



digital express

scheduled mailers

grow your business by putting your company in front of targeted, high-potential customers over and over again. welcome to yp scheduled mailers.

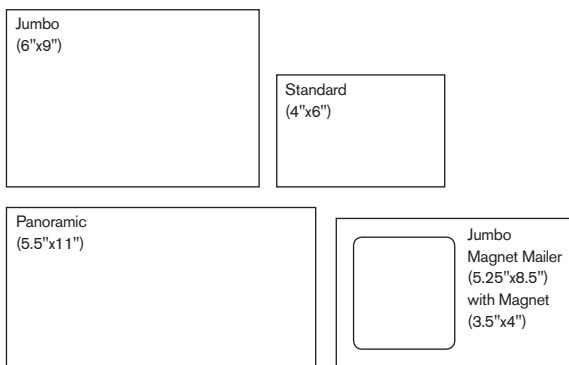
How scheduled mailers work:

An initial consultation with our professional marketing team will identify your geographic target market and help select ideal demographic filters for your mailing. The team will then build your card and look after every detail from printing to mailing. All you need to do is select a mail drop date (1st or 15th of the month) and wait for your direct mail piece to help drive business your way. There is no easier way to experience the power of Digital Express direct mail.

Full-service, scheduled mailer benefits

- Free direct marketing consultation to help you create an effective direct mail campaign.
- Free consumer demographic and geographic targeting.
- Free graphic design services or use your own design.
- Free consumer demographic filters or supply your own list. (Business and specialty consumer demographic filters available)
- Free QR Code and Call Tracking to make your postcard interactive.
- NO up-front credit card or check payment. Billed as a full one-time cost (Single-Drop) or monthly cost (Level Billing) on your YP/IYP invoice.¹

Scheduled mailers format options



98%

of consumers bring in their mail the day it's delivered and 77% sort through it immediately.

usps.com



73% prefer to receive their marketing messages by direct mail. Only 18% prefer an electronic alternative.
International communication research

#1! postcards were most likely to be read compared to other types of mail received.
2012 DMA Statistical fact book

\$1 in direct marketing expenditures is estimated to have returned \$12.03 in incremental revenue.
2012 DMA Statistical fact book