

2012 - DIRECT RESPONSE PRODUCTS

AD•INK offers our advertisers three efficient, innovative direct response vehicles that promote interactivity with your customers and expanded creativity. Adding either a direct response card, or a Ad-A-Note to your advertisement in the AD•INK Network will allow you to execute a direct mail campaign at a fraction of the normal cost. It also enables you to interact with key customers on a one-to-one basis.

Business Reply Card Rates*

Two-Color over One-Color Cards

Quantity	Printing/ Tipping CPM
50,000	\$130/M
75,000	\$115/M
100,000	\$110/M
200,000+	\$105/M

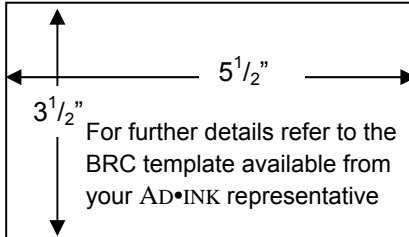
BRC Size: 3.5"H x 5.5" W.

Paper Stock: 75# High Bulk Stock

Color: 2-Color over 1-Color, no bleed

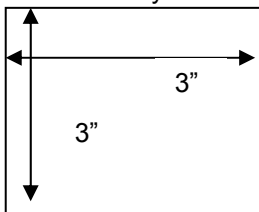
Design Specs: Refer to the BRC template available from your AD•INK representative

Insert Close Date: 4 weeks before space close.



Ad-A-Notes:

Adhering a customized Ad-A-Note to your ad enhances the awareness of your print ad and provides you the ability to supply your customers with information "to-go". This direct response vehicle allows expanded creative flexibility and encourages customers to transfer your special Ad-A-Note information to a date book, calendar or bulletin board for easy reference.



***Note:** Must run in conjunction with a print advertisement in the AD•INK Network. BRC, Direct Mail, and Ad-A-Notes are not agency commissionable. Rate subject to change based on market conditions. 090611

Ad-A-Note Rates

One-Color Printing

Quantity	Printing/ Tipping CPM
50,000	\$130/M
75,000	\$115/M
100,000	\$110/M
200,000+	\$105/M

Ad-A-Note Size: 3" H x 3" W.

Ad-A-Note Size: Color: Yellow or White notes with up to a 4-C printing. There is an additional cost for alternate note colors and more than a 1-C printing.

Mechanical Close Date: AD•INK requires receipt of disc 20 working days before print ad space close.

Direct Mail Subscriber Lists*

AD•INK offers direct mail subscriber lists by 5-digit zip codes for *Good Housekeeping*, *Redbook*, *Woman's Day*, *Seventeen*, *Kiplinger's*, and *Smart Money*. There is a minimum requirement of the purchase of 5,000 subscriber names.

Direct Mail is an enhancement to your advertising schedule where full page ads provide image, impact, and positioning of your business, products and services. Direct mail asks for the order with a coupon offer to the subscriber

This is a great one-two promotional punch to your overall marketing campaign.

Direct Mail Subscriber List Rates*

- \$95 per thousand names –Women's Network
- \$110 per thousand name –Personal Finance Network (minimum of 5,000 subscriber names)

- Plus \$5 per thousand sorting by 5-digit sectional center for first use of specific list

- Plus \$50 per order for list prep as an Excel file

This list is sold for one time use only and the materials sent are subject to approval by the publishers.

Text Messaging Service*

We offer Text Messaging for 30-60 day promotions.

women



seventeen



Kiplinger's



Popular Mechanics

