Checks Unlimited Customer Loyalty Ride-Along

9,200,000 Distribution in 2010 as follows: $35.00/M

Direct Checks Unlimited, America's leading direct-to-consumer check manufacturer, is accepting advertisers in its Customer Loyalty Campaign Ride-Along.

Advertisers' offers will be included in a 6 x 9 envelope mailing to Checks Unlimited customers with a special offer to promote brand loyalty. The package will include a letter and offers from Checks Unlimited plus selected third party advertisers.

This is a great opportunity for general merchandise, book clubs, music clubs, insurance offers, subscriptions, children's products, cosmetics, health and beauty aids, and much more.

MAX/MIN INSERT SIZE: Maximum: 5-1/2 x 8-1/2
Minimum: 3-1/2 x 5-1/2

MAXIMUM WEIGHT: .25 oz
(Overweight charges will apply to inserts above this weight)

MAXIMUM NUMBER OF INSERTS: 6

30% of orders purchased online.

QTY	MAIL DATE	MATERIAL DUE	
2,300,000	2/1/2010	1/4/2010	In-Home 2/8
2,300,000	4/26/2010	3/29/2010	In-Home 5/3
2,300,000	7/5/2010	6/7/2010	In-Home 7/12
2,300,000	9/27/2010	8/30/2010	In-Home 10/4

SAMPLE INSERT PIECE REQUIRED FOR CLEARANCE

UNIT OF SALE
$25.00

GENDER
70% - Female
Average age: 45+

SOURCE
Customer File--
100% mail
order buyers

INCOME
$50,000.00 Median
Household Income

HOMEOWNERS
Approximately 70%
are homeowners

MINIMUM ORDER
100,000

CONTACT
Christie Langdon
607-734-4862

Stanton Direct Marketing, Inc.
315 W. Water Street, Elmira, NY 14901-2914 Tel: 607-734-1665 Fax 607-734-3708