier to understand. With e-

Tools, you can—

- **Order Solo Values® postcards**
  - **Order a "Lead Generation" campaign**
  - **Check on an order's progress**
  - **Upload electronic artwork**
  - **Pre-flight art**
  - **Order a list**
- ...and much, much more!

## Setting up the Order

Our website is located at **www.pminet.com**. On it, you will find a wealth of information about PrintMailers and direct mail. We have also developed a section appropriately called "e-Tools" **etools.pminet.com/cox** to make it easy for you to do business with us. To use the e-Tools section, simply give us a call and ask that we activate a customer folder for you. Each folder is password protected so only you or someone you authorize will have access.



**PMI's Customer Service Reps get you set up, and answer any questions you've got.**

helpful information about the *Solo Values®* and *Lead Generation* programs, as well as access to our on-line order entry and list count request systems. In addition, you will have a personal folder that will be used to transmit art or list files to us and view the art proofs.

You may create multiple personal folders under your master franchise folder, say one for each sales rep. This way, each of your sales reps will have their own place to review proofs or send files, but you or your office manager may keep track of everyone in the office.

- Upload
- PreFlight
- Postage Estimator
- Edit Profile
- Log Off

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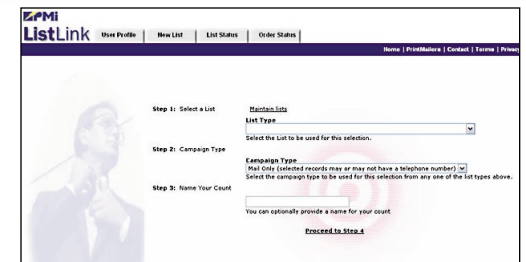
Use this nav bar to get to the main PrintMailers web site; "About PMI" tells you all about us, "Reference Tools" gives you lots of Marketing and Mail information, and "Success Stories" are real-world case studies.

PMI HOME ABOUT PMI e-TOOLS REFERENCE TOOLS SUCCESS STORIES

## Ordering Lists

Lists are the most important component of a direct mail project. PrintMailers makes it easy to order a list using our web site. Just click on the link "To get counts, [click here](#)". This will take you to a page where you can plug in your list criteria

(such as geography), or targeted criteria (such as household income, presence of children, etc.). The List Web site will run a count for you, and let you know what it costs. You can order your list, and add it to your order. You can also find out the price of a list by clicking the link, "To view pricing, [click here](#)".

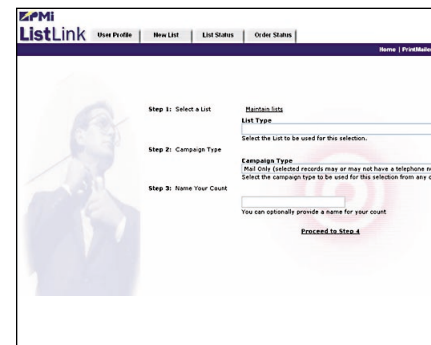


You can make "selects" depending upon what type of list you need, right from your web browser.



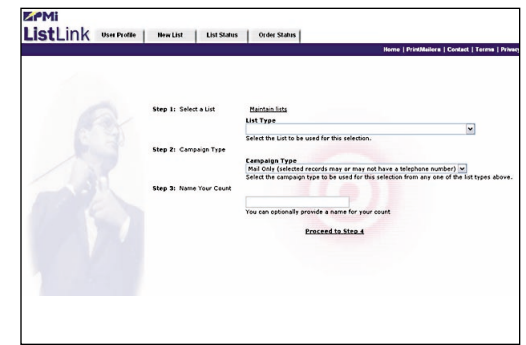
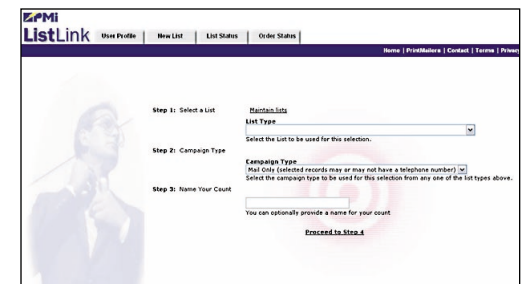
## Ordering Solo Values®

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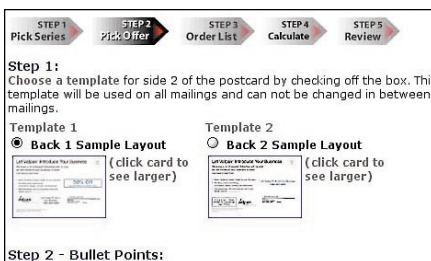
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## Ordering Lead Generation

Ordering the Lead Generation series of postcards is a 5-step snap. It's an intuitive process that

walks you through ordering quickly. Start with what series you want to send and when you want them sent; next choose how you want your cards customized; finally, choose the list criteria, and your done! You can review your order, or if you get interrupted, you can pick up where you left off later. You can even estimate and pay your postage!

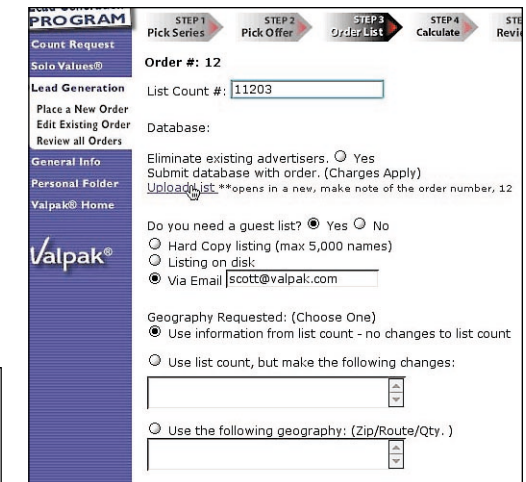


Step One: Choose which campaign.

Step Two: Choose your offers from several choices, or make your own



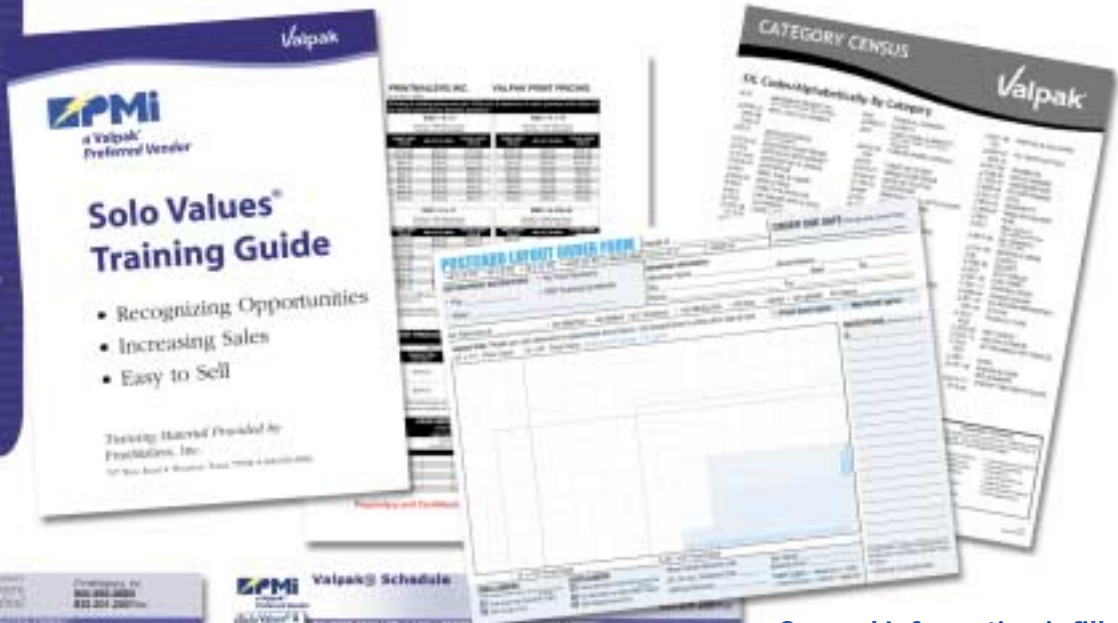
Pay postage or whole bill-- easy, secure		
Total # of Mailings: 3	Quantity: 1200	3600
	Print:	170.00
Provided list cost=\$300	List:	83.33
	Postage:	200.00
	Total Sell - \$/M	453.33
	Total Sell - \$	1,632.00
	Advance Deposit - \$	600.00



Step Three: Choose your list criteria.

Step Four: Calculate postage, and pay electronically.

Lead Generation  
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## General Info



General Information is filled with useful files that make it easy to work with PMi— from downloadable and printable files (such as the Training Guide and Layout Order Forms) to web based files (such as the animated Production Schedule)

## File Upload File Preflight

Save time with our integrated web-based file upload and Pre-flight software



**PrintMailers is a tightly integrated collection of disciplines which helps businesses get results with Direct Mail.** PMi was built from the ground-up to streamline the production of direct mail marketing projects—from art and list to printing and mailing (and everything in-between). Located in Houston, Texas in a 48,000 square foot state-of-the-industry facility, PrintMailers has been delivering results since 1988. We've won several Direct Mail

industry awards, and were recognized as one of Inc. Magazine's 500 Fastest Growing Companies.

PMi is not just a printer that has added a mail processing department on the back-end. From top to bottom, we're streamlined to manage and produce direct mail projects. With design, lists, printing and mailing capabilities, all under one roof, we understand what it takes to make Direct Mail work.

# PrintMailers Delivers Results!



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