



# RAL ENVELOPE

9,200,000 Year 2010 Annual Envelopes

\$10/M

Direct Checks Unlimited, America's leading direct-to-consumer check manufacturer, is accepting third party advertising on the back side of their full color, customer loyalty ride-along envelope.

Reaching a mostly female customer base, this "guaranteed to see" space is great for gen merchandise, magazine, insurance, gift, healthy life offers.

Demographics:

Average Age: 45+  
70% Homeowners  
100% Mail Order Buyers  
Household Income Range: \$50,000

SIZE OF ENVELOPE: 9 x 6  
PRINT AREA: Back side, 3-3/4" x 4"  
PRINT STYLE: Offset  
COLORS: 4 color

QTY	MAIL DATE	MATERIAL DUE	
2,300,000	2/1/2010	12/1/2009	In-Home 2/8
2,300,000	4/26/2010	TBD	In-Home 5/3
2,300,000	7/5/2010	TBD	In-Home 7/12
2,300,000	9/27/2010	TBD	In-Home 10/4

CPM only accepted.

**AVERAGE ORDER**

\$25

**GENDER**

70% Female

**SOURCE**

Customer File

**MINIMUM ORDER**

2,300,000

Full Run  
(Plate charges apply to partial runs.)

**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  
11/9/2009

11/9/2009