

Increase sales *effectively*



LOGAN PARKS
Worship Center

Easter Savings!

50% OFF

One Regularly Priced Service

AMERICAN GREETINGS
Member of Parkette Mills
1800 948-4244
VALID APRIL 10-13

Visit Our New Store!

GRAND OPENING

April 10-13

COHEN'S

CRYSTAL CHAIRS - BENTLEY

Spring Gifts For You...

1825 3RD STREET, NW WASHINGTON, DC 20036

CUSTOM FRAMING
FRAMES AND PRINTS
ORIGINAL ART
STATUES
DECORATIVE ACCESSORIES

SOLO
Values

from **PrintMailers**
Your Valpak® Preferred Vendor

Get in the door and sell more

The *Solo Values*® Program is direct mail that's an easy to order, high margin, complementary product to the "Blue Envelope." In many cases, *Solo Direct Mail* gives you sales opportunities not possible with coupon mailings alone. PrintMailers and Valpak® have teamed up to **increase your sales, increase your sales representative's commissions, penetrate**

additional markets, and make it easy to do! This program is designed so that you can add a **30-40% profit markup** to your costs (excluding postage) and compete on price very effectively against your local vendors. You have the advantage of offering a turnkey, single-source solution for the entire project. We manage your project so you can focus on selling.

4 SIZES

The *Solo Values*® mail program consists of four highly effective post card sizes, all printed in vibrant full color (4-color process offset printing) on both sides of a heavy 100# glossy cover stock:

- **4 1/4" x 6"** (most economical)
- **6" x 9"** (most popular, stands out from other mail)
- **4" x 10"** (same aspect ratio as a Valpak® coupon)
- **6" x 11"** (Maximum card for maximum impact)

Why Solo Values®?

The *Solo Values*® program combines the most cost-effective (low cost/excellent results) mailers— Post Cards —in four sizes, and an easy-to-order system. This is an unbeatable value for your customers and a great revenue-generator for you.

Solo Values® is not a *replacement* to the "Blue Envelope"— on the contrary— it's a **complement** to your core product. In many cases, your customers can benefit from a combination of coupon mailings and *Solo Values*® direct mail.

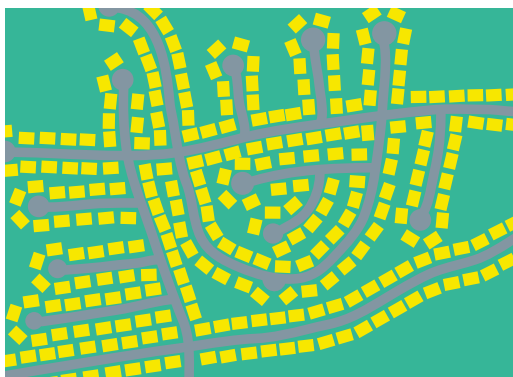
Solo Products can get you into businesses which may not be candidates for the "Blue Envelope."

- Businesses that sell to other businesses
- Highly specialized products that do not appeal to a the general public, and are only suited for targeted mailings
- Companies with developed in-house customer lists.

For any of these cases, a highly-targeted post card campaign may be just the ticket.

Solo Mail can be a terrific one-two punch used in combination with the "Blue Envelope."

- Used in tandem with the coupon mailing to maximize impact
- Advertising time-sensitive sales or other events to ensure in-home delivery not possible with coupon mailings.



A saturation mailing is when everyone with a mailbox in a geographic area gets your mailing.



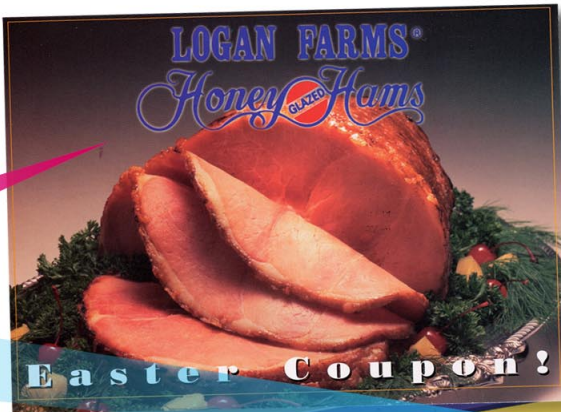
A targeted mailing is only received by a select group that match a certain profile.

These formats provide a larger card for better visibility in the mail box than the standard 5½" x 8½" cards. These full-color, two sided cards are designed with your advertiser's custom art, addressed on a high-speed inkjet, and drop-shipped to your local post office for delivery. PMi's *Solo Products* are extremely cost-effective, especially for lower volume mailings (20,000 cards or less). You can sell as few as **1,000 4 x 6 postcards for as little as \$900 complete** (that includes list, art, printing, addressing, mailing, and a typical **40% markup** for you)— and your sales representatives can earn extra commissions on higher dollar sales.

SOLO Values®

“Solo Values® opens up so many opportunities; it gets me in to see people who just wouldn’t give me the time of day before. Solo Values® gives me a tool to make a relationship. Many businesses need to target their message to be effective, so this gives me a “tool in my bag;” and I don’t have to leave money on the table...”

— Gene Adelson, Valpak of Tarrant County



Samples...



PMi delivers unbeatable value with Solo Mail Products

PrintMailers is your Valpak® Preferred Vendor who can deliver “Solo Values.” The **secret to the program is automation and efficiency.** PMi has developed several processes that streamline all aspects of production. The **key is two elements:** the **schedule** and **web order capture.** The schedule (see back page) allows PMi to manufacture and track many orders simultaneously. You can order via the web or fax. The web site



order capture walks you through the steps to a successful Direct Mail project in a simple, easy-to-follow progression. We think you’ll be amazed at how intuitive it is. We’ve modeled it after the way you order your cooperative mailings, so the tools are very familiar. This web tool has been developed by PMi to make the Solo Values® Preferred Vendor Program fast & easy for you.
Call us today to find out how PMi can help build your bottom line with Solo Products... Toll-Free 800-656-8883.

Solo Values® Schedule

In order to maximize efficiency, PrintMailers produces the *Solo Values*® Preferred Vendor Program on a weekly production schedule. All orders received and verified by the close of business each Monday will be mailed the following Monday. We're sorry, but **orders that are not complete by the Monday deadline must be held until the following week.** "Completed Orders" is defined as

orders that have art preflighted and approved, list either ordered or received by PMI and advance deposit at PMI.

When planning a mailing, it will generally be necessary to receive an order commitment from your advertiser roughly **3 to 4 weeks** prior to the time that you want the mail piece to be in-home. In the week or two prior to our Monday

production deadline, develop your artwork and submit a list count request to obtain your mailing list. Once all art proofs are finalized and the list is determined, **submit the order to us prior to 5 pm Central time on Monday.** We'll produce the job and mail it the following Monday. Typical delivery times will be 3-6 days, usually putting the mail in-home by the weekend after mailing.

Step 1: Begin submitting Art and List criteria

Step 2: Finalize Art/Order List

Step 3: Submit Order (by 5 pm Central Time)

Step 4: Pay Advance Deposit

Solo Mail will be produced every week during 2003 except the six weeks containing the following major holidays:

- Memorial Day
- Fourth of July
- Labor Day
- Thanksgiving
- Christmas
- New Year's Day

SUN	MON	TUE	WED	THU	FRI	SAT
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
		Job Produced/ Mail Processed				
23	24	25	26	27	28	29
	Mail Drop Shipped			Mail In-Home		
30	31					

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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