

New Mover Mailings

New Homeowner Campaigns

Special Event Promotions

Customer Acquisition Programs

◀ **Deluxe Postcard:** A 6" x 11" piece printed in full color on both sides on heavy, 100 # gloss cover stock. Just like this postcard.

HOLY-COW!

Direct Marketing has the ability to make people act in response to a message.
How does 50% off your own custom-designed direct mail piece make you feel?

Strategic Marketing & Creative Design

In-House Mailing Lists

Lettershop & Mailing Services

Database Development & Analysis

Expert Customer Service

You'd like your direct mail piece to be more effective. You're tired of promotions that end up being thrown out instead of being redeemed. You just can't seem to get your offer into the hands of new customers. You want results. Well, now you can get them.

FMP Direct is an experienced full-service, direct marketing agency and consumer list compiler. So what, right? So that means we can create a marketing strategy that is specific to your needs by defining your audience, targeting those potential customers with a "selective mailing file*" and delivering them a unique direct mail piece with a strong offer. FMP Direct will develop a direct marketing program and appropriate mail pieces that will combine award-winning design and strategy to yield high response rates for your business. Sound good, but still not sure? Give us a call today at **800-995-3343** and speak to one of our

marketing specialists. We'll find the most effective direct mail solutions for the specific response you're after. Take advantage of these limited time, promotional offers and start driving traffic to your store or business.

*FMP Direct is widely acknowledged as one of America's foremost list compilers and is a world-class provider of creative and complete marketing services. We have built an array of lists that are unsurpassed in quality, accuracy, size, selectivity and freshness. Our expert consultants can navigate you to lists that are just right for your needs and even suggest some inventive alternatives to reaching your best prospects.

FMP DIRECT. DESIGNS FOR RESPONSE.

TOO GOOD TO BE TRUE?

It could be, it might be, but it's not.

At FMP Direct, we'll assist you in your journey from idea to execution by creating award-winning designs that increase customer loyalty and get results. Take advantage of these special new customer savings and start bringing new business in your door. To create a targeted campaign today, call 800-995-3343.

50% OFF CREATIVE SERVICES

From concept, design, revisions and pre-press production, we'll create a direct response mail piece just right for you.

Includes two low resolution design concepts, one round of client edits or changes, one email PDF proof for approval, and file preparation for printer. Does not include the following: retouching any client supplied art, purchase of hi-resolution photography and/or illustration, logo development, purchase of specific fonts, additional edits/corrections, additional designs, etc.

25% OFF ANY LIST ORDER

Choose from New Movers, New Homeowners, Credit Card Shoppers, Seniors, Singles, Families and many more!

For a limited time, this offer is good for a one-time 25% discount off of the base list rental price of any consumer list compiled by FMP Direct, Inc. Includes FMP's new movers, new and existing homeowners, credit card buyers, new credit additions, consumers without credit, families with children, active singles, mail order buyers, affluent sportsmen, and much more. Call today for your free list recommendation and counts.

◀ **Multiple Coupons:** Create offers that are simply too good for your customer to resist. If you would use them, chances are your clients will.

FMP DIRECT

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Consider FMP Direct Your Persuasion Partner

Not every offer or creative approach will work for every situation. Whether it includes Postcards, Brochures, Logos, Tri-Fold Mailers, Informational Sheets, Door Hangers, Magnets or Promotional Kits, FMP Direct will determine what will work in your particular situation and with your specific audience. We'll develop a customized, fully integrated persuasion plan with a strong offer that is sure to drive potential clients to you. The rest is up to you!