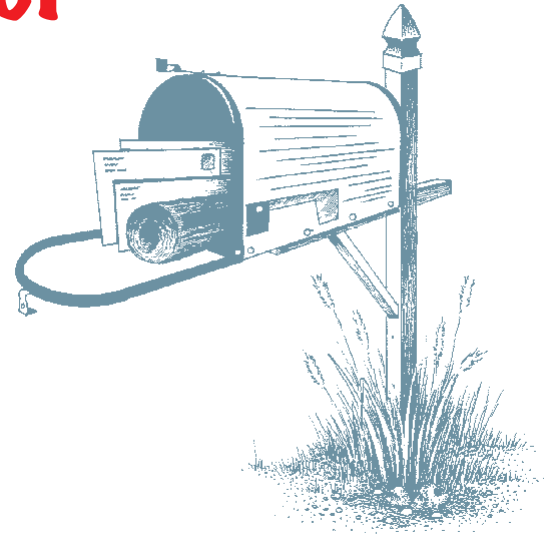


# Direct Mail: Bulky Is Better

## We are on Advertising Overload:

E-Mail caught in Spam Overload  
Internet Ads are intercepted by blockers  
TV commercials get TiVo'd out

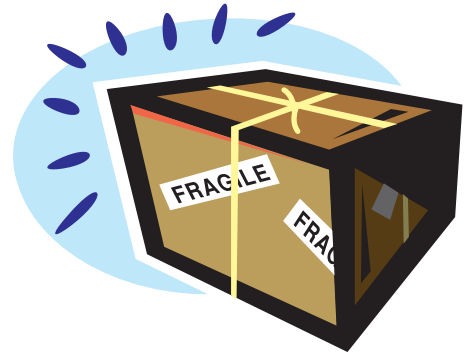


## That Leaves Direct Mail

Lumpy Mail response rate is much greater than flat mail  
Stand out in the morning mail

## How to be successful:

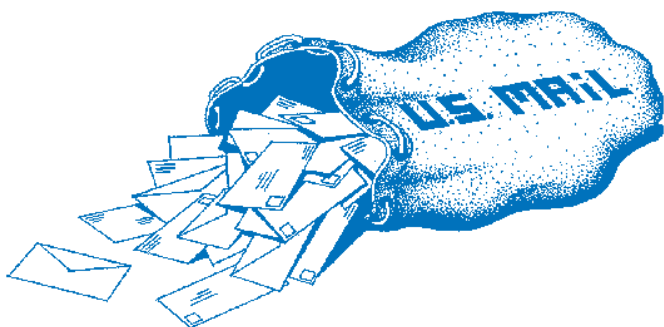
Know your Audience  
Presentation is Everything  
Proper Product for your Audience  
Ask for action - Get a response



## Are you ready for the Response?

Can you handle the outcome

**Results are worth the cost**



Direct Mail  
by **THE CHEST**  
asi 44830