



Direct Mail Services

Direct mail is needed in a multi-channel approach to marketing because it provides a hands-on, visual reminder to current and prospective customers of your current or new services or products, or a promotional offer, as well as how to contact you. Mail & More knows how to help you manage your direct mail to complement your online marketing efforts and get the most value from your postage dollars.

Our direct mail services include the following:

ADDRESS MANAGEMENT SERVICES

- ▶ Merge multiple lists, then remove duplicates. Simple or complex merge/purges can be performed
- ▶ Send your mailing lists through the National Change of Address (NCOA) process and apply the address changes indicated
- ▶ Purchase mailing lists based on your desired demographics
- ▶ Postal sorting and application of the Intelligent Mail Barcode for optimum postage discounts and mail tracking

DIRECT MAIL DESIGN SERVICES

- ▶ Design eye-catching, response-generating direct mail pieces
- ▶ Incorporate our postal knowledge and creative talent to balance budget with impact
- ▶ Review customer created graphics and add postal required elements

JET INK ADDRESSING SERVICES

- ▶ Jet ink delivery addresses onto your envelopes, self-mailers, booklets, newsletters and promotional mailings
- ▶ Add an address ancillary or permit indicia
- ▶ Personalize each piece with a unique targeted message
- ▶ Affix single or multiple tabs in-line during addressing

TABBING SERVICES

- ▶ Different size tabs available to use on self-mailers and booklets
- ▶ In-line tabbing allows for greater efficiencies
- ▶ Provide advice prior to printing to reduce excess tabs, if possible

BINDERY SERVICES

- ▶ Burst and trim continuous feed forms
- ▶ Fold inserts that are more easily shipped flat

INSERTING SERVICES

- ▶ From 1 to 10 insert station inserters available for us to use on your direct mail project
- ▶ Add a 2-D selective code to enable nest folding of matched documents, as well as selective inserting options
- ▶ Process matched mailings
- ▶ Work with a variety of outside envelope sizes, including the A-6, #9, #10 and 6 × 9½ envelopes

MAIL TRACKING

- ▶ Add the Intelligent Mail Barcode to our customers' direct mail pieces to enable web-based report viewing of valuable delivery statistics
- ▶ Helps our customers better coordinate their multi-media efforts
- ▶ Allows our customers to offer better customer service to their customers because the delivery of the mail piece highlighting the incentive offer, call to action or request for information can be easily monitored
- ▶ Promotes better security and privacy by showing address mail forwarded to, when applicable