

# MY COUPON EXPRESS CO-OP MAILING

Reach Broward & Palm Beach County, FL Residents

\$20.00/M

**Consumer Mailings:** 270,000 per mailing (1,620,0000 annually)

**Business Mailings:** 6,000 per mailing (36,000 annually)

**6 Mailings per Year**

Reach affluent residents in the Florida counties of Broward and Palm Beach. These are active adults who participate in life to the fullest, with exercise programs, golf, tennis and other activities. They are becoming technologically savvy, with e-mail, facebook and twitter to keep up with friends and family. This is a great opportunity to reach a responsive audience with the leisure time to view your offer.

The large, colorful, 6" x 9" envelope is filled with targeted, local, money-savings offers. It is welcomed -- and opened

Mailed 6 times per year, recipients look forward to examining the savings available to them from local merchants. A perfect setting to place direct response offers - while consumers are looking for value-added savings.

Average HH income: \$92,000; Median Age: 50+

*MAX/MIN INSERT SIZE:* Maximum: 5-1/2 x 8-1/4

Minimum: 3 x 8

*MAXIMUM WEIGHT:* .15 oz.

## 2010 Schedule

Mail Date	Material Need By
February 8, 2010	January 19, 2010
April 5, 2010	March 15, 2010
June 11, 2010	May 21, 2010
August 13, 2010	June 23, 2010
October 8, 2010	September 17, 2010
December 3, 2010	November 12, 2010

**MEDIAN AGE**

**50+**

**AVG HOUSEHOLD INCOME**

**\$92,000**

**DISTRIBUTION**

100% direct mail

**MINIMUM ORDER**

30,000

**ZONE SELECT:**

10M

**CONTACT:**

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607-734-1665

SAMPLE INSERT  
PIECE REQUIRED  
FOR CLEARANCE

**Stanton Direct Marketing, Inc.**

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7/13/2010