

W25

**Wednesday
Morning
Fax
from
The
Castle
Press**

**12 winning ideas on postcards
and self-mailers**

- Use non-envelope mailers as economical ways to stay in touch with existing customers.

They know you already. So you need not introduce yourself and your offer all over again.
- Meld self-mailing units into a continuity program to save money.
- Use cards and self-mailers as elements in a lead-generation series.

They are a low-cost way to create a “show of hands.”
- Consider self-mailers when your message is short.

You don't have to run off at the mouth to get your message across. Telegraph simple offers tersely with a self-mailer or postcard.
- Invest in a self-mailer when an expected low response rules out an envelope package. Especially when your target market may be hard to reach.

It may be your most economical way to test.
- Self-mailers and postcards may make huge mail drops more economical.

You may save money without denting response too badly.
- Use cards and self-mailers with appropriate products only.

A Rolls Royce deserves better treatment.

Spam now represents 30% of all e-mail traffic.

—AOL

- Make a bold presentation.

A jumbo card or self-mailer catches eyes.
- Design your mailer to be read from left to right, then from top to bottom.
- Lay out your mailing to command quick attention and demand fast action.
- Use color printing.

If not, you look cheap. Not frugal. Cheap. Do you want that?
- Copy is king.

You must use strong copy with postcards and self-mailers.

Mail-order sales up 45% in 1996-1999

The Maxwell Sroge Company reports that U.S. mail-order sales rose 45% in the four years from 1996 through 1999—from \$155,480,000,000 to \$225,496,000,000. Mail sales of magazine subscriptions bucked the general trend during the period by falling from \$11,019,000,000 to \$9,892,000,000. Sales of insurance and financial offers rose almost 73%, from \$25,366,000,000 to \$43,832,000,000.

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