

**NEW**  **SPECTRUM MAIL PLUS**  
DETAILS INSIDE!



# DIRECT MAIL



# The new view from my desk...

Spectrum has just introduced the most exciting program in my 15 years with the company. It's called SPECTRUM MAIL PLUS.

It's includes 7 digital technologies designed to enhance and achieve even greater results with Direct Mail!

## INCREASE THE RESULTS OF YOUR DIRECT MAIL MARKETING CAMPAIGNS BY 23-46%!

But, more importantly is SOCIAL MEDIA FOLLOW UP which keeps your ads in front of your prospects and SOCIAL MATCH which matches your mailing list with your Facebook and Instagram accounts. Your Target market will not only receive the mailing but will be delivered the same message on their social feeds.

PLUS... PLUS...PLUS...

With Spectrum Mail Plus you have the advantage of 14 days of Social Match, with Google and Social Media Follow up.

So that you are covered before, during and after the event.

Happy selling,

*Greg*



## THEY GOT SUPERIOR MARKETING RESULTS.

# Cardi's FURNITURE



"A Local Tradition since 1960"

# RESULTS.

# MAXIMIZE YOUR MARKETING CAMPAIGN WITH SPECTRUM MAIL PLUS!

Seamlessly integrated Direct Mail, Social Media, Mail Tracking, Online Follow-Up Ads and Call Tracking that maximize the impact of your marketing campaigns. All monitored through a single reporting dashboard.

## Launch a Direct Mail Campaign

### Your Targeted Direct Mail Pieces Are Sent

Direct mail pieces are mailed to your target market. This proven marketing medium produces **RESULTS** by delivering your well-designed and clearly written message to your prospect's mailbox.



#### 1. SocialMatch

Pre-match your mailing list to their social media accounts and deliver your ads with the SAME message on their social feeds to those people before, during, and after your mailing.



#### 2. Mail Piece Delivery Times Are Tracked Via Intelligent Barcode

Using a modern barcode technology system, we track the mailing process of your campaign. Learn exactly when your mail is due to arrive, so you can plan for the influx of new customers.



#### 3. Informed Delivery®

Your mailing piece will be accompanied by a clickable, full-color ad within the grayscale email preview sent by the USPS. You will also be able to track where emails have been opened.



#### 4. Phone Call Tracking

With call tracking, you get a local or toll-free number for each direct mail campaign. Every call that comes in from your campaign will be tracked and recorded, including full demographic data.



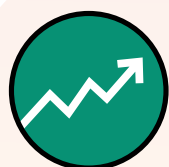
#### 5. Online Campaign Follow-Up With Google Ads

If a prospect leaves your website or landing page without taking action, your web banner ads will show up through the Google Display Network directing them back to your website.



#### 6. Social Media Follow-Up

Keep your follow-up ads in front of your prospects even when they're scrolling through their feeds on Facebook and Instagram.



#### 7. LeadMatch (List Optional)

Track who came to your website from the mailing list and what actions they took. For an additional cost per mailing, you may purchase the visitor list and then mail to the highly interested prospects, even if they weren't on the mailing list! Finally, true attribution for a direct mail campaigns!



# BIG!

## The "Attention Getter"

**5 1/2" x 14" Mailer** Envision a cost-effective means of mailing an entire city or town with a mail piece that blows the doors off your sales projections.

**4 Color, 9pt. Gloss Cover**

15,000-30,000	38¢ ea.
5,000-15,000	39¢ ea.

Mailed only to saturation. Price includes printing, mail prep, & postage.

Add a scratch-off.

- ▶ We have used the "Black Cat" Mailer for the last eight years and it still produces fabulous results!



# BIGGER!

## The "Monster Mailer"

**8 1/2" x 14" Monster Mailer**

Flat mailer on heavy gloss stock, delivered flat.

**Double Sided 40¢ ea.** (7K min)

Mailed only to saturation.

- ▶ The Monster Mailer remains a popular choice for bedding events as well as clearance sales. Lots of space for a terrific price!

# The "Killer"



## The "Killer"

This mailer has been a proven success story for stores in all price ranges. This piece never fails for furniture stores!

69¢ ea. (15K min.)  
to your customer list

74¢ ea. (7K min.)  
to your customer list

**1** 8½" x 11" Bi-Fold  
on Heavy Gloss  
Card Stock

**2** 3½" x 2" Gift Card  
Inserted into the  
envelope. Full color  
front, black type  
on back of card.  
30ml plastic.

**3** 6" x 9" Envelope  
Printed in 2 colors  
with standard "A"  
live stamp.

# The "Killer 2"

Imagine 2  
Perfed Pop-Out  
Gift Cards!



## The "Killer #2"

25 1/16" x 5 7/8"

Tri-folded on heavy 80# card stock.

46¢ ea. to mail routes of your choice

58¢ ea. (10K min) to your customer list

**BEST  
SELLER!**

► This piece is a  
NO BRAINER!

# NOW OVER 4.5 MILLION PIECES SOLD!

## Spectrum Marketing's Best Selling Mailer Ever!

Make a big impact on your audience with minimal impact on your checkbook. Oversized catalogs have all the space you need to showcase **multiple products** or **multiple product lines**. Use the catalog space in your best interest – it's great for multiple co-op claims for even deeper savings. This is a win for you, your customers, and your vendors!

Price below includes initial layout, print, mail prep & Std. A Postage.

### 8 Page mailer

7 x 9½ 70# Text

Saturation only!

10,000 pcs	<b>49¢</b>	per piece
20,000 pcs	<b>47¢</b>	per piece
50,000 pcs	<b>42¢</b>	per piece
100,000 pcs	<b>41¢</b>	per piece
250,000 pcs	<b>40¢</b>	per piece

Lot's of  
Space for  
Co-Op!

► Why not print twice as much and do two drops 30 days apart? Saving you Money!!



► Sell these pages to your vendors for increased Co-Op!

# The "Weekend Winner"



## The "Weekend Winner"

8½" x 14" Mailer With 3" coupon fold on Gloss Card Stock.

**Double Sided**

45¢ ea. (7K min) to mail routes of your choice

57¢ ea. (7K min) to your customer list



**Your Choice- Just 45¢ Each!**

# The "Polite Invite"



Regular Size  
8½" x 14"  
unfolded

Jumbo Size  
10½" x 14½"  
unfolded

**Make Your Invite Jumbo for only \$0.02¢ more per piece!**



# The "Doors"

## The "Doors"

**14" x 8½" Oblong Tri-Fold  
Mailer folded to 5⅞" x 10½"**

When your message demands a unique delivery, this will capture the interest of any prospect.

15,000+ to Routes	<b>45¢</b> ea.
10,000+ to Routes	<b>46¢</b> ea.
To Your Customer List	<b>58¢</b> ea.

Price includes printing, mail prep, & postage.



**CHERRY  
FINISH**



**OAK  
FINISH**



**PINE  
FINISH**



**GLASS  
FRONT**



**Your  
Choice of  
Finish—Oak,  
Cherry, or  
Pine!**

# "Double Gate Fold"



## New!

### The "Double Gate"

**21½" x 9" Quad-Fold Mailer**

Full color, card stock with one tipped in gift card.

56¢ ea. (10K min) to your customer list

44¢ ea. (10K min) to saturation

**A great piece to show higher end product.**

Requires a minimum of 12 photos.

# "Quad Fold" Mailer

**8.5 x 11 flat size, opens to 17x22!**

Saturation Only

- 10,000 pcs **47¢** per piece
- 20,000 pcs **45¢** per piece
- 50,000 pcs **40¢** per piece
- 100,000 pcs **39¢** per piece
- 250,000 pcs **38¢** per piece

**UnFolds to this!**



# The "Gate Keeper"

## The "Gate Keeper"

25 7/8" x 5 7/8" Folded to 11" x 5 7/8"

On heavy 80# card stock

Priced from 44¢ ea. (10K min) to saturation



Imagine 4 Perfected Coupons!



Elevate your next direct mail promotion with a **SCRATCH-OFF!**

## The "Gate Keeper"

25 7/8" x 5 7/8" Folded to 11" x 5 7/8"

On heavy 80# card stock

Priced from 44¢ ea. (10K min) to saturation



Scratch off only **3¢** each!

# The "BIG Secret"



Priced from **46¢**

## The "Big Secret"

**8½" x 22" Folded to 8½" x 5½"**

Full color folded piece on glossy card stock.

### Double Sided

**46¢** ea. (7K min) to mail routes of your choice

**58¢** ea. (7K min) to your customer list

Add a Gift Card for an additional

**10¢** ea. (12 pt card stock)

# The "BIGGER Secret"

*It's Massive!*



## The "Bigger Secret"

**10½" x 27⅞" Folded to**

**10½" x 5½"**

Full color folded piece on glossy stock.

### Double Sided

**49¢** ea. (15K min) to mail routes of your choice

**61¢** ea. (15K min) to your customer list

Add a Gift Card for an additional

**10¢** ea. (12 pt card stock)

**Tons of Room!**

# Did You Know?

Adding Spectrum Mail Plus to your Direct Mail Campaign  
WILL INCREASE YOUR RESPONSE BY UP TO 46%!



**15% OFF**  
**ACCESSORIES\***  
SEE STORE FOR DETAILS  
Must be presented at time of purchase. Valid 6/8 - 8/26

**\$100 OFF\***  
WITH MINIMUM FURNITURE PURCHASE OF \$599  
Must be presented at time of purchase. Valid 6/8 - 8/26

**\$200 OFF\***  
WITH MINIMUM FURNITURE PURCHASE OF \$1299  
Must be presented at time of purchase. Valid 6/8 - 8/26

**\$300 OFF\***  
WITH MINIMUM FURNITURE PURCHASE OF \$1999  
Must be presented at time of purchase. Valid 6/8 - 8/26

**\$500 OFF\***  
WITH MINIMUM FURNITURE PURCHASE OF \$2499  
Must be presented at time of purchase. Valid 6/8 - 8/26

OR NO INTEREST IF PAID IN FULL IN **48 MONTHS\***  
Cannot be combined. On minimum purchase of \$1299 made with your Ashley Advantage™ credit card made between 6/8/2016 to 8/26/2016. Interest will be charged to your account from the purchase date if the purchased purchase is not paid in full within 48 months or if you make a late payment. Minimum Monthly Payments required.

You're invited to the Grand Opening of the New Ashley Home Store!



\*Interest rate is calculated by dividing the purchase amount by the length of the promotional period. The promotional period will start on the date of purchase. Interest will not be charged if the APR for purchases on any remaining balance until paid in full. The current APR for purchases is variable 29.99%, if any required minimum payments are not made. See retailer for details. Subject to Ashley Advantage™ restrictions. Floor models or clearance items, sales tax, furniture protection plans, warranty, delivery or service fees vary by location. Some prices and items may vary by region. Selection may vary by store. Although every precaution is taken, errors in price occur. Prices may not represent best value. Availability subject to change without notice. Ashley Furniture HomeStores are not responsible for any errors or omissions. ©2016 Ashley Furniture HomeStores, Inc.

*you're invited*

TO THE GRAND OPENING OF THE NEW ASHLEY HOME STORE IN RUTLAND, VT

Ashley Furniture HomeStore  
301 US Rt-4 Rutland, VT  
The Home Depot Plaza  
802-775-3000  
AshleyFurnitureHomeStores.com

Gypsum soPa \$699\*\*

**Up To 6 Offers**

## XL "Weekend Winner"

XL "Weekend Winner"

14" x 10½" Folds to 5½"x10½"

Full color on gloss text.

Priced from 44¢ ea.



**RESULTS.**

DIRECT MARKETING

PUBLICATIONS

PRINTING

SIGNAGE

GRAPHIC DESIGN

