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THE MODERN MARKETING GUIDE

2018 EDITION

modern[®]
postcard

THE MODERN MARKETING GUIDE

Direct marketing knowledge to help your business succeed.

ARE YOU AN INSIDER?

Join our email list to get an immediate discount plus monthly marketing tips and exclusive offers:

modernpostcard.com/subscribe

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POWERFUL PROVEN PROFITABLE

Learn why print and direct mail marketing maximize your ROI.

Neuroscience research shows that paper-based advertising is more impactful and memorable than digital media. In fact, the 2015 DMA Response Rate Report proved that direct mail response rates outperform all digital channels by nearly 700%. If your business places a lot of confidence and marketing spend on digital efforts alone, it's smart to integrate print promotions and direct mail programs within your annual plan for optimum results.

"We spent \$8,458 in direct mail advertising to acquire new accounts and generated 41 times that amount in new account sales within 8 months."

— Robert Henusetz
Modern Store Equipment



Direct mail scores **55% HIGHER** than digital ads at motivating a person to action.

Brand recall from direct mail is **70% HIGHER** than digital media.

Direct mail marketing messages are **24% EASIER TO PROCESS** mentally than digital ads.

Print advertising offers the ability to **DELIVER RICH, VIVID IMAGERY** along with tactile stimuli that can maximize sensory appeal.

Physical materials produce **MORE BRAIN RESPONSES** connected with internal feelings, suggesting greater "internalization" of ads.

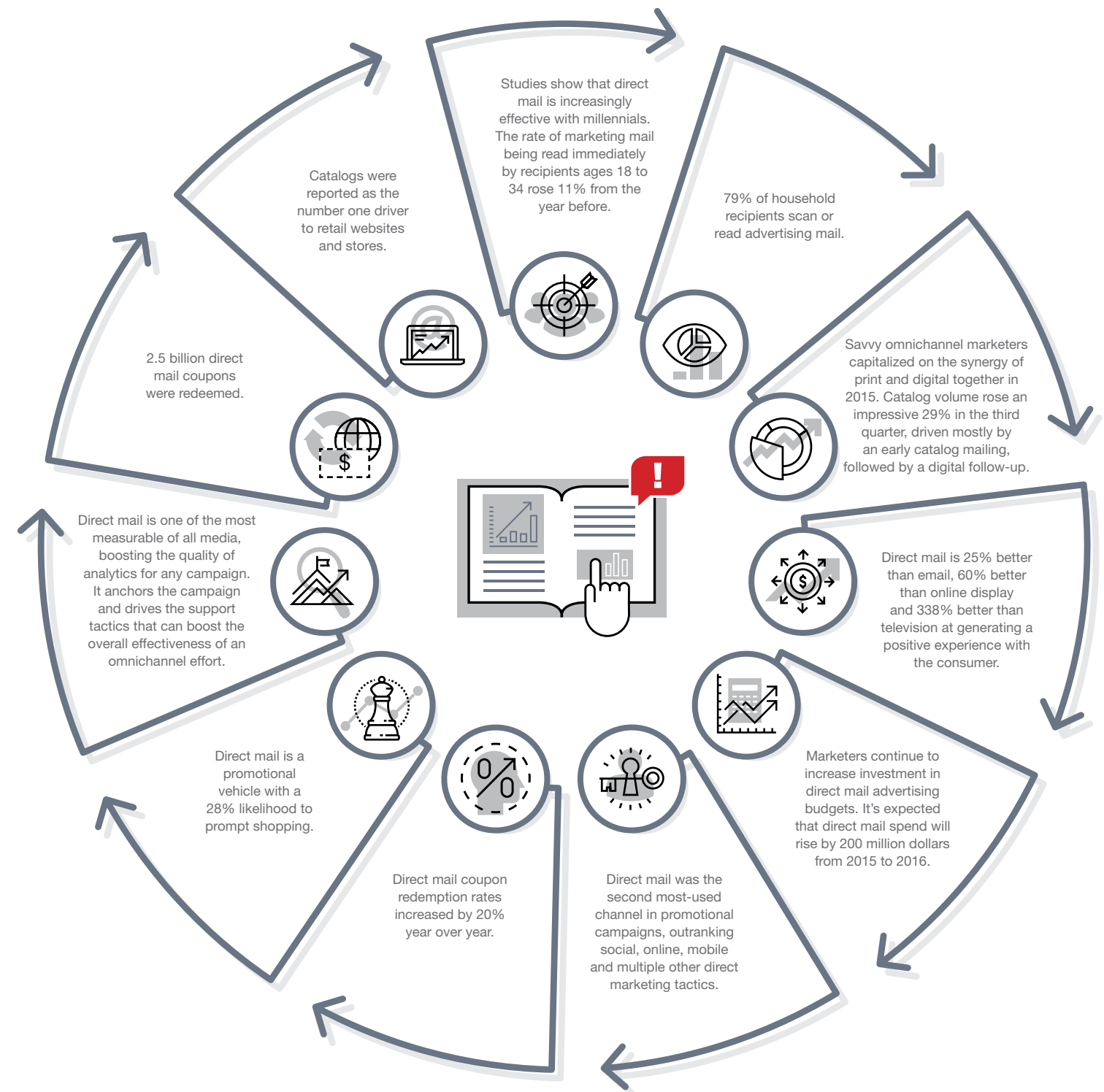
Neuroscience studies show that physical, tangible media such as print and direct mail **LEAVE A DEEPER FOOTPRINT** in the human brain than virtual media.

Physical ads cause more activity in brain areas associated with **VALUE AND DESIRE.**

Sources: Canada Post 2015 Study, Millward Brown Global Research Study, Journal of Consumer Research Study 2011, Temple University 2015 Study

FINDINGS FROM THE DMA STATISTICAL FACT BOOK

The Data & Marketing Association (DMA) is the industry's ultimate resource for insights on consumer engagement and data-driven marketing. Every year, the association publishes a statistical fact book that "offers a concise overview of key data marketing stats and facts from over 60 leading research sources," per thedma.org. Below, Modern Postcard has summarized valuable learnings from the extensive 2016 edition, in order to help businesses of all types keep an eye on the direct mail market.



DRIVE RESPONSE WITH POWERFUL DIRECT MARKETING

Modern is your total source for direct mail expertise.

For businesses of all types and sizes, direct mail has earned its status as one of the most effective and profitable marketing channels. At Modern Postcard, we are passionate about sharing our knowledge and developing winning solutions for every client. If you are ready for a skilled partner to help your business target best-match prospects and launch response-generating campaigns, choose Modern to get real results for your direct marketing dollars.



Campaign Management

Did you know Modern manages all key elements of direct mail inside its California-based headquarters? This in-house advantage eliminates the inconvenience of coordinating multiple vendors, saving you time and money. Furthermore, Modern's Direct Marketing Specialists keep campaigns on track, and help guide you through the process with unparalleled service and marketing strategies tailored to your business.

Integrated Marketing

Take your marketing to the next level by layering in digital tactics with your direct mail plans. Modern can help with email services, banner ads, mobile solutions and more – all corresponding with the design and messaging of your direct mail campaign. Many businesses benefit from the extra exposure, brand recognition and opportunities for prospects to respond to offers through multiple platforms.

List and Data Services

Our list and data professionals help you understand the unique demographics of your top customers and uncover similar prospects who are more likely to make a purchase. Whether you plan to launch a direct mail campaign or email campaign (or both), your customer and prospect lists are an integral part of marketing. Work with Modern to ensure your company's data is accurate, clean and set up for success.



PLAN



LIST



CREATE



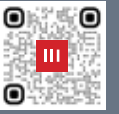
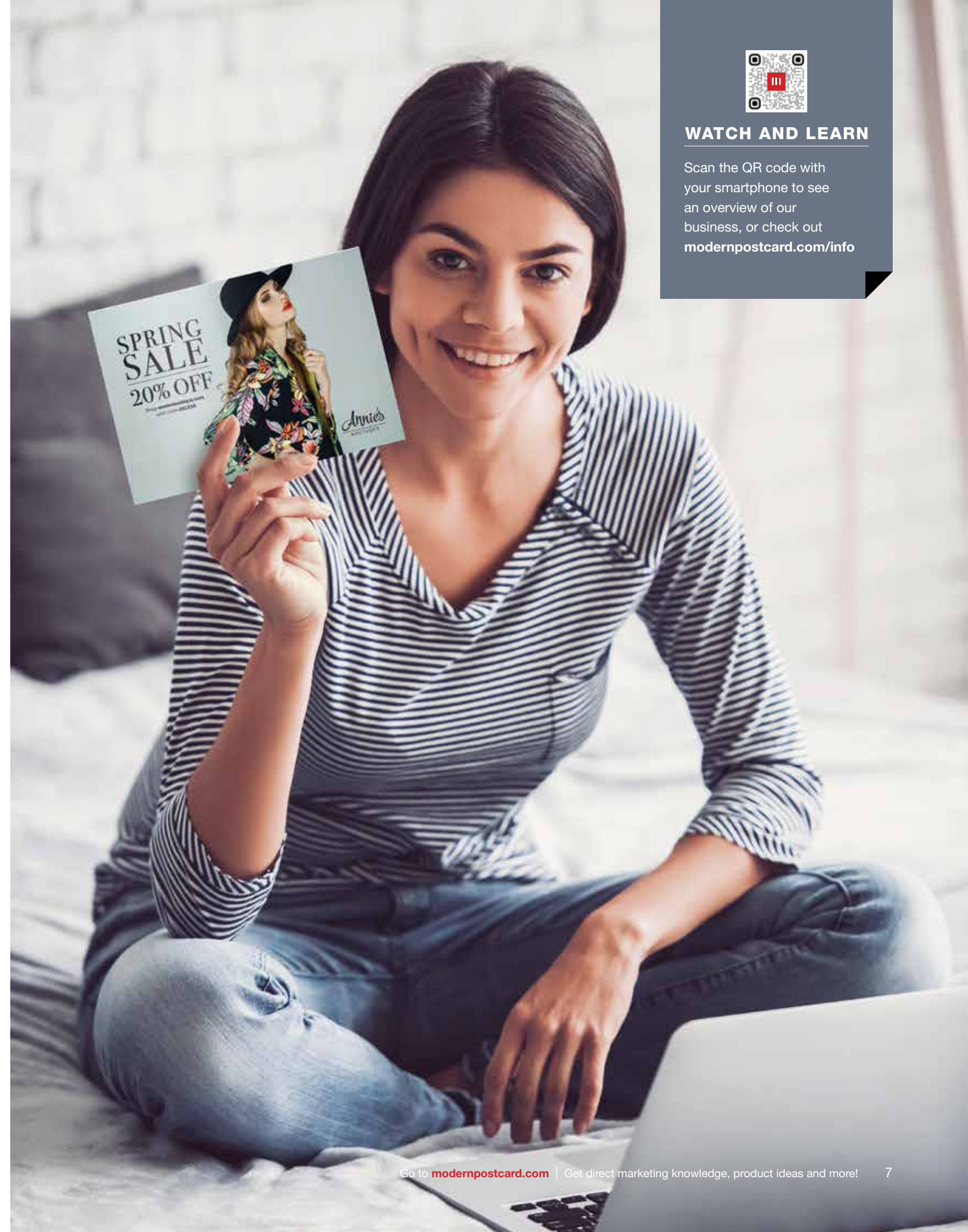
PRINT



MAIL



TRACK



WATCH AND LEARN

Scan the QR code with your smartphone to see an overview of our business, or check out modernpostcard.com/info



WATCH AND LEARN

Get an overview of list and data services, plus learn direct mail best practices. Scan the QR code with your smartphone or check out modernpostcard.com/list

DISCOVER YOUR BEST CUSTOMERS AND MAKE THEM MULTIPLY

Learn more about data analytics and developing top-notch prospect lists.

Don't let poor, outdated data become a missed revenue opportunity. Modern focuses on driving the highest ROI for all your direct marketing programs by blending innovative data modeling techniques with insider know-how. Your ideal customers are waiting to be analyzed and uncovered by our team of data specialists.



Data Append

The Modern Enhancement Program adds highly-detailed geographic and demographic data to your existing consumer or business list. This service enables you to create smarter, more relevant campaigns that can achieve higher response rates.



Predictive Modeling

Modern Analytics identifies prospects that look like your best customers for a fraction of the typical cost. With this service, find best-match consumers more likely to purchase from your business, helping to increase response rates, order averages and ROI.



Customer Profiling

Modern's Customer Profile Report matches your house file against a broad database of U.S. consumer or business data to create a customized market penetration analysis. The process provides up to 44 demographic overlays, revealing more customer information.

MAILING LISTS

Did you know that 40% of your direct mail campaign's success depends on your mailing list? Modern Postcard helps you save by bundling over a dozen demographic elements into one simple price, unlike traditional data providers that charge for every list selection. We make it easy to get your marketing offers in the hands of relevant prospects with these popular list products:

Consumer Lists

With access to the most comprehensive Consumer Lists on the market, target millions of individuals by over 1,000 selects, including: age, gender, income, lifestyle and more.

Occupant Lists

When products and services have mass appeal and the goal is to reach everyone within a highly-localized area, Occupant or Saturation Lists are the smart choice.

Business Lists

Featuring key data from millions of small-to-large companies nationwide, target prospects by a multitude of qualifiers, from basic firmographics to premium information.

Specialty Lists

Niche products and services often require specific lists to market effectively. With over 60,000 Specialty Lists available, describe your ultimate client and we'll secure the right data to reach them.

MODERN MARKETING TIP

Resonate with customers and new prospects by modifying your marketing messages and offers to different mailing lists. Here are some ideas to get started:

New Movers Campaign

Did you know that on average, consumers spend more than \$9,000 on purchases within the first few months following a move?* Modern can provide you with a list of new movers within your target areas. Welcome new residents to the neighborhood with discounts for your products or services – and watch them take action!

Birthday Campaign

Increase sales and leave a positive, personalized impression by sending well-wishes and exclusive offers to clients for their birthdays. Modern can append your house list with birthday months or provide you with a prospect list that includes birthday data to get your campaign started.

**Avrick Direct*

FREE Customer Profile Report

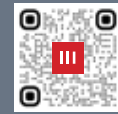
Go to modernpostcard.com/report

\$499 Value

DIRECT MAIL PRODUCTS

Create engaging campaigns with these postal-friendly print formats.

Reap the response-boosting benefits from direct mail marketing that's signed, sealed and delivered. New customers will be all yours! With superior quality postcards, booklets, calendars and everything in between, deliver your brand's message and special offers through the U.S. Postal Service® and into the eager hands of qualified prospects and repeat customers.



WATCH AND LEARN

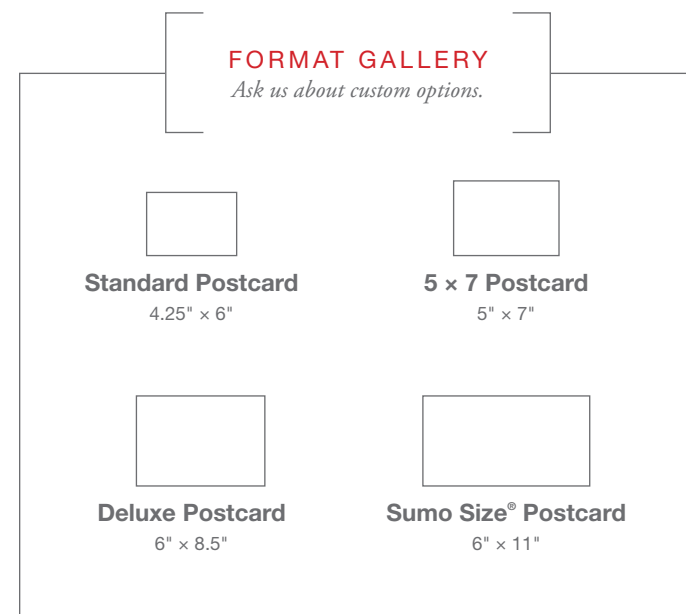
Not sure how to plan your next campaign? Scan the QR code with your smartphone to learn direct mail best practices, or check out modernpostcard.com/plan



Browse pages 12-29 for direct mail product formats, tips and project ideas.

POSTCARDS

Durable, designer-friendly and boasting the ability to make big impressions, our high quality postcard collection offers a multitude of bestselling sizes to meet your marketing budget. Keep it simple with the Standard Postcard or demand your brand presence be known with our Sumo Size® Postcard – the largest on the market that still mails at a letter rate. Whatever postcard format you choose, it's your blank canvas to impress customers with bold imagery, captivating copy and too-good-to-ignore offers.



Marketing Tips

- ✓ Announce a new product or service to drive people to your store or website
- ✓ Mail to areas around your business to create awareness and drive sales
- ✓ Create handouts including product/service information and price list
- ✓ Use eye-catching imagery to create a promo that people will want to keep

Project Ideas

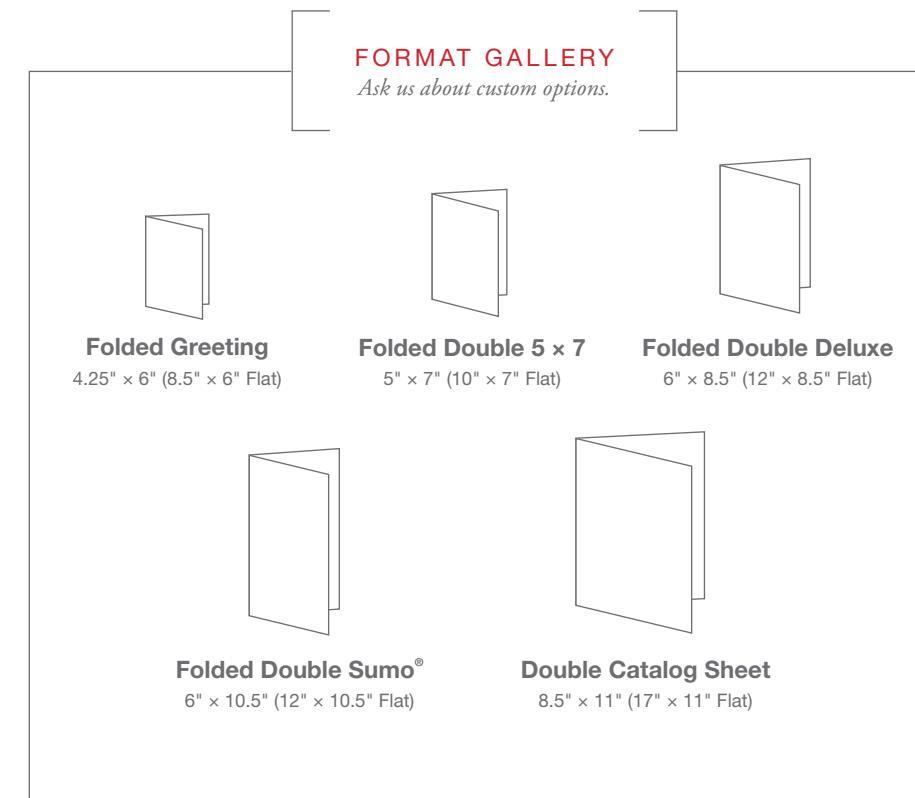
- ✓ Calendar cards
- ✓ Event promotions
- ✓ Save the dates
- ✓ Calendar of events
- ✓ Moving notifications
- ✓ Limited edition art prints

“Our postcards look fabulous! Thank you so much to our Direct Marketing Specialist, Victoria. I look forward to working with Modern Postcard again in the future.”

— Ellie Adelman
ITVS Women and Girls Lead Global

FOLDED CARDS

When your direct marketing campaign calls for double the design space or an intriguing format, Folded Cards are the way to go. With many sizes and orientations to choose from, the ideas are endless and completely customizable to your needs. This spacious format can be used to send event invitations, mini product catalogs or high-impact greetings. Add custom perforations to create coupons, reminders or referrals. Whether it's time to strengthen business relationships or stay in touch with customers throughout the year, Folded Cards are the perfect platform to stay ahead of the game.



Marketing Tips

- ✓ Mail seasonally to stay top of mind with your best customers
- ✓ Survey clients about recent experiences using a perforated business reply mailer
- ✓ Mail in a printed envelope for a polished, professional look

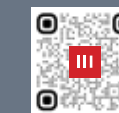
Project Ideas

- ✓ Mini brochures
- ✓ Client birthday cards
- ✓ Appointment reminders
- ✓ Informational guides

“As a repeat customer, I continue to be impressed by the personal and professional service I get from Modern Postcard. It is just such customer care that has me coming back year after year.”

— Margot Datz
Margot Datz Designs





WATCH AND LEARN

Get an overview of Modern's creative services. Scan the QR code with your smartphone or check out modernpostcard.com/create

DESIGNING FOR RESPONSE

Follow these creative guidelines for design that attracts attention and results.

Strong Call to Action Content

In direct marketing, a *call to action* (CTA) is an instruction on your mail piece that directs prospects to take the next step. Whether it requests they make a phone call, redeem an online offer code or set up an appointment – there's an art to creating a successful CTA. Make sure it's clear and simple, such as "call [phone number] to cash-in on your offer by [deadline]" or "visit [web URL] to sign-up for your [offer]." Also, try adding an expiration date to create a sense of urgency.

Impactful Call to Action Design

The CTA should visually jump out from your mail piece, whether it's inside a bright-colored callout, has an arrow pointing to it, or takes up prime design real estate. We recommend your CTA be listed twice on your mailer: once on the front and once on the back (or exterior/interior). If your mail piece needs to be opened or flipped through like a booklet, you can entice prospects to do so with creative front-side callouts like "peek inside for amazing discounts." Use a typeface that's legible and larger than the body copy, so it's easily recognized as important content.

Wow-Worthy Imagery

Compelling images and graphics draw more attention than a blank or boring background. Ask yourself, 'Will people want to view this design for more than two seconds or even save it for later?' If the answer is a flat-out no, you probably haven't hit the mark. Find the balance between shocking and safe with visuals that are relevant to your brand and interesting enough to make prospects consider your offer.

Thoughtful Font Use

When choosing typography, less is more. It's typical for professional designers to choose two different complementary fonts per piece: one for headlines, one for body copy. Too many styles or hard-to-read fonts often make your marketing piece look cluttered and amateur. Stick with a clean design and consistent font use to look like a marketing guru.

Include a Design Violator

In direct mail design, violators are a good thing. They are graphical elements that disrupt prospects' scanning eyes from the body copy and strategically guide them to your promotional offer. For example, a *snipe* is a callout placed in the corner of a mail piece that entices viewers to turn the page and see an inside or backside offer. Other violators include: arrows, boxes, circles, bursts, banners and other creative features that distract and demand attention.

Keep Things Simple

You've heard this before, but truly sticking to it can be a challenge. Avoid using ten-dollar words when five-dollar words will do. Keep your design easy to understand and approachable. If it gets overly complicated with too many messages, transform it into a three or five-piece campaign, with each piece focusing on a single concept. In the end, it's better to engage your customer base multiple times with a strategic campaign, than to jam-pack multiple concepts into a single marketing piece.

Consistency Over Chaos

When you add stylistic features to your mail piece, develop a plan of hierarchy and consistency. Define colors, fonts and type sizes for headlines, body copy and callouts, then stick with them! For example, if your headlines are displayed in purple lowercase typography, that's fine. What really matters is, every headline should follow suite so your design decisions are intentional across the page. A cornucopia of creative elements can cause visual confusion and hinder response.

Think Coupons

Nothing implies *immediate savings* quite like a coupon does, so incorporating a detachable voucher or simulated coupon component in your mail piece can lead to better response. For brick-and-mortar businesses, tear-off coupons or "bring this card to redeem offer" callouts are excellent for in-store redemption. Online businesses can include a unique offer code with corresponding webpage and expiration date to motivate buyers. When designing online-only offers for physical marketing pieces, circular callouts, dashed lines, colored boxes and other shapes help emulate a coupon and grab attention without creating a tangible tear-off.

Design for Your Audience

Messaging, color choice, layout and image selection should all be thoughtfully chosen in a way that's suited to your target audience. This goes well beyond male versus female. It could mean designing to certain professions, income brackets, ethnicities, locations and so much more. Whatever it is you're selling, you must know who you're selling to and how you can best relate to them through your direct marketing efforts. Personalized mail with Variable Data Printing can also be a helpful tool to build relevance with a special audience.

HUES IT OR LOSE IT: CHOOSING COLOR IN DESIGN

From print to digital, understand why color selection can affect prospects' actions.

Colors can convey mood and generate physiological reactions, often at the subconscious level. Meaning, the design palette you choose communicates to prospects milliseconds before your message registers. Here's a look at the fascinating psychology behind basic hues, and the roles they play in marketing-savvy design.

MODERN MARKETING TIP

Color is meaningful, but its meanings can vary. Upfront research is vital when your marketing is tailored to audiences based on culture, religion, race or other demographics. For example, the color red can conjure feelings of hunger or danger to Americans, but in China, red is traditionally a symbol of happiness and good luck.



Red can summon a wide range of feelings, including passion, aggression, danger and energy. It demands immediate action, making it an ideal color to advertise sales or give your call to action extra life.

- Red helps highlight a single element when used with a neutral background
- Don't overuse it, as too much red can cause visual strain and lead to a negative response
- Circle your call to action in red, use a pop of red to draw attention to an offer, or use red background imagery to generate action and energy
- For holiday marketing like Christmas or Valentine's Day, audiences are more receptive to the color



Orange evokes happiness and energy, and inspires consumers to act. While it does not induce feelings of passion or danger like red does, it still stands out without being overwhelming to prospects.

- Consider orange for callout boxes or action-oriented statements so they stand out
- If your messaging is upbeat and friendly, but not urgent, orange is a good tone to incorporate as a background color for your mail piece
- If orange is too strong to include as an overall color, search for photography, graphics or iconography that incorporates orange to give your mail piece a fresh burst of this bright tone



Green represents life and nature, and symbolizes renewal, growth, balance and harmony. As the color of spring, prospects often feel positive and refreshed when viewing this color. Green is a popular color choice for marketing the environmental, natural products, medical and wellness industries. It is also associated with money, success and momentum, so it works well for the financial industry.

- Since green is a calming color, use it to present facts or help stabilize readers if the topic is emotional or controversial
- Make sure the shade matches your message, such as grass green to promote spring and deeper green to discuss environmental issues
- While green is not the best hue for a call to action, you can use it as a border color to highlight discount offers or savings



Blue helps promote calmness and rational thinking, as studies show it can lower one's blood pressure and heart rate. When there's a lot of marketing information to convey, blue is known to help with communication.

- For updates or newsletters, the color blue can help readers settle down and better absorb your information
- Use blue to create a contrast between calls to action and general content; it helps increase effectiveness and your marketing will seem more trustworthy
- Determine shade choice carefully: tranquil blues might calm things down, but a deep or stormy blue can be energizing
- Use images of blue (sky, ocean, etc.) to imply the infinite; a great alternative if you can't list all of your services



Purple is known for its bright saturation and is said to have the power to uplift, calm nerves and encourage creativity. When your design calls for a stand-out color, purple can save the day with its regal hue.

- Choose your shade of purple carefully: bright purple suggests riches and royalty; light purple represents delicacy and nostalgia; and dark purple elicits feelings of gloom, sadness and aggravation
- When using this commanding color in your designs, more isn't necessarily better; limit your pallet to 1-2 harmonizing colors that get your message across quickly
- Purple can pair well with a quirky image choice to create a fun, stand-out promotion that grabs attention



Black gives off power, strength and prestige. Its origins can express death, evil and mystery, but the color (or lack thereof) also signifies elegance and formality, like a black-tie affair. In marketing, black can represent confidence to make a sleek or serious statement. From designer collections to everyday staples, black helps products appear more luxurious.

- Black type is common because it reads well on most background colors, making it the ideal choice for virtually any print job
- If your competitors are using color, try a black and white marketing campaign to stand out
- Black and white photography is considered its own art form and can make a striking visual impact
- Consider using a single color in a sea of black for an evocative look that draws attention to your main message or offer

MAILING SERVICES

Elevate your campaigns with smart postal solutions.

Getting your direct mail campaign into the hands of key prospects can be complicated and costly due to one-size-fits-all postage strategies, often provided by third-party vendors. When you mail with Modern, you get in-house experts who partner with the USPS® to uncover the lowest-rate and quickest mailing solutions on the market.



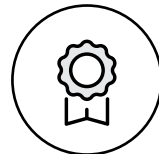
Get Postal Discounts

Give us your preferred delivery date and we'll get right to work, sourcing the lowest postage rates available that meet your campaign's unique needs.



Enjoy Faster Delivery

We presort and barcode each mail piece and use on-site USPS verification. The end result? Your campaign hits the mailstream faster with improved deliverability.



Look Professional

Our state-of-the-art inkjet addressing gives your direct mail piece a clean, proficient look that can't be achieved with handwriting or labels.

Save Time and Money

Whether you are mailing a small local campaign or large national program, we'll analyze your mailing list to identify maximum efficiencies and savings.

Services Include:

- Processing for a single mailing list file
- CASS/DPV certification to standardize addresses and add Zip+4
- Presorting and USPS documentation for maximum postal discounts
- Postal Analytics for additional postage savings
- Inkjet setup and addressing
- NCOA-48 move update processing
- On-site USPS verification and delivery into the mailstream

The Value of In-House Mailing

- Rely on a fast turnaround – mail cards in as few as 4 days
- Eliminate the cost of having your cards shipped to you
- Avoid the hassle of coordinating outsourced mailing
- Take advantage of the lowest postage rates available
- Get USPS news and updates from our mailing pros



WATCH AND LEARN

Get an overview of Modern's convenient mailing services. Scan the QR code with your smartphone or check out modernpostcard.com/mail

MODERN MARKETING TIP

We also offer tracking, manual list cleansing, direct mail fulfillment and other mailing services. Even if your project seems complex, we'll work hard to find the right solution.

Additional fees may apply.



EVERY DOOR DIRECT MAIL® VS. TARGETED MAIL

If your products or services appeal to the masses, Every Door Direct Mail (EDDM) is a great, low-cost option to get your direct mail campaign spread throughout an entire neighborhood. If your products or services apply to a distinct audience, targeted mail gets your direct mail campaign delivered to specific addresses within a desired location.

EDDM

- Save with low postage rates
- No list purchase required
- 7-14 days to deliver
- Specific card sizes only
- Goes to specific carrier routes

Targeted Mail

- Variety of postage options
- No waste, target your audience
- As fast as 3 days to deliver
- Variety of card sizes
- Goes to any mailable address


PANORAMIC FOLDS

Beautifully display your brand's unique message without having to overload content or sacrifice style for substance. With Modern's collection of impactful Panoramic Folds, create wow-factor mail pieces that demand attention and promote action. When you have a lot to present – photos, content, prices, graphs, calendars and more – this useful format gives you a ton of design space to get super creative. Featuring photo-friendly layouts, it's easy to break out your colorful images and get your vital information front and center with customers and prospects.


Project Ideas

- ✓ Order forms
- ✓ Event calendars
- ✓ Look books
- ✓ Technical guides
- ✓ Product catalogs


FORMAT GALLERY
Ask us about custom options.



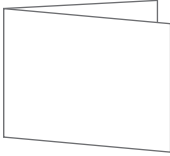
Panoramic Double 5 x 7
5" x 7" (5" x 14" Flat)



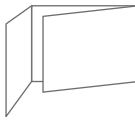
Panoramic Double Deluxe
6" x 8.5" (6" x 17" Flat)



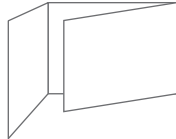
Panoramic Double Sumo
6" x 10.5" (6" x 21" Flat)



Panoramic Double Catalog Sheet
8.5" x 11" (8.5" x 22" Flat)



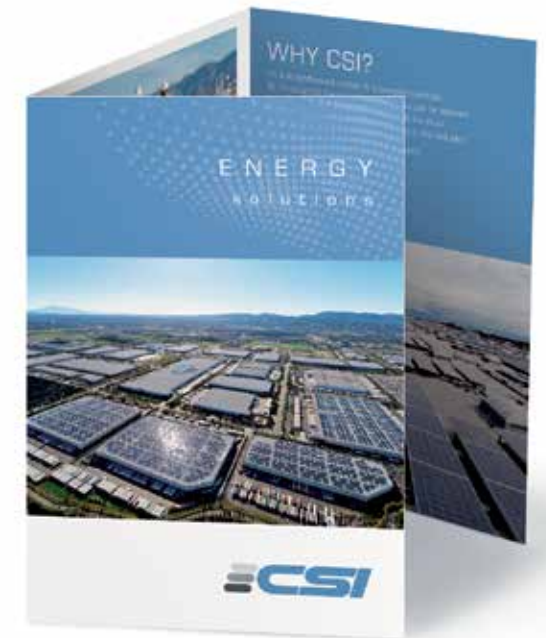
Panoramic Triple 5 x 7
5" x 7" (5" x 21" Flat)



Panoramic Triple Deluxe
6" x 8" (6" x 24" Flat)

MODERN MARKETING TIP

We'll let you in on a little secret: when we send direct mail promotions to our customers and prospects, the Panoramic Double Sumo is one of our favorite formats! Featuring nearly a two-foot interior, it stands out in the mail and gives you an abundance of space for special offers, announcements and more.



"Modern is our go-to for the best quality with a beautiful outcome. So easy to use, couldn't ask for any better! Many thanks!"
— Arcadia Farms Café

TRI-FOLD CARDS

Take your marketing to the triple-threat level with multiple folds, flaps and reveals – all key elements that help entice and impress new prospects. Modern's Tri-Fold Card formats are sleek, smart and deliver supreme impact with no extra postage required! Command attention with generous spreads and all the room you need to communicate your brand messaging and imagery. Get your best offers directly in the hands of customers or showcase product portfolios, schedules of events, educational content and more.

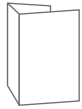
Marketing Tips

- ✓ Create a compact portfolio of services
- ✓ Include a tipped-in smaller card as a takeaway
- ✓ Showcase new product photography
- ✓ Mail online coupon codes


Project Ideas

- ✓ Mini brochures
- ✓ In-store displays
- ✓ Tradeshow handouts
- ✓ Media kit inserts
- ✓ Product menus
- ✓ Pricing and services handouts

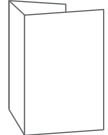
FORMAT GALLERY
Ask us about custom options.




Folded Triple Standard
4.25" x 6" (12.75" x 6" Flat)




Folded Triple 5 x 7
5" x 7" (15" x 7" Flat)



Folded Triple Deluxe
5.75" x 8.5" (17.25" x 8.5" Flat)



Folded Triple Sumo
5.75" x 10.5" (17.25" x 10.5" Flat)



Tri-Fold Brochure
3.6" x 8.5" (11" x 8.5" Flat)



VARIABLE DATA PRINTING

Unleash direct mail programs that speak to your customers individually.

Did you know the typical person has a potential daily exposure to around 600 ads in any form?* Don't get lost in the mix. When it's time for a unique marketing approach that sparks interest, Variable Data Printing (VDP) can help your business succeed through the power of personalized direct mail.

*Media Matters Study



INTEGRATED MARKETING

Strategically target prospects' mailboxes, inboxes and online devices with Modern's digital marketing solutions.

- Mix cross-channel solutions seamlessly by uniting direct mail with online media at scale
- Utilize email, targeted online display, IP matching, short codes, QR codes and more to improve ROI
- Include data-driven VDP and PURLs in your direct mail to increase relevance and response



Launch your next email campaign.
Do you need email creative services and custom lists? Or do you have design covered and simply need the right prospect list? Wherever you are in the process, our team is here to help you launch a professional, 100% CAN SPAM compliant campaign. We can even design and deploy an email campaign that complements your direct mail program for extra lift!

HOW IT WORKS

Automated

VDP is an automated direct mail process that makes every marketing piece look exclusively designed and printed for each recipient. Make big impressions by speaking to customers and prospects distinctively, based upon personally-relevant data, like:

- Gender and age
- Home or business location
- Education and occupation
- Lifestyle and interests

Customized

Mix and match messaging and design elements to make your direct mail campaign more significant to each recipient. The possibilities are endless, but start by personalizing some of these creative components in your next mail piece:

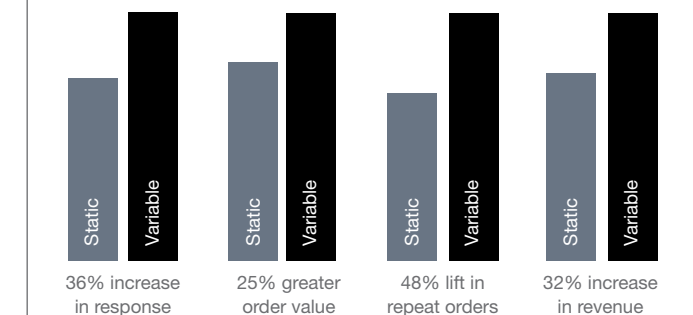
- Recipient and/or business name
- Graphics, images and design
- Messaging, offers and calls to action
- Testimonials, graphs and charts

Influential

With studies showing a 36% increase in response and 48% lift in repeat orders, VDP can be a game changer for your business. Our experts will guide you through the process and identify personalized direct marketing programs for:

- Birthdays and anniversaries
- Rewards and incentives
- Customer loyalty
- Seasonal promotions

BENEFITS OF VARIABLE OVER STATIC DATA



MODERN MARKETING TIP

We understand that VDP can seem intimidating. So whether you're new to it or have some experience, our team will show you how to utilize your data to develop a custom-made direct mail piece that stimulates response.



HOW TO CREATE OFFERS THAT INSPIRE ACTION

Incentives are vital to direct marketing – and here’s how to take them from good to great.

The single objective of any direct mail campaign is to get your recipients to take action. While good design plays an important role and mailing to the right audience is essential, it’s your offer that will influence your target audience to respond. Follow these dos and don’ts to craft compelling, hard-to-ignore offers.

Do make your offer relevant to your target audience.

Are you offering something of interest or something completely irrelevant? For example, if you offer “buy a bag of dog food, get one free” to a segment of your list who own cats, chances are those mailers are headed to the recycling bin because the offer isn’t relevant to them. Individualizing offers based on your buyers’ purchasing behaviors will surely help you increase response, sales and ROI.

Don’t make your deadline too short.

Depending on whether you are mailing locally or nationally, mailing at bulk rate can take anywhere from 5 to 15 business days for your mailers to be delivered. Be sure your offer expiration date allows all recipients enough time to respond. After taking the time to develop the right offer and messaging, along with a standout design, the last thing you want is for the recipient to receive an expired offer.

Don’t use over-the-top offers.

If an offer seems too good to be true, people will be hesitant to act, even if the offer is real. Your best bet for good response is to remain realistic. Create a valuable offer that is tangible and relevant to your audience, plus aligned with your business offering.

Do create a sense of urgency.

The goal of your marketing mailer is to drive response, and including a time limit or deadline can influence your audience to make the decision to respond faster. Using verbiage like “for a limited time only,” “offer ends May 15,” and “while supplies last” will entice people to react.



MAKE IT EASY FOR CUSTOMERS TO RESPOND

Your offers should always be supported by a call to action, clearly telling people what you want them to do and how to respond. Examples include: “order now at modernpostcard.com,” “call 800.959.8365 to redeem your offer,” or “request a free sample kit at modernpostcard.com/samples.” Make sure your offer and call to action are prominent and easy to find.

Offers that are relevant, valuable, tangible and clearly related to your company’s products or services will produce better results. They should be straightforward and easy to understand with minimal fine print. These tried and true offers have proven effective for direct mail:

- Percentage off or dollar discount
- Free trial or demo
- Free shipping
- Valuable gift with purchase
- Money-back guarantee
- Buy one, get one free
- Free guide or whitepaper

Developing the right offers is critical to the performance of your direct mail campaigns, so be sure to test your offers to learn which incentives best motivate your audience to act. Remember, when you are creating an offer, it’s not just to get a new customer for that initial transaction, but to gain a customer for life.

MODERN MARKETING TIP

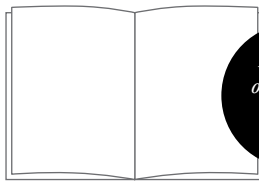
We have found great success with increasing response and sales by incorporating a follow-up email to our mailings, reminding customers that their offer will expire soon. Including additional marketing touch points, whether it be multiple mailings or mail and email, helps to ensure your offers are seen.



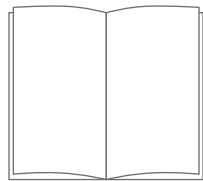
BOOKLETS

When postcards and tri-folds no longer have optimal space to feature your entire business or marketing story, it's time to consider one of our top-selling Booklet varieties. Detailed color matching and exceptional paper make you look good, so you can focus on acquiring customers and closing new business. Perfect as a mailer or leave-behind, you can get imaginative with your photos, logos, products, services and offers while looking super sharp. Spread out and spread the word, with Modern's Booklets.

FORMAT GALLERY
Ask us about custom options.

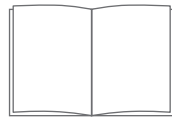


Catalog Booklet
8.5" x 11" (17" x 11" Flat)

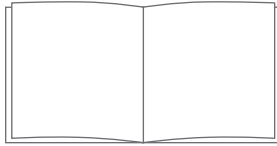


Sumo Booklet
6" x 11" (12" x 11" Flat)

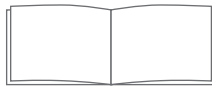
Like the one you're holding now!



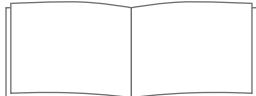
5 x 7 Booklet
5" x 7" (10" x 7" Flat)



Square Booklet
Various sizes available.



Panoramic 5 x 7 Booklet
5" x 7" (5" x 14" Flat)



Panoramic Deluxe Booklet
6" x 8.5" (6" x 17" Flat)

"The booklets we received from Modern Postcard look wonderful! Our CEO was very pleased and we all agree this is the nicest printed piece ever produced for our company. We are thrilled with the printing, the process and the kind and professional attention provided from start to finish."

— Elizabeth Lowe
Cypress Integration Solutions

"Every job turns out beautiful, from the color to the finish. Uploading artwork and approving proofs couldn't be easier, and everyone at Modern is a delight to work with."

— April Timm
Kaplan Publishing

Marketing Tips

- ✓ Market your products and services to customers who shop offline
- ✓ Keep clients flipping through pages with quick tips and helpful callouts
- ✓ Mix product information with educational resources to keep readers engaged

Project Ideas

- ✓ Brand or service catalogs
- ✓ Conference schedules
- ✓ Product look books
- ✓ Instructional manuals
- ✓ Portfolio books

CALENDARS

From walls and desktops to briefcases and handbags, enjoy year-round brand recognition with Modern's Calendar formats. Pair bold images with the practicality of a calendar and you have a fantastic piece to represent your business. Choose from multi-month or quarterly formats as an effective promotion to keep customers on track with their schedules and in good graces with your business.

Marketing Tips

- ✓ Include monthly offers as a reason for clients to keep coming back
- ✓ Use imagery relevant to your company, but also enjoyable to view
- ✓ Include your company's contact information on each page
- ✓ Subtly feature any products or services, perhaps on sidebars or footers

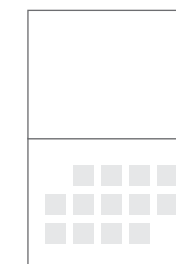
Project Ideas

- ✓ Brand portfolios
- ✓ Tradeshow giveaways
- ✓ End-of-year gifts to top clients
- ✓ Multi-purpose look books

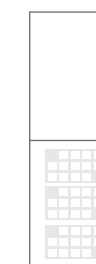


FORMAT GALLERY

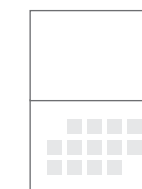
Ask us about custom options.



Traditional Calendar
8.5" x 11" (17" x 11" Flat)



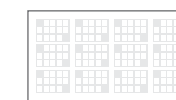
Panoramic Deluxe Quarterly Calendar
8.5" x 6" (17" x 6" Flat)



Deluxe Calendar
6" x 8.5" (12" x 8.5" Flat)



Mini Calendar
5" x 7" (10" x 7" Flat)



Calendar Cards Full Year
6" x 11" or 11" x 17"



Calendar Cards Quarterly
Available in all Flat Postcard sizes.

MODERN MARKETING TIP

Calendars are a smart part of your marketing mix. Gift your customers and prospects with a functional tool to keep track of dates, meetings and to-dos while also keeping your brand center stage, all year long! Calendars are a win-win solution with plenty of room for stunning photography and fun themes.



THE FORMAT FACTOR

Findings on which direct mail formats work best and when to use them.

Selecting the right print format can make or break the outcome of any direct mail program – and unique marketing objectives require different formats. Below are some insights and guidelines to keep in mind, depending on your business type and the audience you’re targeting:

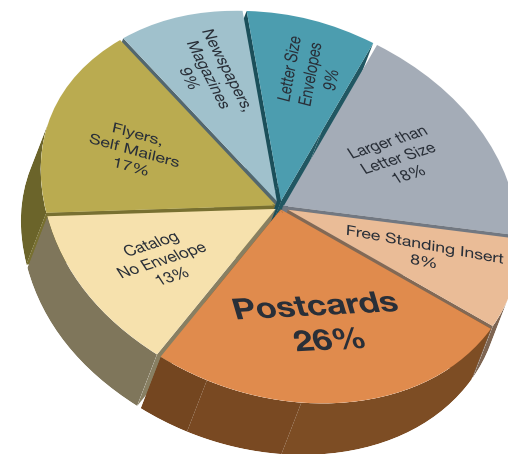
- Postcards boast a 100% open rate, so they are likely to be most effective when your strategy is to grab attention and get your message across quickly
- Research shows younger consumers are much more image oriented and tend to respond better to high-impact graphics that postcards and self-mailers permit
- When working with financial, medical and other confidential information, it is critical to use a closed format, such as an envelope package or secure self-mailer for recipients’ privacy
- Envelope packages tend to pull well when targeting older audiences who still have an emotional attachment to traditional letter formats

SEE THE FACTS FOR YOURSELF

According to a U.S. Postal Service® response survey, you can view how likely recipients responded to different direct mail formats, as illustrated in the pie chart below.

The survey results show postcards as the leading format option in terms of generating response rates. When it comes to selecting direct mail products for your business, the best way to determine a high-performing format is to test, track and test some more.

If you’re not sure where to start, call Modern today to learn more about print formats that align with your marketing goals.



Percent Indicating They Would Respond If mail piece contained advertising or request for donation

USPS® Household Diary Study

CREATIVE SERVICES

Turn your vision into reality with the help of talented marketers and designers.

Direct mail strategy is simple: you want your marketing offers to be saved and redeemed, not dismissed and thrown in the recycling bin. With mere seconds to capture the attention of your audience, great design is a key factor in earning superior response rates. That’s why Modern Postcard offers different levels of Creative Services to best fit your needs and budget, and help your business get better results.

- Production Services
- Layout Services
- Marketing Services
- Digital Imaging Services

DIY DESIGN GALLERY

Not sure where to start? Get inspiration or find a style that catches your eye by viewing our online design gallery. Download free, unlimited InDesign templates for do-it-yourself design or choose one for our team to complete.



Go to modernpostcard.com/gallery



STAND-OUT PRINT PRODUCTS

Whether you need 50 last-minute booklets or 5 million postcards, Modern works hard to exceed your expectations.

Break through the competition with our collection of high quality print products designed for all your marketing needs. Superior paper, vibrant color and best-in-class service help you spread the word about your brand professionally and effortlessly. With a variety of formats and plenty of custom-tailored solutions, the team at Modern Postcard guides you in achieving the look you want, on time and on budget.

“When it comes to promoting our company and product designs, crisp printing and impeccable color reproduction are a must. Modern beyond delivered on both – our booklets look fantastic.”

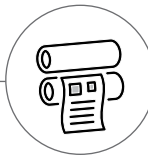
– Mark Kokavec
Render Demo Design Studio

Browse pages 32-49 for promotional tips, product formats and project ideas.

INSIDE MODERN'S PRINTING SERVICES

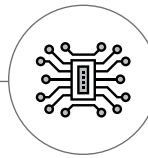
Where high-performance technology meets true craftsmanship.

While print technology and machinery have evolved with time, it still takes the utmost care and a well-trained eye to produce impeccable work. At Modern Postcard, that high level of detail comes from our experienced team of print craftspeople. When you mix passion with industry-leading equipment, you get unforgettable quality. We're proud to deliver superior paper products, eco-friendly options, custom finishing solutions, vibrant color and precise care for every order that leaves our state-of-the-art facility in California.



Offset Printing

With offset technology, ink is not transferred directly onto paper. First, metal plates are inked and used to transfer content onto rubber blankets. Then, the blankets transfer content directly onto large paper sheets, producing the final printed materials.



Digital Printing

With digital technology, computer programs connect with machinery (like laser printers) to transfer toner or liquid ink onto paper sheets. When your marketing requires unique content or offer codes per recipient, Variable Data Printing is the perfect, digital-only solution.

Paper Varieties

Modern offers a variety of paper options including environmentally-friendly SFI®, FSC® and PEFC® certified stocks. Our 14pt premium card stock is designed to withstand the rigors of mailing, so your marketing piece is more likely to arrive in great shape and inspire prospects to take action. Learn more about our core paper offerings below.

14pt Premium Card Stock

- PEFC Certified, ultra heavy-duty
- Highly resilient in the mail stream
- Smooth surface for optimal ink adhesion and reproduction

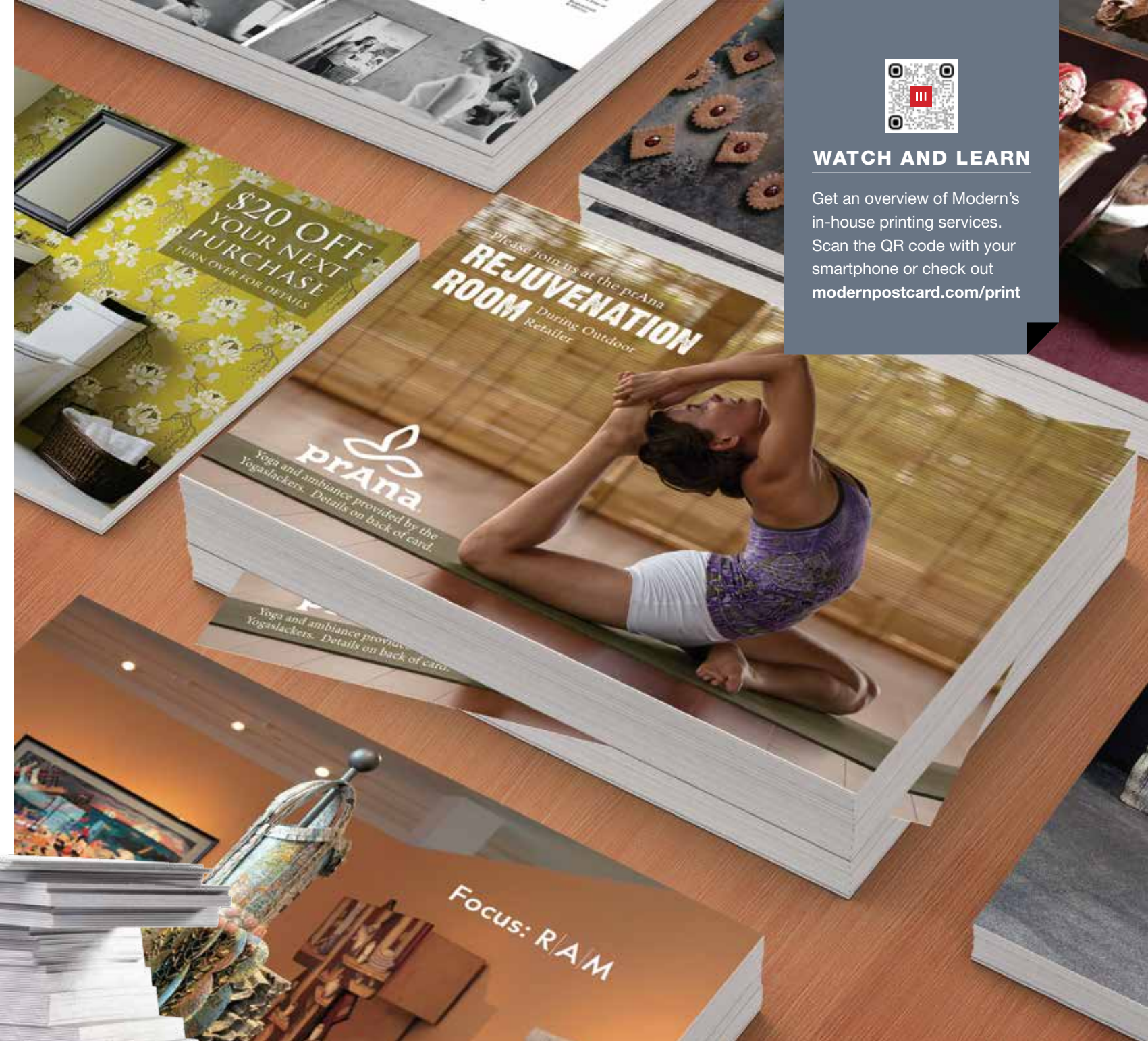
14pt Recycled Card Stock

- PEFC Certified, premium fine-grade paper
- Recycled, 50% post-consumer waste (PCW)

100lb Premium Text

- FSC Certified, premium text paper
- Ideal for booklets, flyers and catalogs

Other custom options and paper weights available upon request.



WATCH AND LEARN

Get an overview of Modern's in-house printing services. Scan the QR code with your smartphone or check out modernpostcard.com/print

YOUR TOTAL SOURCE FOR PRINTING

The struggle of dealing with multiple vendors to produce marketing collateral and direct mail campaigns is over. Modern Postcard supports your print and direct marketing efforts from beginning to end. With standard products like postcards, booklets and business cards, plus promotional items like banners, loyalty cards and door hangers, it's easy to get your projects completed on time and on budget from the industry's most reliable, one-stop source.

BUSINESS CARDS

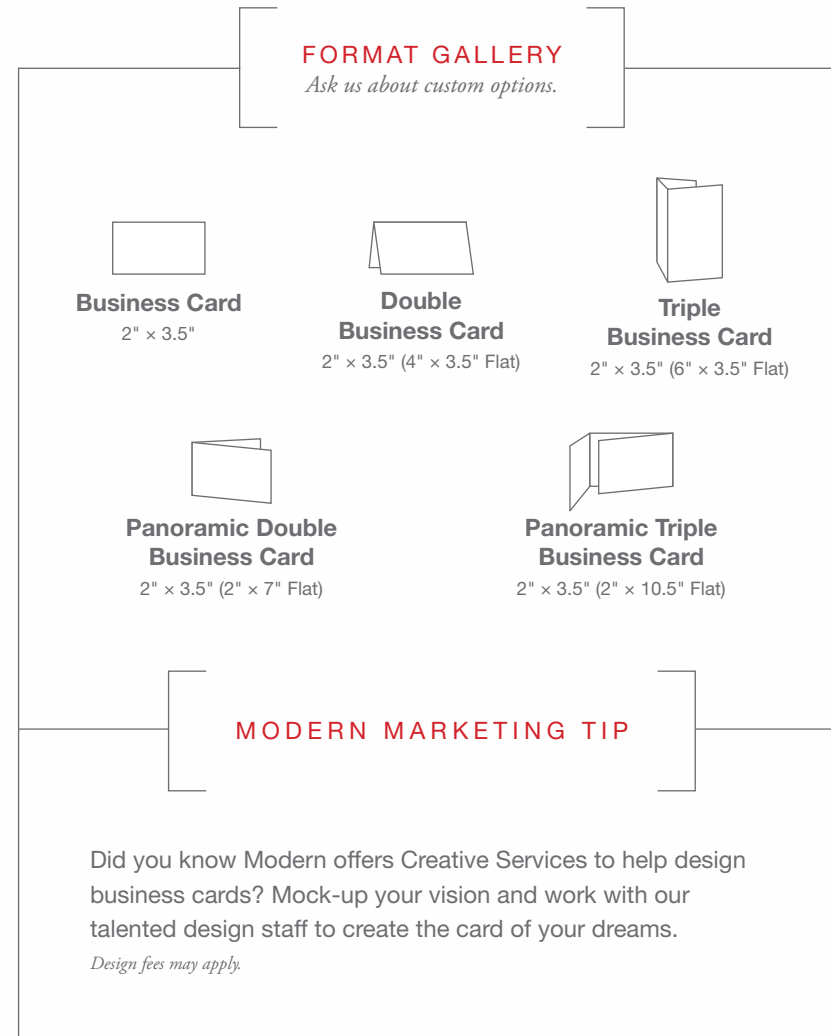
First impressions can make or break your business, which is why Modern offers a variety of unique Business Card formats – from straightforward to stunning! Keep it simple with standard Business Cards or create a wallet-sized portfolio piece with the Panoramic Triple Business Card. You can even help customers spread the word about your products or services with tear-off coupons and referral cards. Say goodbye to flimsy and forgettable. Modern keeps you looking sharp with superior, quality-crafted business cards.

Marketing Tips

- ✓ Remind customers of their next appointment
- ✓ Drive business to a website or social channels
- ✓ Get repeat business with frequent customer cards

Project Ideas

- ✓ Event tickets
- ✓ Mini table tents
- ✓ Mini product catalogs



SQUARE CARDS

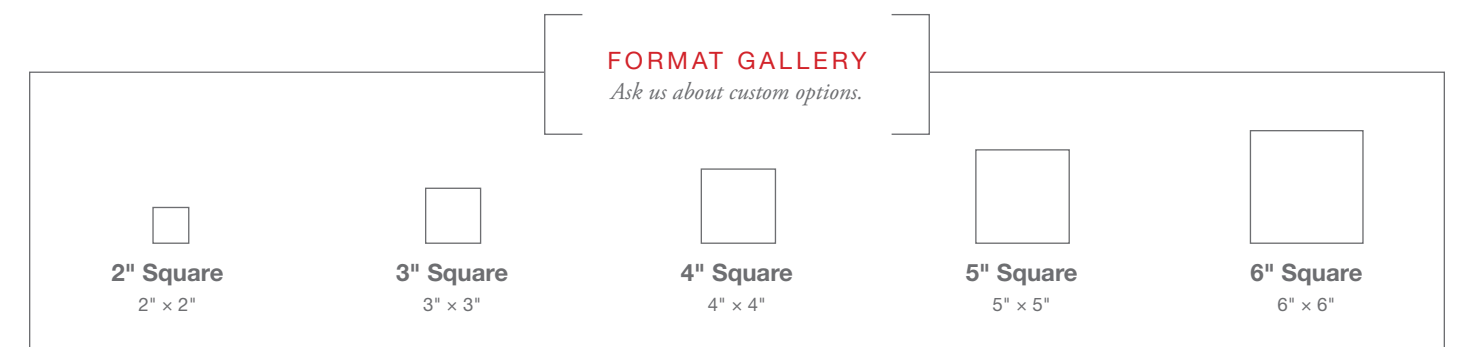
When you want to make a serious statement beyond typical formats, put rectangles aside and go square! Modern's Square Cards boast sizes ranging from 2-6 inches, so it's easy to find the square that's right for your marketing needs. Square formats make memorable business cards, as well as unique and unforgettable handouts that can be easily tucked into a pocket or purse. If your content requires more space, larger square formats are your slick, go-to marketing pieces. Win over new customers just for being a little square.



Project Ideas

- ✓ Hang tags
- ✓ Square business cards
- ✓ Product coupons
- ✓ Appointment cards
- ✓ QR code handouts

Folded Square Cards are also available – just ask!





WATCH AND LEARN

View Modern's best practices for campaign tracking. Scan the QR code with your smartphone or check out modernpostcard.com/track

MARKETING BY INDUSTRY

Know how to promote your business with these trade-specific tips.

Over the years, Modern has handled print, list and direct mail marketing needs for more than 250,000 businesses, and we're passing along insider tips on how some of our clients put print and direct mail to work for their business.

RETAILERS

Print and Direct Mail Promotions

- Seasonal sales and discount offers to clients and prospects
- New product preview mailers
- Conference, trade show and event invitations
- Grand opening or new location announcements
- Customer loyalty rewards, birthday and gift card mailers
- In-store handouts, bag stuffers and shipment inserts
- Product guides and catalogs
- Mailers to drive online sales and promote in-store events
- Product inserts and instructional guides

List Targets

- Households targeted by drive time, age, income, gender, marital status, presence of children or pets
- New movers and new homeowners in the area
- Prospects with in-store and online retail transactions
- Consumers with specific lifestyle interests such as health and fitness, artistic living and magazine subscriptions

High-Value Retailers

For businesses selling luxury products or services – think runway apparel, fine jewelry, collectible cars, gold coins, vacation planning, etc. – the vast world of mailing data holds major marketing advantages. Segment campaigns to prospects by relevant list targets, such as: affluent travelers, specialty car owners, political affiliation, net worth, cultural interests, donors by cause and many more. Breaking down your audience by certain behaviors, lifestyle choices and demographics is an excellent resource to promote your high-class offerings successfully.

E-COMMERCE

Print and Direct Mail Promotions

- Coupon mailers with exclusive website discount codes
- Sales preview announcements
- Free trial offers with instructions for redeeming online
- Shipment inserts
- New customer rewards mailers
- App download invitations
- Product catalogs
- Win-back postcards to inactive customers
- Trade show collateral
- Store credit vouchers or certificates

List Targets

- Households with online shopping history
- Recent site logins with unconverted transactions
- Buyers in close proximity to your warehouse or fulfillment center
- Product-specific consumer buying activity

NONPROFITS

Print and Direct Mail Promotions

- Volunteer recruitment, membership renewals and drives
- Save the date announcements, and gala invitations
- Event RSVP reply cards with return envelopes
- Fundraising campaigns to new and existing donors
- Exhibition and conference invitations
- Personalized letter mailings to donors and members
- Birthday and holiday greeting cards
- 100lb products for monthly newsletters or event registrations
- Annual report booklets, conference guides and education programs
- Wall calendars used for fundraising and awareness building

List Targets

- Donors of various causes, especially major museums and galleries
- Affluent households in the area; families with children
- Consumers with similar demographic attributes, plus current members and donors

PHOTOGRAPHERS

Print and Direct Mail Promotions

- Self-promotional mailers to creatives, agencies and clients
- Exhibition and show invitations
- Session pricing and offers mailed around life events and holidays
- Mailers to drive visits to websites and online portfolios
- Promotional leave behinds during agency meetings and exhibitions
- Panoramic folds to showcase multiple images, assignments and photographer bios
- Recipe cards for food photographers
- Booklets including multiple photographers represented by the same agency
- Fine art photo books and wall calendars for resale

List Targets

- Ad agencies, architectural or interior design firms, real estate agents, magazine photo editors, creative directors, design firms
- Expectant parents, new parents, newly engaged couples
- High-income consumers, families with young children, high school and college graduates, pet owners

REALTORS

Print and Direct Mail Promotions

- Open house, just-sold and just-listed promotions
- Educational seminar invitations
- Apartment and condo market reports
- Property owner prospecting
- Holiday greetings and thank you mailers to clients
- Company newsletters
- Real estate booklets with property features, images, amenities and pricing
- Market value catalogs and annual summary report
- Realtor business cards and notepads

List Targets

- Occupants in select geographic areas by carrier routes and of specific household income
- Real estate investors with equity available within their investment property
- Pre-movers who have placed their homes for sale within the last 30 days

ARTISTS AND GALLERIES

Print and Direct Mail Promotions

- Announce and promote new works
- Gallery exhibitions, sneak previews and event invitations
- Artist receptions and juried exhibition announcements
- Craft and holiday fair invitations
- Digital prints of original work for resale online and at shows
- Artist bio cards, gallery and exhibit handouts
- Individual greeting cards or sets for resale
- Art dealer catalogs and gallery booklets to publicize exhibitions
- Fine art books and wall calendars for resale

List Targets

- Art collectors and dealers
- Interior designers and architects
- Institutions and corporations
- Affluent consumers and homeowners of specific ages



View samples of print and mail promotions by businesses in your industry. Request a free sample kit: modernpostcard.com/samples



Find new customers that look like your top buyers. Request a free Customer Profile Report: modernpostcard.com/report



100LB FOLDED

Modern's 100lb Folded products are not only economical, many options are postal-friendly! This added convenience means you can create powerful marketing pieces to hand out, leave behind or follow up with prospects by mail. An array of formats, from greeting cards and folded flyers to massive double catalog sheets, makes it a breeze to display your best photos, schedules or important company information in a sophisticated fashion.

Project Ideas

- Brochures
- Newsletters
- Event programs
- Leave-behinds
- Store handouts

100LB TRI-FOLD

Triple the space makes your business a triple threat in today's market. Modern's 100lb Tri-Fold products work well for both printed promotional pieces and marketing mailers. Slim and attractive, choose from multiple sizes to wow customers at your next product showcase, mixer, tradeshow or sales meeting. Leave them behind or use them as incentive pieces with enticing offers. Whatever you choose, stand out from the sea of low-quality flyers and white envelopes in the mail to demand attention and receive better results.

Project Ideas

- Maps
- Mid-sized brochures
- Product FAQ guides
- Compact portfolios

What is 100lb paper?

In the printing industry, some paper types are identified by pounds, listed as lb or #. 100lb paper earned its name because it was originally produced from 17" x 22" sheets, and when 500 sheets were stacked, the weight totaled 100 pounds! In comparison to inkjet printer paper, Modern's 100lb paper feels heavier and features a premium, high-gloss finish.

FORMAT GALLERY
Ask us about custom options.

 Folded Greeting 100lb Gloss 4.25" x 6" (8.5" x 6" Flat)	 Folded Double 5 x 7 100lb Gloss 5" x 7" (10" x 7" Flat)	 Folded Double Deluxe 100lb Gloss 6" x 8.5" (12" x 8.5" Flat)
 Folded Double Sumo 100lb Gloss 6" x 10.5" (12" x 10.5" Flat)	 Folded Flyer 100lb Gloss 5.5" x 8.5" (11" x 8.5" Flat)	 Double Catalog Sheet 100lb Gloss 8.5" x 11" (17" x 11" Flat)

FORMAT GALLERY
Ask us about custom options.

 Triple Standard 100lb Gloss 4.25" x 6" (12.75" x 6" Flat)	 Triple 5 x 7 100lb Gloss 5" x 7" (15" x 7" Flat)	 Triple Deluxe 100lb Gloss 5.75" x 8.5" (17.25" x 8.5" Flat)
 Triple Sumo 100lb Gloss 5.75" x 10.5" (17.25" x 10.5" Flat)	 Tri-Fold Brochure 100lb Gloss 3.6" x 8.5" (11" x 8.5" Flat)	

100LB FLATS

Not all marketing requires premium cardstock, so when you need to make a major impression with lighter paperweights, Modern's 100lb Flat products are the perfect choice. Super sleek with a gloss finish, flat formats come in all sizes and shapes, from standard flyers and rack cards to mid-sized posters. Spectacularly showcase your latest products or turn an online PDF into a physical handout. However creative you get, your business will achieve professional brand recognition and great impact for your marketing spend with these smart, lightened-up products.

Project Ideas

- Flyers
- Reports
- Whitepapers
- Media kit inserts
- Tradeshow handouts
- Promotional posters

FORMAT GALLERY
Ask us about custom options.

 Standard 100lb Gloss 4.25" x 6"	 5 x 7 100lb Gloss 5" x 7"	 Rack Card 100lb Gloss 4" x 9"
 Deluxe 100lb Gloss 6" x 8.5"	 Sumo Size 100lb Gloss 6" x 11"	 Flyer 100lb Gloss 8.5" x 11"

MODERN MARKETING TIP

Sometimes, you need marketing and promotional materials that look professional, but do not require the heavier weight of cardstock. Our 100lb Gloss products provide a sleek and cost-effective solution to successfully get your message across.

Interested in mailing 100lb products? Only folded formats meet the USPS® mailing standards – find them on page 40.

100LB SQUARES

Lighter on paper but heavy on influence, Modern's 100lb Square formats offer major marketing appeal at a budget-friendly cost. Square shapes help set your business apart from the competition and give customers a reason to look twice. Just like our Square Card formats, select the right size for your promotional needs, from 2-6 inches.

Project Ideas

- Event handouts
- In-store coupons
- QR code handouts

FORMAT GALLERY
Ask us about custom options.

 2" Square 100lb Gloss 2" x 2"	 3" Square 100lb Gloss 3" x 3"	 4" Square 100lb Gloss 4" x 4"	 5" Square 100lb Gloss 5" x 5"	 6" Square 100lb Gloss 6" x 6"
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PRINT TO IMPRESS

Create marketing showstoppers with our custom print solutions.

While postcards are simple yet effective, sometimes marketing campaigns require extra-special elements to help brands get instant attention and break out from the competition. Whether your promotions and print collateral require custom shapes, intriguing folds or a mesmerizing touch of glitter coating, Modern understands how to make virtually any inventive print concept come to life.

- Die-Cut Shapes
- Unique Folds
- Custom Trim
- Rounded Corners
- Perforation
- Hole Drilling
- Gloss and Matte Finishes
- Specialty Coatings
- Lamination
- Scratch-Offs
- Embossing
- Tabs
- Tip-Ins
- Business Card Slots
- Pockets
- Envelopes
- Booklet Binding
- More options, just ask!

Your crazy-good idea meets our know-how.

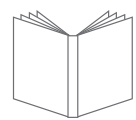
If you own a farmer's market, why not send a huge, juicy-looking strawberry mailer to your audience? If you're a jeweler, you can give your product photography extra oomph and sparkle with silver foil and glitter coating. Whatever creative concept you dream up, Modern is the authority on creative printing and will help implement your vision.

"Ryan Rammel is friendly, responsive and knowledgeable. He made the entire process for custom projects quick and simple, answering all of my questions. He is a great asset to the Modern Postcard team!"
— Jessica Hiatt
Lee & Associates

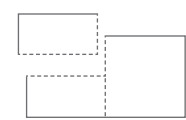


FORMAT GALLERY

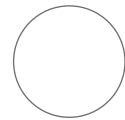
Ask us about custom options.



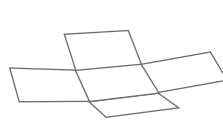
Perfect Binding



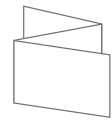
Coupon Perforations



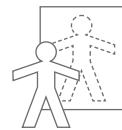
Round Cards



Cross Folds



Accordion Folds



Die Perforations

MODERN MARKETING TIP

Did you know Modern includes free matte or gloss Aqueous Coating on every cardstock order? It's a water-based, 100% recyclable paper coating that provides protection, improves durability and gives printed pieces a finished, professional look.

NEWSLETTERS AND BROCHURES

Highly informational and easy on the eyes, Modern's Newsletter and Brochure formats keep your customers engaged with your company's latest news. On a monthly or quarterly basis, communicate upcoming sales, events, products and exclusive offers – all while looking knowledgeable and professional. These formats work well as in-person handouts or mailers to house and prospect lists. Either way, enjoy the benefits of looking sharp and consistently delivering your brand's story to clientele.

Marketing Tips


- ✓ Create a compact portfolio of services
- ✓ Mail a poster-sized marketing piece
- ✓ Send monthly mailers with service updates
- ✓ Solicit donations or pledges

Project Ideas

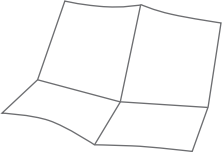
- ✓ Portfolios
- ✓ Event calendars
- ✓ Catalogs
- ✓ Member newsletters



FORMAT GALLERY
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Compact Newsletter
4.25" x 6" (8.5" x 12" Flat)



Large Newsletter
5.5" x 8.5" (11" x 17" Flat)

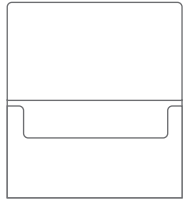
ENVELOPES

When you need a sleek, branded package that represents your business, Modern's Envelope products come in heavy to light paperweights and deliver the ideal solution. Open up a world of possibilities and promote new business when you take envelopes from standard to incredibly cool, colorful and unique. From the most widely-used #10 Envelope to the Sumo Product Envelope, a smartly executed package can pique a recipient's interest to open it, see a great offer and take action!

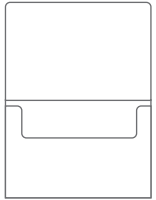
Project Ideas

- ✓ Welcome packets
- ✓ Product sample kits
- ✓ Coupon packages


FORMAT GALLERY
Ask us about custom options.



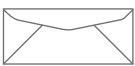
Sumo Product Envelope
6.38" x 11.38"



Deluxe Product Envelope
6.5" x 9.13"



Standard #10 Envelope



Business Reply Envelope

Modern also offers custom-printed envelopes for Greeting Card or Deluxe Card projects.



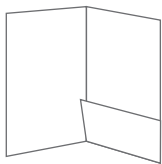
FOLDERS

Show off your business with Modern's collection of durable, custom folders. Presentation Folders are a must-have marketing piece that keeps important materials neat and tidy, whether you're meeting with a client, hosting a seminar or keeping sensitive paperwork confidential. Branded Bill Holders are another smart tactic, allowing you to provide an offer along with the bill that boosts repeat business, while capturing additional customer information. For all your folder needs, Modern will work with you to determine the best sizing, spine width, custom add-ons and more.

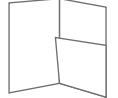
Project Ideas

- ✓ Media kits
- ✓ Welcome packets
- ✓ Product sample kits
- ✓ Presentation packets

FORMAT GALLERY
Ask us about custom options.



Presentation Folders
Folds to 9" x 12"



Bill Holders
Folds to 4.25" x 6"

MODERN MARKETING TIP

Before customers pay the tab and leave, give them a reason to come back by offering special coupons on each Bill Holder. Try including a perforation on the Bill Holder's front panel for customers to tear off, take home and return to your business!

BUSINESS LETTERHEAD

Available in 60lb Smooth Text and 70lb Linen Finish paper options, letterhead is a powerful part of your overall marketing and branding strategies. Showcase professionalism whether you're corresponding with prospective clients, business associates or existing customers. Include your business name, logo, corporate colors and contact information and give your business a sense of credibility while reinforcing your brand.

Marketing Tips

- ✓ Support consistency in brand and design
- ✓ Order matching envelopes for a complete package
- ✓ Try Variable Data Printing for a more relevant message

Are you looking for letter printing? We can help you print large quantities of generic letters or personalized letters using VDP.



IF YOU MAIL IT THEY WILL BUY IT

Direct mail advertising influences young, key spenders in our economy.

Millennials are known as the digital-age generation, but are shocking the industry with their response rates to offline channels. In fact, numerous studies show that direct mail marketing to younger individuals is extremely effective, so avoid the trap of focusing exclusively on digital channels when marketing to this group.

Millennials At-A-Glance

- Born around 1981 through 1999
- Numbering 80 million, they are America's largest generation
- Starting this year, they will spend more than \$200 billion annually and \$10 trillion in their lifetimes
- By 2020, they will represent about 50% of the workforce

Try a Buy One, GIVE One Offer

Marketing research shows millennials want their purchases to contribute to the greater good, and therefore are more likely to do business with brands that give back. If you're targeting a younger demographic, test a donation offer on your marketing piece to spark interest with this audience.



90%
of millennials consider direct mail to be a trustworthy source of information.

Pitney Bowes 2015 Report



While nearly **half** of millennials ignore digital ads, only 15% ignore direct mail.

Customer Focus® 2015 Research Study



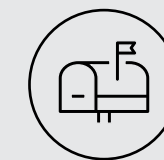
63% of millennials who responded to a direct mail piece within a three month period actually made a purchase.

InfoTrends 2016 Study



In 2014, marketing mail being read immediately by ages 18 to 34 rose **11%** from the year before and is projected to continue increasing.

DMA 2016 Statistical Fact Book



Millennials spend more time scanning and sorting their **mail** than any other generation.

USPS® 2016 Mail Moments Report



Studies show **82%** of younger consumers cite print as part of their purchasing journey.

Google Macro Study



POSTERS AND BANNERS

Create undeniable stopping power with Modern's robust and vibrant promotional Posters. Impossible to ignore, this dynamic format draws attention to your message. Hang them up to promote a sale or a special event, hand them out to support a special cause, or post them around the office.

Marketing Tips

- ✔ Announce a sale or event with a can't-miss sign
- ✔ Invite onlookers to try your product or service
- ✔ Remind members about an upcoming event
- ✔ Direct foot traffic to the right place

Project Ideas

- ✔ Grand opening signage
- ✔ Closeout sale signage
- ✔ Event information postings

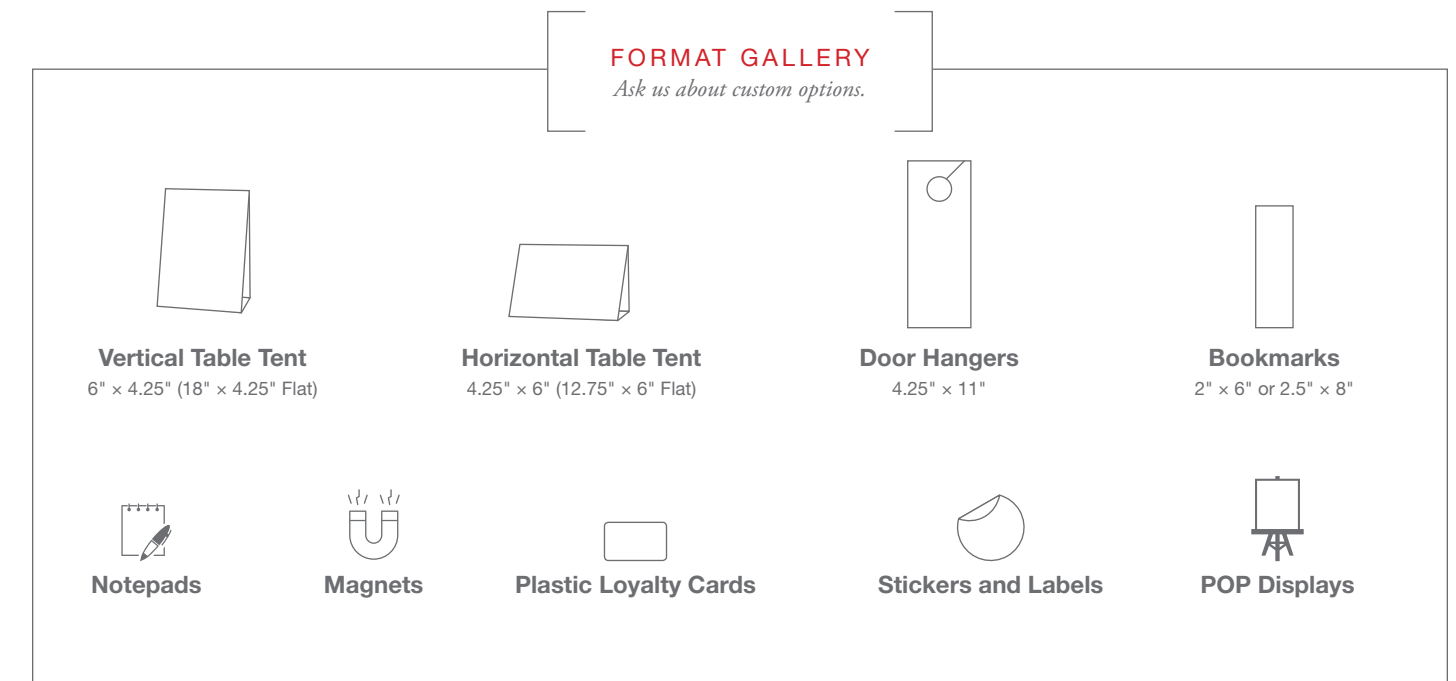
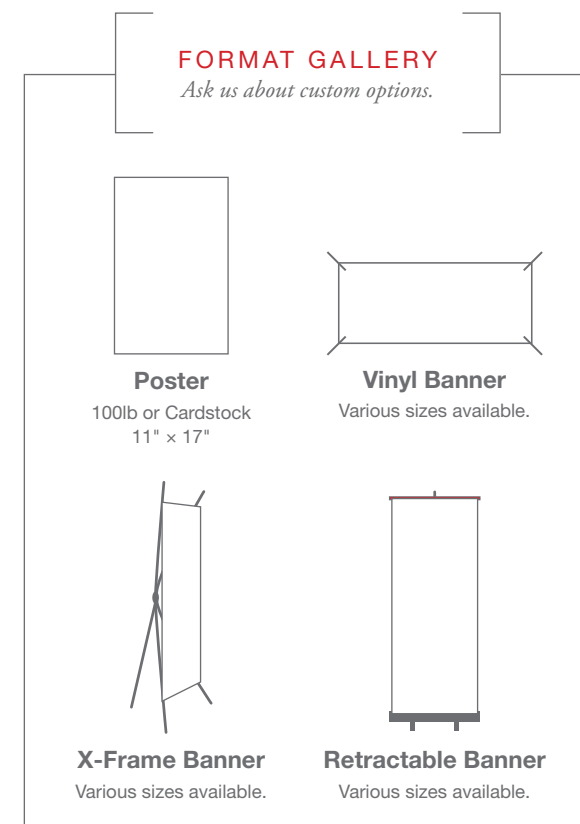


HARD-TO-IGNORE PROMOTIONAL TOOLS

Modern's collection of business print promotions reach beyond the mailbox, calling out to your customers during their daily routines. From front doors and fridges to local restaurant tables and retail stores, be sure to add these clever pieces to your marketing playbook.

Marketing Tips

- ✔ Showcase sales or events on table-top displays
- ✔ Drive traffic to a special landing page or website
- ✔ Spread your messaging and offers in targeted neighborhoods
- ✔ Promote a new book launch or educational book fair





YOU'RE INVITED TO MODERN'S FREE DIRECT MAIL CRASH COURSE™ COMING TO A CITY NEAR YOU!



Meet your direct mail expert, Keith Goodman

With over 20 years of industry experience, Keith is one of the nation's top authorities in direct mail marketing. He partners with clients such as Ancestry, Phillips-Van Heusen, Seamless and Time Warner to create customized, results-oriented direct mail solutions that drive new business.



WATCH AND LEARN

Find out what revenue-generating insights you'll learn during our seminar. Scan to watch this 75-second video overview.

This dynamic and interactive learning opportunity will show you how to ensure the success of every campaign.

Gain valuable direct mail insight.

- Turn expectations into revenue by starting with a smart business marketing plan
- Write compelling copy that demands attention and maximizes your response
- Create calls-to-action and offers that increase conversions and ROI in your campaigns
- Test, track and tweak to increase direct mail effectiveness and success

Understand list opportunities.

- Enrich your own customer database for moneymaking results
- Target prospects most likely to bring in business using advanced analytics
- Boost response by finding the ideal list from over 60,000 lists on the market

Boost delivery, reduce costs.

- Increase mail delivery with proper list suppression and cleaning
- Cut costs and enhance delivery on every mailing using drop shipping
- Track your mailers in real-time with an Intelligent Mail Bar Code

Integrate digital and direct mail.

- Mix cross-channel solutions seamlessly by uniting direct mail with online media at scale
- Utilize email, targeted online display, short codes, QR codes and more to improve ROI
- Include data-driven VDP and PURLs in your direct mail to increase relevance and response



SEE DATES, LOCATIONS
AND REGISTER ONLINE AT
modernpostcard.com/seminar



"Keith's confidence and experience in direct mail are impressive, but his frank and practical approach made the material compelling. He doesn't present a glossy sales pitch. It's more like an honest report from the field."

— Rex Heftmann, 2016 Seminar Alumnus

"As a seasoned digital marketer, the seminar content impressed me greatly. Many of these conferences are 90% vendor advertising, 10% content, but yours was almost all content. I love how much direct mail is evolving – with IP matches and such. We will definitely be reaching out to Modern for our future needs."

— Deb DeFanti, 2017 Seminar Alumna

"The seminar was fabulous! Not only did it reinforce many of the principles I've embraced over the past 18 years, it also introduced me to aspects of direct marketing that I never knew existed. If you think you already 'know it,' please think again."

— Stephen Schmidt, 2014 Seminar Alumnus

Attendees
receive
\$250 in
FREE print!



YOUR SUCCESS STORY IS OURS TOO

Read our collection of client testimonials and see what it's like to partner with Modern.



Rated 4.5 out of 5 on Yelp.com



Over 1,142 5-Star Reviews Received



Earned Cumulative Average of 4.8 out of 5 Stars



Over 1,260 Product Reviews Given



98% Recommend Modern Postcard

Yelp and Bazaarvoice Review Statistics 2017

“ALWAYS MY GO-TO”

Modern Postcard is ALWAYS my go-to for their expertise, quality and timely delivery...highly recommended!

— John Higgins, APPA

“A+ FOR QUALITY”

It's clear that Modern Postcard truly values its customers. Our experience working with our sales representative exceeded all of our expectations. Modern gets an A+ for quality, expediency and service!

— Andrea Raiff, United Way

“PRICING IS COMPETITIVE”

I can always count on Modern Postcard to bring professionalism to the table. They are thorough, prompt and the quality is top notch – pricing is competitive too!

— Charlie Guijarro, Meadows Museum

“NICEST PRINTED PIECE EVER”

The booklets we received from Modern Postcard look wonderful! Our CEO was very pleased and we all agree this is the nicest printed piece ever produced for our company. We are thrilled with the printing, the process and the kind and professional attention provided from start to finish.

— Elizabeth Lowe, Cypress Integration Solutions

“EASY AND WORRY-FREE”

I have been using Modern Postcard for a little over one year, and I am beyond satisfied with the service I receive. The print quality is superior; the mailing services are comprehensive and expedient. Most importantly, everyone I work with – including the Marketing Specialist, Account Associate, Mailing Manager and Graphic Designer – provide individual attention and accommodations that make the entire process easy and worry-free.

— Andrew Shacklett, Sahara Smoke Co.

“FRIENDLY AND RESPONSIVE”

We switched to Modern Postcard four years ago, and haven't looked back since. They never let us down! The high quality of their business shows in every aspect of the work from design to distribution. Customer service goes above and beyond to be friendly and responsive. Modern Postcard has been our partner in making Development and Enrollment campaigns so successful.

— Makena Gray, Shining Rivers Waldorf School

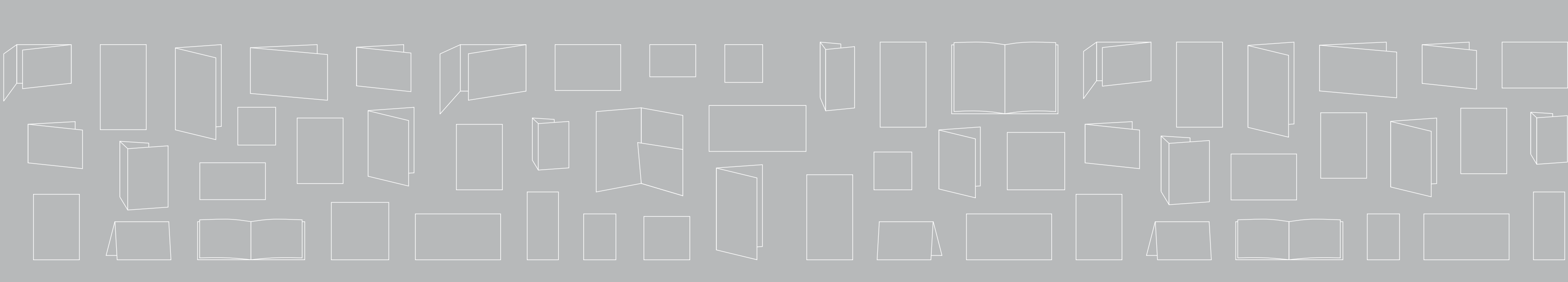
“TOP OF MY LIST”

I have used numerous printers over the years and I have to say, Modern Postcard is now at the top of my list when it comes to customer service and printing quality.

— Tanya Roberson, Account Control Technology, Inc.

Experience the Modern difference today. Call **800.959.8365**





YOUR PARTNER IN **MARKETING**

Leading the industry for nearly 25 years, the experts at Modern continue to craft quality, customized print and direct mail campaigns to help your business stand out, acquire new customers and be successful.



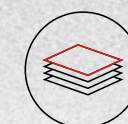
PLAN



LIST



CREATE



PRINT



MAIL



TRACK

Modern Postcard Headquarters
Carlsbad, California



INSIDE

Hundreds of marketing insights, tips and ideas to help grow your business, straight from the industry leaders!

