

ISOLATE
CUSTOMERS

MOST LIKELY
TO BUY



DIRECT MAIL

The Charlotte Observer
Direct

A DIVISION OF THE CHARLOTTE OBSERVER

It's cost-effective.

Reach only those interested. Direct mail is read by 76% of recipients, and 24% of them say direct mail prompted them to visit a new store.*

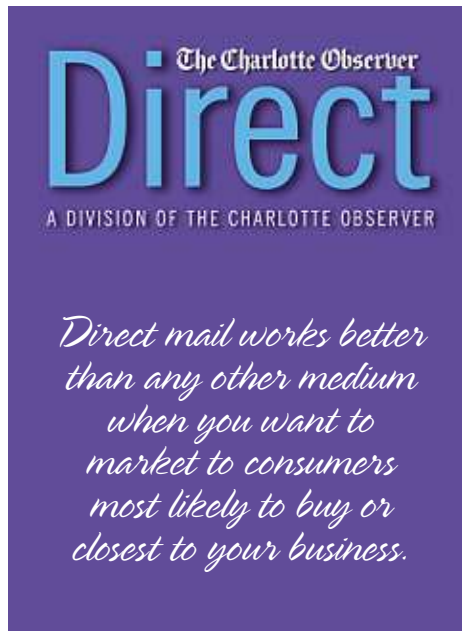
*Source: Vertis Communications Customer Focus (R): Direct Mail 2005

It creates attention.

While mass media are part of the background noise, direct mail actually gets into the hands of your prospects.

It's strategic.

Get rid of the guessing game. Results can be tracked. Messages can be based on strengths of past mailings.



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Direct mail works better than any other medium when you want to market to consumers most likely to buy or closest to your business.

Saturation is yours.

Use direct mail in combination with Charlotte Observer inserts to get total coverage of geographic areas.

No invoice surprises.

We deliver a precise quote to you.

Mail list as clean as can be.

So that your mail list is valid with current addresses, we work with The Observer's Database Marketing Department.

Preparation means savings.

Get the lowest postage because we label and bar-code and sort, and deliver.



COST PER PIECE: FULL COLOR AND TWO-SIDED

Includes design, mail list, printing, labeling, postal preparation and estimated postage.	Postcard Size	Letter	Letter Size	Newsletter Size
	8.5 X 5.5 Can be self-mailer Min. 80 lb. cover stock	8.5 X 11 With window envelope 60 lb. text stock	8.5 X 11 Can be self-mailer 80 lb. text stock	11 X 17 Can be self-mailer 80 lb. cover stock

5,000-9,999	42¢	51¢	47¢	53¢
10,000-24,999	33¢	44¢	36¢	40¢
25,000-49,999	31¢	40¢	33¢	37¢
50,000 and more	30¢	39¢	32¢	36¢

For mail list, you choose geographic area and two demographic variables. Additional variables available at cost. Additional postage may be incurred outside of 280-282 mail zone.

Also includes laser-image name and address, tri-fold, insertion into envelope and sealing.

Also includes bi-fold or tri-fold, and tabbing.

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Minimum of 5,000 pieces on these standard items. Quotes available on additional items such as brochures, catalogs and other pieces of any size and format.

DEADLINE

14 days before run date

SPECIFICATIONS

Color. All inserts are printed full color. When sending electronic files, please supply in CMYK.

Coupons. If having more than one coupon printed, be sure to position carefully so that none back up to another. Inserts are printed full color. When sending electronic files, please supply in CMYK.

Line screen. 133 line screen.

Photo resolution. 300 dpi.

Request rates and details: 704.358.5305 or dhaimer@charlotteobserver.com