



RAL ENVELOPE

4,000,000 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	
1,000,000	2/8/2010	12/1/2009	In-Home 2/15
1,000,000	5/3/2010	TBD	In-Home 5/10
1,000,000	7/12/2010	TBD	In-Home 7/19
1,000,000	10/12/2010	TBD	In-Home 10/18

CPM only accepted.

AVERAGE ORDER

\$25

GENDER

70% Female

SOURCE

Customer File

MINIMUM ORDER

1,000,000

Full Run

(Plate charges apply to partial runs.)

CONTACT

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