

Welcome to the Neighborhood



Weekly Mailing Program

Welcome to the Neighborhood Weekly Mailing Program

New residents are looking to establish relationships with local retailers and service providers, including **furniture and mattress retailers**.

Up to 12% of the population surrounding your market moves every year. These are prime new customer opportunities.

Data Source: Weekly hotlist in subscribed zip codes, with no weekly minimum.

Mailing Strategy:

- **Timing:** Mail weekly via first class mail – allows for a first-in scenerio.
- **Format:** 6x9 postcard customized to your location.
- **Commitment:** 6 to 12 months
- **Cost:** \$1.15 per piece, including first class postage, plus a one-time \$295 setup fee.

Creative:

Your card will be customized to look and feel like your business. You can customize the colors, pictures, logo and address information, offers, financing, everything!



For more information:

800-421-2150

sales@mailamerica.com

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12 Month Historical Counts

We run 12 month historical counts on your market. You'll see from the accompanying example counts that this program is very affordable.

Location	Zip	City State	Distance	Quantity	Cost
Cicero	13212	SYRACUSE, NY	1.81 SW	620	\$682.00
Cicero	13039	CICERO, NY	2.00 NW	491	\$540.10
Cicero	13041	CLAY, NY	2.00 NW	300	\$330.00
Cicero Total				1,411	\$1,552.10

Location	Zip	City State	Distance	Quantity	Cost
Ithaca	14850	ITHACA, NY	1.40 NE	1,756	\$1,931.60
Ithaca Total				1,756	\$1,931.60

Location	Zip	City State	Distance	Quantity	Cost
Norwalk	06854	NORWALK, CT	1.26 E	659	\$724.90
Norwalk	06820	DARIEN, CT	1.65 SW	548	\$602.80
Norwalk	06853	NORWALK, CT	1.84 S	111	\$122.10
Norwalk	06850	NORWALK, CT	1.97 NE	708	\$778.80
Norwalk	06855	NORWALK, CT	2.76 E	270	\$297.00
Norwalk Total				2,296	\$2,525.60

This would be the cost for each of these locations for an entire year based on the last 12 months.

We can run a specific mile radius around your location(s). Or you can provide specific zip codes for us to research.

The Welcome to the Neighborhood Program is easy to implement

We set up the card for you and run the historical counts. You approve the art and zip codes. We take it from there.

The program is even easier to run

Every week, we'll pull the weekly hotlist, print, and mail your cards. We'll send you a weekly invoice. All you have to do is pay each weekly invoice, and **sell furniture and mattresses!**

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What are you waiting for?
Let's start targeting new residents today
with the most effective low-cost/high-return
program you'll ever run!