

May 2007 News

Five new ways to improve your direct mail response rates

1. Use Active Mail's greatly increased Sydney business coverage

Number of Sydney businesses available pre April 2007	110,000
Number of businesses now available	205,000

2. Use our new website to do your own counts and mail costings

www.activemail.com.au

Now you can query the Australian Business Database on-line for:

- Counts by business activity, business size and location
- Accurate cost estimates for all mailing products

3. Increase the impact of personalised letters with **free colour images**

Just send us a colour photo or image for inclusion in your letter at *no additional charge*. This may enable you to eliminate the cost of a brochure in some cases.

4. Reduced minimum mailing (1000 units) for **All Industrial mailers**

All Industrial mailers are ideal for smaller properties (less than 250 sq m). The minimum mailing size has been reduced to 1000 units for *orders submitted via our website*

5. Save with our end-of-financial year specials

- **Free double-sided full colour DL cards with all targeted mailers* during May and June**

Just send us your photos or images with text and preferred layout and we do the rest

- **100 free telemarketing follow-up calls with all targeted mailers* during May and June**

See for yourself how telemarketing follow-up can improve your response by up to 500%

* Minimum targeted mailer size 1000 units

Phone the Active Mail sales office on 9540 5488 for more information