



# Marketing Support



## **PRINT/DESIGN PRODUCTION GUIDELINE**

The print production process is very critical to the success of your direct mail efforts. A fundamental understanding of design and production techniques will ensure that your final campaign elements reflect your original ideas and concepts. Use this guideline to get familiar with several types of direct mail formats, as well as various design requirements.



## **MAIL HOUSE GUIDELINE**

Direct mail is an efficient, effective and economical way to get your message out to your customers. Direct mail traditionally offers several key advantages over other forms of marketing, including selectivity, reach, flexibility, control, impact and response. Use this guideline to familiarize yourself with the procedures involved for a successful direct mail campaign.



## **MAILING QUOTE FORM**

Use the Mailing Quote form as a guideline to communicating with your local mail house. This form provides the generic information that a mail house needs to know in order to provide you with a mailing service quote and postage estimate prior to performing the work.



## **MAILING LIST RESOURCES**

Mailing lists are at the heart of every direct mail operation. Lists can be purchased or rented, brokered or exchanged with mail houses. The variety of lists available today is virtually unlimited. This resource is a compiled list of brokers who offer different market classifications.



## **PUBLICITY GUIDELINES**

Many companies use public relations to supplement other promotional efforts. It is an extremely powerful tool that should always be a part of your overall marketing mix. Use this 5-step guideline to make sure your public relations efforts are closely coordinated with your promotional campaigns so that the greatest effectiveness can be achieved.



## **PRESS RELEASE TEMPLATE**

The Press Release template explains the proper format for a successful news release. Use it as a guideline to generate publicity or shed light on a subject of interest. You may want to present noteworthy or timely information to print, broadcast and community cable outlets.

**GALE GROUP**



**THOMSON LEARNING**