

Packaging Options

Pull-String Wrappers



Hard Tubes
(with or without end-caps)



Appointment-Style Calendar Envelopes

White 11" x 11 1/2"



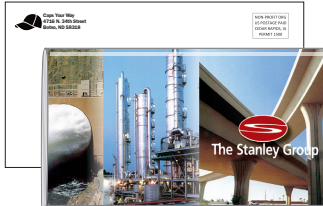
Holiday Envelope 11" x 11 1/2"



9" x 12" White Envelope



No. 10 White Envelope



Calendar Self-Mailer with 3 Tabs



THE ADVANTAGES OF DIRECT MAIL DISTRIBUTION

The direct mail strategy provides superior value. The distribution is targeted, sent specifically and personally to those customers and prospects advertisers most want to reach, influence and serve. There's no waste.

Calendars, Memo Books, Notebooks, or Journals by mail provide the opportunity to integrate other promotional and marketing tools. A complete package might include: a "thank you" letter, special offer, an invitation to visit a website, coupons or announcements.

Using direct mail allows the donor to expand their advertising reach by adding new contacts and opening new markets in broader geographic areas.

By having calendars mailed, businesses save the cost of in-bound, bulk freight and the time and effort required by their staffs to distribute. With direct mail, the customer controls the exact time of distribution without additional staff handling.

In fact, mail boxes are much less 'cluttered' than e-mail boxes! Recipients are delighted to receive a fresh, new calendar in the mail and welcome this method of distribution.