

Designer Checks Customer Loyalty Ride-Along

4,000,000 Distribution in 2010

\$35.00/M

Designer Checks, recognized today as a leader in the direct-check industry, is accepting advertisers into its Customer Loyalty Campaign Ride-Along. Designer Checks takes pride in offering their customers quality checks, exceptional value, and an extensive offering of great check designs.

Advertisers' offers will be included in a 6" x 9" envelope mailing to Designer Checks customers with a special promotion to promote brand loyalty. The mailing will include a letter and offers from Designer Checks plus third party inserts.

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



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

Minimum: 3-1/2 x 5-1/2

MAXIMUM NUMBER OF INSERTS: 6

MAXIMUM WEIGHT: .25 oz

(Overweight charges will apply to inserts above this weight)

QTY	MAIL DATE	MATERIAL DUE	
1,000,000	2/8/10	1/18/2010	In-Home 2/15
1,000,000	5/3/10	4/19/2010	In-Home 5/10
1,000,000	7/12/10	6/28/2010	In-Home 7/19
1,000,000	10/12/10	9/20/2010	In-Home 10/18

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

50,000

CONTACT

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