



**Regal Service – Lowest Prices – Best Data
Highest Quality – Fastest Turn Times**

The Slogan

Why Mail King?

Regal Service: Your building your castle so we believe you should be served like a King.

Lowest Prices: We honor a meet or beat guarantee so you can always be sure you are getting the lowest pricing!

Best Data: We provide only the best data available to date ensuring maximum deliverability and campaign ROI.

Highest Quality: When it's your image on the line we know quality matters, which is why we cut no corners.

Fastest Turn Times: As a one stop shop we can turn out an entire project from start to finish in 48 hours.



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Where You're Treated Like A King!

Core Values

- Serve our clients like Kings!
- Build long lasting relationships
- Act with honesty and integrity
- Commitment to creativity to maximize ROI
- Personal and professional accountability
- Partner in success



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The Questions

Mail King has Answers!

- How can I save money on existing direct mail activities?
- How can I get a better response from my current mailings?
- How can I get more customers?
- How do I get my existing customer to buy more often?
- How can I re-energize past clients?
- How can I use my advertising dollar more efficiently?
- What can I do to stay ahead of the competition?
- What can I do to get more referrals?
- How can I increase profit margins from current customers?
- How do I generate more qualified leads?



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Direct Mail Facts

Direct Mail is Desired & Effective

- Hundreds of millions of pieces of mail are delivered everyday to more than 141 million homes and businesses in the United States.
- 91% of prospect direct mail was opened (Ebiquty Rapport 2010) vs 11% open rates for acquisition email (DMA)
- Direct Mail makes search (marketing) work harder. 58% are more likely to click on a search link for a company if they have already received something from them in the mail (Hall & Partners, DM+Search research, 2008)
- Each week 51% of consumers make a purchase decision based on special offers received in the mail
- Economic crisis has lead to massive growth in coupon usage
 - 94% of all American households use direct mail coupons (A.C. Nielsen)
 - 58% Use coupons more than they did 2 years ago
- In 2014 every dollar spent on direct marketing advertising will result in \$15.48 in direct marketing-driven sales, on average. (DMA)
- Mail is direct and has less competition! Millions of ads, hundreds of TV & Radio stations, millions of websites... just one letterbox.



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Postcards, Brochure and Flyer Mailings

Specializing in consumer profiling, highly targeted demographic analysis & personalized data/graphics

- **Are Timely and Flexible** – Stand out from the rest in the mailbox with your own advertisement. Special offers, reminders, events and holidays, etc..
 - **Are Relevant** – Reach a specific audience by attracting new customers or reward loyal ones with custom offers just for them
 - **Are Measureable** – Your customer transaction/redemption information can be analyzed to measure effectiveness
 - **Highly targeted** lists and customer profiling allows you to mail only the most profitable prospects
 - **Personalize** each piece with variable data and graphics to improve your response rate by over 30%
- Effective Uses:** New movers/home owners, customer profiling (age, income, size/age of home, etc..), radius, client database & neighborhood mailings. Great for home improvement, services, dental / medical offices, and local brick & mortar businesses.



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Letter Mailings

Same highly targeted data with a more professional approach. When words are necessary, use letters.

- **Type** – Put just about anything in an envelope and mail it. Black/White or color letters, one or multiple pages, company brochures, return envelopes, etc..
 - **Snap packs** – These fall into the letter category. They are a newer form of letters where the recipient tears off three edges and is left with a letter to read (and sometimes a check attached). These are very popular with mortgage companies. Highly effective.
- **Benefits** - Same benefits (timely, relevant, measurable, targeted) as postcards but with a more professional approach when words are needed to sell or communicate.
- **Personalize** each piece with variable data mail merge functionality



Effective Uses: Insurance, legal, home loans, real estate, HVAC, ultra affluent invitational mailings (private events)



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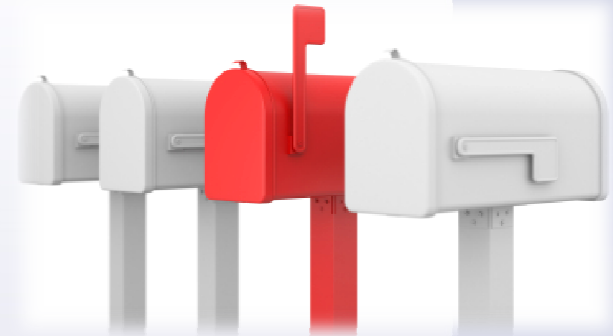
Direct Mail & Telemarketing List Services

List Services

Never run out of quality leads! Mail King provides top quality list services using the best data in the country. Filtering your list properly will save you thousands of dollars and turn your direct mail campaign into a cash machine!

- Targeted Business lists
- Targeted Consumer lists
- Telemarketing lists (with phone numbers)

- Real Property Consumer File
- Bankruptcy File
- Weekly New Movers
- Monthly New Movers
- Pre-Movers
- Weekly New Homeowners
- Monthly New Homeowners
- New Borrowers



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Mail House and Print Services

Mail House Services

Mail King provides cost effective direct mail house solutions nationwide.

- Mail house services are great if you already have some stuff printed and just need to get it out to your target market.

Mail House Services Typically Include:

- Ink Jetting / Addressing
- List Acquisition
- Sorting for lowest possible postage
- Mailing

Print Services

You name it, we can print it. Top quality, fast turnaround and personal service. We make it all easy.

- Flyers, Door Hangers, Business Cards, Postcards, Newsletters, Magnets and more.



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Your Direct Mail Partner

Mail King can be the most valuable business partner you have. We are dedicated to helping you grow & operate your business through the best direct mail campaigns possible, utilizing our proven solutions, as well as the latest innovations and technologies in the industry.

Your partner in success,

Steve Neher, Founder & President

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